



Contact: Joshua Ryan Hall  
317-464-5416, [jhall@techpoint.org](mailto:jhall@techpoint.org)

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## TechPoint Mira Award Winners Underscore Indiana's Innovative, Entrepreneurial High-Tech Industry

**Awards celebrate the state's top tech firms as well as educators, institutions and other high-tech leaders; Slingshot SEO receives 'IT Company of the Year'**

INDIANAPOLIS (May 9, 2010) — TechPoint, Indiana's economic development initiative focused on technology and entrepreneurship, recognized the state's high-tech success stories during its annual Mira Awards gala presented by BKD CPAs & Advisors and held at the JW Marriott in downtown Indianapolis on May 7th. Now in its 12th year, the TechPoint Mira Awards highlight Indiana's technology success stories, recognizing the companies, institutions and individuals who are leading the state's high-tech economy.

The Mira Awards identify the most innovative and successful firms in information technology, as well as technology-focused companies in industries like advanced manufacturing and logistics, health and life sciences, and clean technology. "Gazelle" awards are given to fast-growing startup companies that have been in business for only a few years, as well as awards highlighting educators and institutions that help connect technology and learning.

**Slingshot SEO**, a search engine optimization (SEO) agency, received Information Technology Company of the Year honors at the Mira Awards, just one day after Indiana Governor Mitch Daniels and Indianapolis Mayor Greg Ballard announced that the company will expand its operations in Indianapolis, creating up to 114 new jobs by 2013.

**ExactTarget**, whose software as a service technology has evolved beyond email marketing to allow clients to connect with customers via text and voice messaging, social media and more, won the Innovation of the Year Mira Award for its "One Size Fits One" approach to customer engagement.

This year, start-up company **BidPal Network** received the Information Technology Gazelle Mira Award. BidPal Network improves charitable fundraising by wirelessly automating auction bidding. **PolicyStat** won the Gazelle award in the Health and Life Sciences category for its "Software-as-a-Service" solution for health care document management.

**AMD Lasers** – the Health & Life Sciences Company Mira recipient – has had a significant impact on the dental industry in a very short time and is currently the largest supplier of dental laser devices in the world. The Health Information Technology Mira went to **Progeny Software**, whose software enables researchers, physicians, and clinicians around the world to track and manage complex health care data.

The judges chose to split the New Media Excellence & Innovation award; honoring **One Click Ventures**, an Internet media company that operates a network of profitable e-commerce websites, for New Media Excellence. **Scotty's Brewhouse** received the Mira for New Media

Innovation. Scotty's Brewhouse restaurants utilize social media and other digital marketing strategies that have proven to generate new business.

Two education category awards highlighted an institution and an individual who are helping to shape Indiana's next generation of emerging media professionals and entrepreneurs. The Education Contribution by a Department, Program or Team Mira Award went to **Information Technology at Purdue/Informatics**. The Informatics team at Purdue University has developed tools that allow students to participate in classroom discussions using text messages, Twitter, and Facebook, and they can even use the video cameras on their smartphones to submit assignments. **Brian Tanner**, president and chairman of Spaceport Indiana (SPI), received the Education Contribution to Technology – Individual for his dedication to inspiring students and bringing quality learning programs about science and space to the next generation.

The winner of the Mira for Clean Technology/Energy Innovation is **Xylogenics**, a firm that is commercializing a yeast that improves ethanol production. **Integrated Distribution Services (IDS)**, a high-tech, full-service logistics provider, received the Advanced Manufacturing and Logistics Mira Award, and **Ontario Systems** – developer of "Collect Savvy" accounts receivable software – was the judges' choice for the Excellence in Corporate IT Mira Award.

**The full list of the 2011 TechPoint Mira Award winners includes:**

- Information Technology Company: [Slingshot SEO](#)
- Information Technology Company Gazelle: [BidPal Network, LLC](#)
- New Media Excellence: [One Click Ventures](#)
- New Media Innovation: [Scotty's Brewhouse](#)
- Clean Technology/Energy Innovation: [Xylogenics, Inc.](#)
- Advanced Manufacturing & Logistics Company: [Integrated Distribution Services \(IDS\)](#)
- Health & Life Science Company: [AMD Lasers, LLC](#)
- Health & Life Science Gazelle: [PolicyStat, LLC](#)
- Health Care Information Technology (HIT): [Progeny Software, LLC](#)
- Educational Contribution to Technology — Department/Program/Team: [Information Technology at Purdue/Informatics](#)
- Educational Contribution to Technology — Individual: **Brian Tanner, President and Chairman of [Spaceport Indiana](#)**
- Excellence in Corporate Information Technology: [Ontario Systems, LLC](#)
- TechPoint Innovation of the Year Award: [ExactTarget](#)
- TechPoint Trailblazer in Technology Award: **Scott Dorsey, Co-Founder and CEO of [ExactTarget](#)**
- TechPoint Foundation Bridge Builder Award: **Don Kent, Chairman of [Net Literacy](#)**
- TechPoint Young Professional of the Year Award: **Kyle Lacy, Principal at [MindFrame](#)**

**Kyle Lacy, principal at MindFrame**, a digital direct response campaign management firm, received the inaugural TechPoint Young Professional of the Year Mira Award. Lacy helped start and build a company that has revolutionized the way nonprofits look at donor engagement and he has written or co-written two books on social media and marketing.

The winner of the TechPoint Foundation Bridge Builder Award is **Don Kent, the chairman of Net Literacy**. Net Literacy's mission is to increase digital inclusion and digital literacy for all

Americans while providing student volunteers life skills, job skills, and an opportunity to participate in service to their community.

Earlier this month, TechPoint announced that **ExactTarget Co-Founder and CEO Scott Dorsey** would be named the Trailblazer in Technology award recipient for his significant and lasting contributions to Indiana's high-tech economy. (See "Scott Dorsey is TechPoint's 2011 Trailblazer in Technology" from May 4, 2010.)

#### **About TechPoint**

TechPoint is Indiana's statewide technology initiative focused on growing Indiana's tech sector by promoting the successes of technology companies and professionals; supporting the formation, expansion, and attraction of technology companies; and advocating appropriate public policy. For more information, please visit [www.techpoint.org](http://www.techpoint.org).

#### **About BKD**

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**EDITOR'S NOTE:** Photos of winners receiving awards and other Mira images are available on the TechPoint website ([www.techpoint.org/mira](http://www.techpoint.org/mira)) or by contacting Joshua Hall at [jhall@techpoint.org](mailto:jhall@techpoint.org) or 317-464-5416. Videos from the awards program are also available.