



**Department's Prospect Activity—December:**

- Responded to 262 general information requests
- Distributed 17 marketing packages and 13 business guides
- Conducted 27 business appointments
- Worked with 3 new and 87 on-going prospects
- Received 22,067 hits on biz.loudoun.gov, with 3,958 user sessions
- Received 50,820 hits on www.loudounfarms.org, with 3,520 user sessions

### Business Spotlight: MasComm Systems Thriving in Hamilton

You may have driven by a hundred times and never noticed they were there. Tucked away off Route 7 in a quiet spot in Hamilton is MasComm Systems, Incorporated, a 15-year old software company.

MasComm, founded by President and CEO Merle Garvis, has been thriving in Loudoun for the last seven years, producing, marketing, and providing online training for their software, which is primarily developed for K-12 educational administration. The company's flagship product is a scheduling program for elementary schools. Their suite of products is currently in use by over 10,000 schools nationwide. With its national success and its need for highly educated, skilled technical staff, MasComm's off-the-beaten-path location in Hamilton might at first seem puzzling. Not so, says Garvis.



Merle Garvis, President and CEO

"We moved [to Northern Virginia] from California in 1960, and have gradually migrated west. This space works, it's great, it's local. It's in a town that's ... in the shadow of the mountains, the quality of life is great, so it's pretty ideal. Many of the

(See MasComm, continued on page 2)

### It's Official: Loudoun Equine Still #1 in Virginia

Loudoun County Rural Economic Development Council (REDC) member Donna Rogers reported to the REDC in January that as of 2006, Loudoun County had more horses than any other county in Virginia, with 15,500 head. Fauquier, with 14,800 horses, ranks second. The information was included in the U.S. Department of Agriculture's (USDA) 2006 *Equine Survey*, which was released in December. Loudoun also ranked first in the state in the last issued USDA report from 2001.



The study also announced that there were an estimated 215,000 horses, ponies, and mules in Virginia on November 1, 2006, up 26% from June, 2001. Values are up as well: a 2006 sales value of \$107 million places horses as the sixth-largest commodity in Virginia based on cash receipts, while the total value of all equine on November 1, 2006, was \$1.65 billion, up 13% from 2001. Virginia equine operations spent \$783 million during 2006 caring for the animals, compared to \$505 million during 2001.

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## REDC Elects Fabboli, Taylor as New Officers for 2008



**Loudoun winemaker Doug Fabboli will serve as REDC chair for 2008.**

The Loudoun County Rural Economic Development Council (REDC) has elected officers for 2008. Doug Fabboli of Fabboli Cellars was elected chair, and Mary Ellen Taylor of Endless Summer Harvest was elected vice-chair.

“It’s really going to be a good year for the REDC, with an aggressive schedule of rural projects,” explained DED Agricultural Marketing Coordinator Ann Higgins. “The REDC is looking forward to working with the newly-elected Board of Supervisors on issues including a review of the *200,000 Acre Solution*, the creation of a year-round community farmers market, the expansion of rural business opportunities through a fine tuning of the Zoning Ordinance, and efforts to bring wayfinding to rural business areas in the county.”

Other members of the council for 2008 and their industry specialties are Nicki Bazaco, wine industry; Jeffrey S. Browning, agribusiness; Petra Cox, rural based business; Marian Czarnecki, Loudoun Soil & Water Conservation District; James Dunlap, Loudoun Valley HomeGrown Markets Association; Jay Frankenfield, Agricultural District Advisory Committee; Jeremy Harvey, Loudoun Convention and Visitors Association; Chris Hatch, production agriculture; Tamar Datan Johnston, Loudoun County Economic Development Commission; Karen Jones, finance; Sally Kurtz, Loudoun County Board of Supervisors; Benjamin D. Leigh, professional; John Montel, at-large; Donna Rogers, equine; and Chris VanVlack, Loudoun County Farm Bureau.

The REDC, a 19-member board appointed by the Board of Supervisors, represents various industry sectors and promotes the economic growth and vitality of the County’s agricultural, horticultural, and equine industries. The council furnishes information and makes recommendations to the Board of Supervisors relative to programs and policies affecting the economic growth and development of rural Loudoun County. It also provides a forum for agricultural industry and rural business sector leaders to meet and exchange ideas.

