

*Innovators, Inventors, Entrepreneurs & Manufacturers*

*Innovation Collaboration*

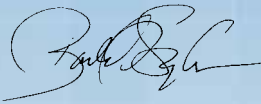
**2010  
IDEAS TO PROFITS  
CONFERENCE**

SEPT. 30 - OCT. 1, 2010

## WELCOME

On behalf of the University of Wisconsin Whitewater, the College of Business & Economics, and the incredible staff of both the Small Business Development Center (SBDC) and Wisconsin Innovation Service Center (WISC), I would like to welcome you to the 11th annual **Ideas to Profits** conference. Our theme this year is **Innovation Collaboration**, and we are confident that the workshops, events and activities will foster collaboration leading to innovation. Our attendees this year represent a broad distribution of states, disciplines and industries. It is this eclectic gathering of talents, skills and abilities that has enabled the **Ideas to Profits** conference to become the premier event bringing entrepreneurs and inventors together.

Enjoy this year's conference and use it to transform ideas into profits!



Ronald "Bud" Gayhart  
Director  
Center for Innovation and Business Development



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# GENERAL INFORMATION

## REGISTRATION AND INFORMATION

The registration/information area is open throughout the Conference and is located outside the Riverview Room. Please feel free to ask questions, obtain directions, leave messages, etc. Additionally, Wisconsin Innovation Service Center staff will be present in each workshop to assist and give directions during the Conference.

### BREAKOUT SESSIONS

All breakout sessions will be held in rooms G, H, and I. All keynote speeches, breakfast, lunch, and the Inventors' Showcase and Reception will be in the Riverview Room. Please see the detailed conference agenda for locations of specific sessions. **Please, no videotaping or audio recording of the Conference. Thank you.**

### NAME BADGES

Your name badge will give you access to all Conference sessions and meals. It must be worn at all times.

### MEALS

The conference registration fee includes breakfasts, breaks, and lunches on September 30 and October 1, and an evening Inventors' Awards Reception with cash bar beginning at 6 p.m. on September 30. Morning and afternoon refreshments will be available during select breaks outside the workshop rooms of G, H, and I. All breakfasts, lunches, and the reception will be in the Riverview Room.

### SPEAKER HANDOUTS

For most sessions, the speaker will be providing handouts in the breakout room where the session takes place. Some materials are provided upon registration. The USB flash drive given to you at registration contains outlines or slides for breakout session presentations.



**WISC specializes in new product feasibility assessments and market expansion opportunities for INNOVATIVE MANUFACTURES, TECHNOLOGY BUSINESSES AND INDEPENDENT INVENTORS.**

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**Wisconsin Innovation Service Center**  
See <http://wisc.wisc.edu> for more information.

**CONTACT:**  
Bud Gophart, Director  
Email: [innovate@wisc.wisc.edu](mailto:innovate@wisc.wisc.edu)  
Phone: 762-473-1365

# CONFERENCE SCHEDULE OVERVIEW

## THURSDAY, SEPTEMBER 30

**8:00-9:00 a.m.** Continental Breakfast and Registration (Riverview Room North Lobby)

**9:00-9:15 a.m.** Welcoming Remarks - Ronald "Bud" Gayhart (Riverview Room)

**9:30-10:30 a.m.** Breakout Sessions:

- Room G "Market Research 101"- Ankur Malhotra
- Room H "From Idea to Top 10 Invention"- Ben Hobbins
- Room I "Financing Options in a Tough Economy"- Julann Jatczak

**Academic Entrepreneurship Track – Riverview Room**  
"Bridges, Gaps and Holes in the Walls: opening up opportunities for venture development inside colleges and universities" – William L. Dougan, Ph.D.

**10:45-11:45 a.m.** Breakout Sessions:

- Room G "GIS Trade Area Mapping" - Mary Wescott
- Room H "Inventors Guide to Prototyping" - James Janisse, Fab Lab
- Room I "What Angel Investors Want" Panel Discussion – Moderator: Joe Kremer; Panelists: Teresa Esser, and Toni Sikes

**12:00 p.m.** Lunch and keynote address - Louis J. Foreman (Riverview Room)

**1:30-2:30 p.m.** Breakout Sessions:

- Room G "Market Research to Drive Business Strategy & Growth" - Ankur Malhotra
- Room H "Search Engine Optimization" - Andrew Ciganek and Dave Munro
- Room I "Making Money on Your IP: IP Monetization" - Joseph Miotke

**Academic Entrepreneurship Track – Riverview Room**  
"Academia to Entrepreneurship or Somewhere in Between: bridging the gap" – Pat Dillion

**2:45-3:45 p.m.** Breakout Sessions:

- Room G "Business Plan Imperatives" - Dave Linz
- Room H "Patents-What Inventors Need to Know" - Attorney Michael Neustel
- Room I "How to Make Money on Your Invention" - Ron Docie, Sr.

