

TECH **BISNOW**

More Predictions

January 21, 2009

*Big shout-out to great sponsor **Marymount University!** Its Reston Center campus offers great career-advancing business programs in **Human Resource Management**. Don't miss the information luncheon this **Friday, Jan 23, at 10:30 AM**. [Click here](#), or see ad to the right for more details.*

While everyone soaks in yesterday's historic day, we'll continue our forecast of the **Obama administration** as it pertains to the **world of technology**, but we could use some strong coffee until we catch up on our sleep.



Bob Kipps, financier extraordinaire and managing partner of Kipps DeSanto: Obama's fresh approach and communication skills combined with Americans' appreciation of our country's **problems** will create a new patriotism and bipartisanship not witnessed for decades, except briefly after 9/11.



Paul Strasser, COO at Pragmatics:

- There will be some **reorganization** when it comes to bank supervision and regulation.
- Obama's budget deficit, as a percentage of GDP, may exceed **WWII deficits**. This is because of economic stimulus, money to meet campaign promises, overestimation of revenue, and the need to provide more aid than expected to states.
- As a result of Obama's call to service, work in the public sector, and especially **federal service**, will be energized in a way we haven't seen in a long time.
- Obama will take on **Social Security reform** and get it on the right track. "Our leaders have kept passing the buck, but we're at a point where that can no longer continue."



Jeff White, left, who founded MySBX with **Bradley Schwartz**, gave us three predictions. On the business side: Obama "will oversee a fundamental and significant restructuring of monetary policies." On the lighter side, Jeff says the new President will help get rid of two legacy items all Americans hate: **neckties** and the **BCS**: "Bring on a **college football championship!**"



Strelmark President **Hilary Fordwich**, shown with IMC's **Sudhakar Shenoy** and Cyveillance's **Panos Anastassiadis**, says Obama will lead by example: "If everyone would work as hard in school as he did, the **work ethic** would drive

production and **entrepreneurship** instead of expecting government to solve issues. He achieved everything himself, hopefully he will stick it to Americans that we all need to do the same!"



Scott Frederick, right, of Valhalla Partners (seen here with **Synteractive**, CEO **Evan Burfield** and Deloitte's **Ellen Mundell**), says the new tech-savvy Prez will affect the commercial market. "As the country's first e-mail literate, smart phone carrying President, Obama and his administration will mark a tipping point for **smart phone** adoption. As a result, mobile applications (including **mobile TV** and location-based services) will go mainstream."



Al Gordon, CEO of National Strategies: "The most common topic these days is **money**. But this time it is not raising money but spending money! State and local officials are all promoting projects. Obama insiders are all talking about how the stimulus dollars are going to be the first step in **revitalizing the economy**. And business leaders are all trying to figure out the best ways of accessing stimulus dollars as soon as possible."

Running for a Cause



Things we love: **oversized checks** and good causes. We were recently on hand as **Welz & Weisel Communications** presented a check for **\$17,000** to the **Equal Footing Foundation** (the NVTC charitable arm) raised during the inaugural "Run! Geek! Run!" 8K in November. The Foundation also received **\$31,000 in tech donations** from the event. Above, Equal Footing Executive Director **Colleen Hahn** (the blonde in the center) receiving the check from Welz & Weisel Communications' **Nicole Nolte, Joyson Cherian, Evan Weisel, Christy Pittman, Tony Welz, Claire Eisenberg, Chris Leach** and **Jayna Kliner**.

David Stegon will be at the Bisnow tech panel tomorrow morning at the Tower Club, which is sold out, or sleeping in his car in between too many appointments. Send story ideas to David@Bisnow.com