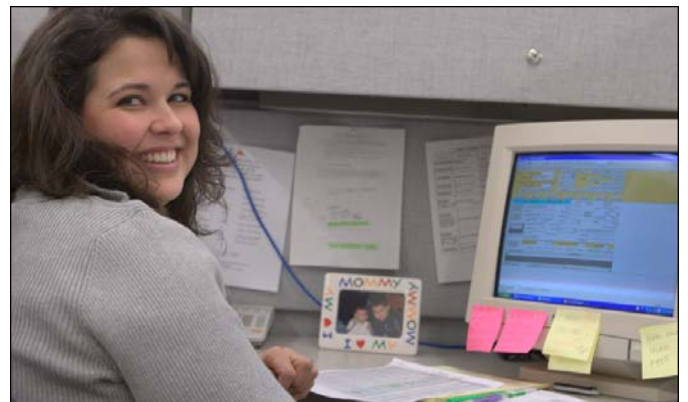
REDC meetings are open to the public and take place on the first Monday of each month. Additional information may be obtained by contacting Ann Higgins at 703-777-0426.

*(MasComm, continued from page 1)*

technology people we need are also moving and living out here. About five years ago, I realized there’s a good source of manpower here that isn’t going to drive to Tysons Corner—software developers, analysts, sales people, and trainers who had interrupted promising careers to have families,” but still wanted to work, he explained.

Garvis has successfully met his business needs, he said, by simply “transitioning from a fulltime staffing strategy to a part time staffing strategy” and in doing so has developed a full staff of about a dozen, most of whom live in Loudoun.

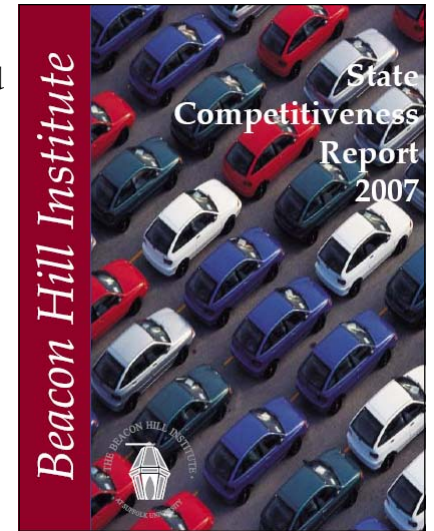
“It’s worked very well for us,” he concluded.



**One of MasComm Systems’ trainers working at the company headquarters in Hamilton. Other company employees work from their home offices.**

## In the News

- ◆ The Beacon Hill Institute at Suffolk University in Massachusetts just ranked Virginia 16th in its recently released **State Competitiveness Report for 2007**. The report analyzes each state on the measures that the Institute determined ensure and sustain a high level of per capita income and continued growth through new business attraction and incubation. Ranking categories included government fiscal policy, security, infrastructure, human resources, technology, business incubation, openness, and environmental policy. While Virginia ranked particularly high for its bond ratings, workers compensation rates, large percentage of high tech jobs, and highly educated workforce, its overall ranking was lowered in part due to the state's measured travel time to work, housing costs, export dollars per capita, and incoming foreign investment dollars per capita. Utah ranked first in the nation.
- ◆ The Northern Virginia Technology Council will host a **BioMedTech Venture Capital funding event** for medical technology firms on March 19. The session will feature both entrepreneurs and investors discussing their ideas for funding, providing their views on what investors are looking for, and offering lessons they've learned along the way. Details will be available soon at [www.nvtc.org](http://www.nvtc.org).
- ◆ The Waterfall Terrace at Lansdowne Resort will be the site of **Corcoran Vineyards** wine tastings on Fridays, February 1, 8, and 15. Corcoran will be sampling five of their award-winning wines from 6 to 7:30 p.m., and wines will be available for purchase at Lansdowne Resort restaurants during the tasting weekends. The winery is located on the outskirts of Waterford.
- ◆ **Cryptek, Inc.**, a Sterling-based provider of security products and solutions for government and industry, announced in January that it has acquired Secure Systems & Technology, Ltd (SST), a company based in the United Kingdom. With over twenty years' experience, SST is the leader in its field of operations. SST has established a strong market position in Europe by specializing in rugged encryption and communications security equipment. The acquisition of SST completes a year of expansion for Cryptek. In 2007, Cryptek acquired the assets of Virginia-based Secure Systems Group (SSG), Ottawa, Canada-based EMCON Emanation Control Ltd and New Jersey-based ION Networks. The company reports that this latest acquisition is another step toward fulfilling Cryptek's goals to enhance, expand and diversify corporate capabilities and to broaden its customer base. The combined revenue of SST, Emcon, SSG, ION Networks and Cryptek exceeded \$50 million in 2007.
- ◆ With 2008 real property assessments due out soon, **Loudoun County Assessor Todd Kaufman** is making an effort to educate the community. "Straight Talk on Assessments and Real Property Taxes" has been posted on the assessor's website under the link "Message from the Assessor." The article explains the relationship between real property taxation and real property assessments, and how assessments are not influenced by the budget or tax rate, but instead are market driven.