**Academic Entrepreneurship Track – Riverview Room**  
"Capturing Funds for Entrepreneurial Initiatives: secrets of successful academic grant applications" – Denise Ehlen and Russell Kashian, Ph.D.

**4:00-5:00 p.m.** New Product Scouts Panel Discussion with Ron Docie, Sr., Louis J. Foreman, Doug Reigle, and Warren Tuttle (Riverview Room)

**5:30-6:00 p.m.** Keynote address - Warren Tuttle (Riverview Room)

**6:00-8:00 p.m.** Inventors' Showcase and Competition (Riverview Room)

## FRIDAY, OCTOBER 1

**7:30-9:15 a.m.** Innovation Champions Award Breakfast (Riverview Room)

**9:30-10:30 a.m.** Breakout Sessions:

- Room G "Entrepreneur and University Partnerships – Collaborating to Commercialize Innovation" - Ken Smith and Randy Hulke
- Room H "Innovative Pricing Strategies" - Lois Smith
- Room I "Protecting Your Intellectual Property on a Budget," Michael Griggs, Attorney

**10:45-11:45 a.m.** Breakout Sessions:

- Room G "Cutting Edge Tools for Entrepreneurs" – Choton Basu, Ph.D.
- Room H "Intellectual Property Licensing Strategies"- David Bates, Chad Bement, Keith Lindenbaum
- Room I "Technology Transfer Panel"- Moderator: Kurt Waldhuetter; Panelists: Joseph Hill, Maliyakal John, David Kettner, Pam Owens, and Brian Thompson

**12:00 p.m.** Lunch and keynote address - Richard Meeusen (Riverview Room)

## CONGRATULATIONS

### 2010 INNOVATION CHAMPIONS!

Award Presentation is Friday October 1 at 8:30 a.m. in the Riverview Room.

Please Join Us.



**Ben Hobbins**, CEO, Lake Resources-IronClads

Wisconsin inventor Ben Hobbins is a serial entrepreneur and CEO of IronClads®-Lake Resources Group, Inc. of Waunakee, Wisconsin. Hobbins was educated both in the USA and in Europe at top educational institutions and is tri-lingual. In 2008, he was awarded “Best of Show” for his products at the Midwest’s largest show, the Chicagoland Outdoor Show. In 2009, Hobbins won Wisconsin’s first Popular Science Top 10 Invention award. For 2010, he won the “Innovation Champion Award” for his work advancing entrepreneurship in Wisconsin and its positive effect on our community. Hobbins credits a “New Product Assessment” conducted by the Wisconsin Innovation Service Center for propelling his invention to public eyes.

Ben Hobbins is known as a prolific networker, connecting regions, cultures, industries, professions, people and resources together into strategic networks that are known for benefiting and providing win-win situations for all individuals and organizations involved. He developed his technologies by partnering with the Polymer Engineering Center at UW-Madison and the Wienert School for Entrepreneurship, among many others. Hobbins founded the successful Lake Delton Fisheries Restoration Project for Lake Delton, and is currently working with IOWA on another natural disaster relief project.

In 2006, Hobbins founded the “American and Wisconsin Youth Entrepreneurs Networks” project, an initiative that develops and links standards-based entrepreneurship education, private and public business assets to the K-12 environment. Today, the initiative is going mainstream in Wisconsin and across the nation. The project is a strategic alliance joining and leveraging the vast resources and assets of the Small Business Development Center state and national networks, UW-Extension and Wisconsin Entrepreneurs’ Network with strategic partner resources.



**Vicki Lobermeier**, Director of Entrepreneurship Activities, Small Business Development Center

Vicki Lobermeier is currently director of the University of Wisconsin-Stevens Point Small Business Development Center. For 19 years, Lobermeier has counseled thousands of individuals wanting to venture down the path of entrepreneurship. In addition to counseling, she teaches workshops on business planning, cash flow budgeting and other topics related to growing a small business. Prior to her work at the SBDC, Lobermeier experienced entrepreneurship herself for 8 years owning both retail and service businesses in Stevens Point and Milwaukee.



