

Innovative IT... and Suds



AMY MIGHTICH

VP and Plant Manager
of MillerCoors

Innovation Village @ Rockingham (IV@R) is a magnet for professionals who focus on the research, testing, processing and distribution of products and services in the Information Technology (IT) business sector. Examples of the successful deployment of technology can be found throughout the Harrisonburg, Virginia Metro Area. It even helps to make beer.

MillerCoors Vice President and Plant Manager Amy Michtich manages one of the company's most advanced, high-tech breweries. With production of 7 million barrels of beer per year, the Harrisonburg Metro brewery and bottling facility, controls and monitors the brewing process on four flat-screen panels.

"Producing an excellent product in sterile conditions is essential to maintaining the quality and taste that consumers expect," Michtich says. "The proper application of technology is the key. Our county officials helped by establishing a Technology Zone in our area, which reduced our tax burden and encouraged us to make technology investments.

"And having access to the Shenandoah Valley's water—rated among the purest water in the United States—is a big plus," Michtich adds.

MillerCoors is just one of the high-tech-based companies that have put down roots in the Harrisonburg Metro area. Rosetta Stone, Serco, Jennzabar, VistaShare and others are enjoying the business-friendly environment, willing workforce, and ample opportunities to collaborate with professors and students at the eight regional colleges and universities, including James Madison University (JMU).

Innovation Village @ Rockingham is infused with a strong community spirit and "can-do" optimism that helps great ideas move to reality. Anchored by SRI International's 25-acre east coast campus, IV@R is a 365-acre Class A research and technology center being developed in three phases, allowing for the establishment of new facilities or campuses customized for each company's specific needs.