The sale price of a particular house alone does not necessarily establish its own market value, says Assessor Todd Kaufman, but it is given consideration. More information is available online at [www.loudoun.gov/assessor](http://www.loudoun.gov/assessor).

**Loudoun County**  
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## Department and Commission News

No grass has grown under the feet of DED's Phil Denino since being hired as Community Development Manager two months ago. Denino has been actively working with Loudoun town representatives to re-evaluate what was previously known as the Main Street Loudoun Program which is now undergoing a re-organization. On February 12, he will continue his efforts with a planning meeting with Main Street representatives from each town.

"We want to discuss what it is the towns really need moving forward, in light of the resources the county can provide. We'll evaluate what will do the most to help the towns increase their business districts, become magnets for entrepreneurs, and continue their historic preservation initiatives." Denino added that the county and towns are considering several different options for the future of their collaboration, and he hopes the end result will also increase the number of volunteer participants working to "make the towns as cool as they can be."

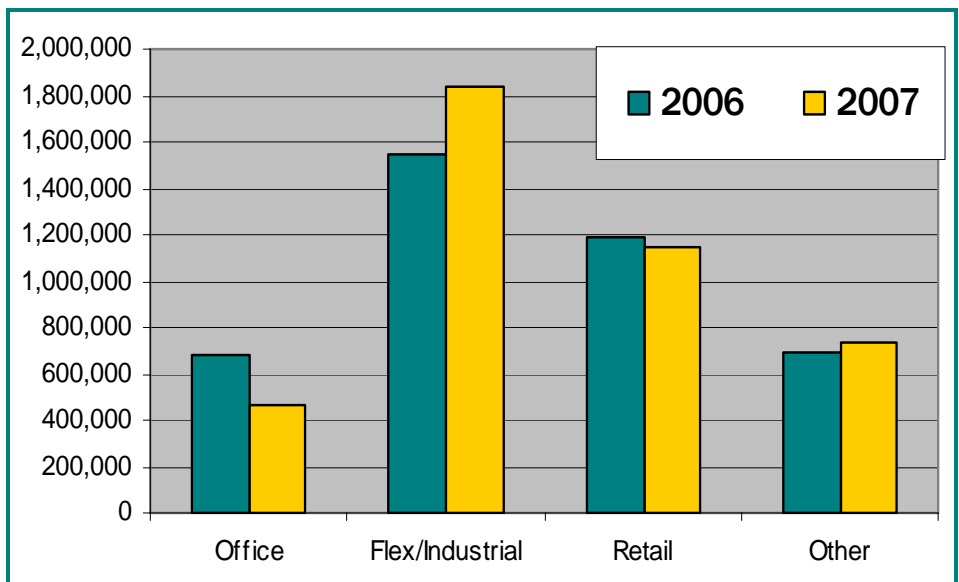
In other revitalization efforts, DED is also a cosponsor with the Downtown Improvement Association and the Town of Leesburg for the upcoming Technical Assistance Panel Session by the Urban Land Institute (ULI). The two-day event on January 29 and 30 will bring an expert ULI panel to study the Leesburg area and to develop a revitalization plan for the future of downtown Leesburg.

## Construction Activity

In December 2007, Loudoun County permitted a total of 531,712 square feet (SF) of nonresidential construction:

- ◆ Office — 0 SF
- ◆ Flex/Industrial — 7,078 SF
- ◆ Retail — 24,872 SF
- ◆ Other — 92,771 SF
- ◆ Taxable — 124,721 SF
- ◆ Route 28 — 0 SF

The cumulative amount of nonresidential square footage permitted in 2007 was 4,312,974, a 4.7 percent increase over 2006.



**Nonresidential Construction – Square Feet Permitted**  
**2006 Total and 2007 Total**