**Joe Kremer**, Director, Wisconsin Angel Network

Joe Kremer is the director of the Wisconsin Angel Network (WAN), a public-private initiative launched in January 2005 to fuel the growth of entrepreneurial, early stage financing throughout Wisconsin. WAN, a division of the Wisconsin Technology Council, originated from Wisconsin Governor Jim Doyle’s *Grow Wisconsin* plan and the Wisconsin Legislature’s Act 255 initiative. Since 2005 angel networks and funds in Wisconsin have grown from six to 22 and angel network investing has increased steadily each year, 50 percent in 2009, the most recent year data is currently available.

Kremer is the co-founder and former CFO of Madison-based PowerDesigners LLC, a high-tech power electronics firm. He served as an economic development policy advisor for the Wisconsin State Legislature, worked in the European headquarters’ finance departments of Kraft and PepsiCo Restaurants International, and consults for entrepreneurial and non-profit organizations on business and financial strategies.

Kremer received his MBA in Finance and bachelor’s degree from the University of Wisconsin-Madison from the University of Wisconsin-Madison.



**Jan Gallagher**, Recently Retired Director, Small Business Development Center, University of Wisconsin-La Crosse

The La Crosse Small Business Development Center (SBDC) extends business and management support services to seven counties of Western Wisconsin. As director of the SBDC for 17 years, Jan Gallagher provided counseling and research for business owners and managers and taught classes for new entrepreneurs. She worked with hundreds of entrepreneurs, guiding them in starting or expanding their business, strategic planning, acquiring financing and many other management issues. New product development was a counseling specialty.

In 2001, UW-La Crosse initiated the formation of an angel investment group and Jan assumed the management role. The group invested over a million dollars in a dozen technology businesses over the years and always at a critical funding stage. The angel group was very instrumental in linking Western Wisconsin to the statewide network of Madison and Milwaukee innovation and research resources.

Gallagher led entrepreneurship from several perspectives. Prior to directing the SBDC, Jan was a co-founder of the La Crosse area business magazine *Commerce Now*, and also served as the interim director of the Coulee Region Business Center, the La Crosse area small business incubator. Most recently she was a leader in establishing the regional economic group 7Rivers Alliance.

# 2010 IDEAS TO PROFITS DETAILED AGENDA

THURSDAY, **SEPTEMBER 30**

**8:00-9:00 a.m.** Registration and Continental Breakfast Riverview Room North Lobby

**9:00-9:15 a.m.** Welcoming Remarks Riverview Room

Ronald "Bud" Gayhart, Director, Center for Innovation and Business Development, University of Wisconsin-Whitewater

**9:30-10:30 a.m.** Breakout Sessions

**Market Research 101** *Room G*

Ankur Malhotra, Business Consultant, 5Nines Data

Whether you are looking at making better business decisions about the development of a new product or the marketing of existing products, market research can help you learn a great deal about customers and their needs. In an ever-changing and highly competitive market, market research enables businesses with relevant, accurate, reliable, valid, and current information. This presentation will provide a broad overview of the tools and techniques used to gain insight and support decision making including brief introductions to primary and secondary research methods and 'short-cuts' to gain access to the information you need.

**From Idea to Top 10 Invention** *Room H*

Ben Hobbins, CEO of Lake Resources-Ironclads and 2009 Popular Science Top 10 Inventions Winner

Ben Hobbins will share his story, an intriguing and practical step-by-step overview of how he identified a problem to be solved and provided an innovative and novel solution to the problem. He will share how he came up with the idea for the invention, researched the technologies, and developed his project effectively. Steps he will discuss include conducting research, prototype development, identifying partners, and product development. Hobbins will discuss best practices in development and the building of invention credibility including the role played by a "New Product Assessment" conducted by the Wisconsin Innovation Service Center. He will detail how to build interest, launch a corporation, and network within industry channels to product launch. During his presentation, Hobbins will answer participant questions, identify problem points and practical solutions, and analyze tools regarding

inventrepreneurship and entrepreneurship in Wisconsin.

**Financing Options in a Tough Economy** *Room I*

Julann Jatzcak, Vice President, Wisconsin Women's Business Initiative Corporation (WWBIC)

Finding the money for a business start-up or expansion can take a lot of patience and intestinal fortitude. Unfortunately, a struggling economy doesn't make that any easier. During this session, we'll discuss the challenges and strategies of financing small business in today's lean times. Learn about alternative lending sources (such as non-profit micro-lenders, the SBA and CDFIs), understand what lenders look for in a loan applicant, know what to expect during the financing process, and determine your next steps.

**Academic Entrepreneurship Track – Riverview Room**

Bridges, Gaps and Holes in the Walls: opening up opportunities for venture development inside of colleges and universities

William L. Dougan, Ph.D., Irvin L. Young Professor of Entrepreneurship and Professor of Management at the University of Wisconsin-Whitewater; Advisor for UW-Whitewater's award-winning chapter of the Collegiate Entrepreneurs' Organization

Universities are becoming important sources of new venture ideas and centers of entrepreneurial activity. Based on his experience as a professor of entrepreneurship, William Dougan will discuss the most important changes that are needed for entrepreneurship to flourish in colleges and universities. He will a) share methods by which faculty, staff and students can overcome boundaries to work together, b) present suggestions for helping administrators and policy makers to see the value of potential income streams and c) discuss risks associated with new venture activity and ways to mitigate them. It is important to note that Professor Dougan's arguments reach beyond the boundaries of business schools and departments to faculty, staff and students in the sciences, social sciences, arts, technology, and communications. He articulates critical tasks that must be accomplished to encourage faculty and students across all disciplines to start thinking about how to commercialize discoveries and innovations.

# WTN MEDIA

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**2010 Ideas to Profits Conference**



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Keep up with all the latest entrepreneurial and start-up  
news and columns you can use.

# 2010 IDEAS TO PROFITS DETAILED AGENDA CONT.

## 10:45-11:45 a.m. Breakout Sessions

### **GIS Trade Area Mapping** *Room G*

Mary Wescott, Program Manager, University of Wisconsin-Stevens Point Small Business Development Center

GIS Trade Area Mapping can help you paint a picture of an existing or potential target market. It helps create visuals to define your marketplace: local, regional, statewide, or national! It will teach you what really need to know to make decisions on marketing, location, or expansion. You will answer questions like, where are your potential customers located, and how do you determine target areas of best potential customers. With the right research, data and mapping, you can know your customers, your industry and your trade area! You can picture your customers, visualize competitors' locations, define the demographic profile of your trade area, identify areas with potential target market characteristics, visualize an industry by NAICS, see areas of top household spending on many products, AND so much more! Oh the possibilities of Trade Area Mapping!

### **Inventors Guide to Prototyping** *Room H*

James Janisse, Development Manager, Fox Valley Technical College Fab Lab

Inventor's face many challenges in understanding, evaluating, and selecting proper and affordable prototyping of their product ideas. This workshop will explain emerging digital fabrication prototyping technologies; discuss their applicability to specific prototyping applications; and provide inventors (or "creatives") with guidelines and resources to optimize their prototyping investment.

### **What Angel Investors Want - Panel Discussion** *Room I*

Joe Kremer, Wisconsin Angel Network; Teresa Esser, Managing Director, Silicon Pastures; Toni Sikes, General Partner, Calumet Venture Fund

Joe Kremer will lead a discussion with Teresa Esser and Toni Sikes that will inform attendees about angel investment in Wisconsin including current trends, opportunities and limitations of angel investing. Learn what angel investors seek when considering funding companies, how to approach an angel investor group and specifics about established angel investor groups in

Wisconsin. The panel will welcome questions that will help determine the direction of the discussion.

## 12:00-1:00 p.m. Lunch and Keynote Address

### *Riverview Room*

Louis J. Foreman, CEO of Enventys Product Design and Engineering Firm and Executive Producer and lead judge for Emmy Award winning PBS TV show "Everyday Edisons"

Everyone has a great idea; yet, creating innovative ideas is just the start. How do you transform a great idea into a great product? And, how do you create a product that provides an economic return? This discussion will shed light on how to examine an idea before investing a dime. You will also learn what five questions you should ask before attempting to take your great idea to the next level.

## 1:30-2:30 p.m. Breakout Sessions

### **Market Research to Drive Business Strategy and Growth** *Room G*

Ankur Malhotra, Business Consultant, 5Nines Data

Entrepreneurs, business managers and management teams have to answer fundamental questions such as what is the market and how big is the opportunity? This presentation will provide real world examples from start-ups and established companies on the challenges, methods and outcomes of market research to further business strategy. It will help you to analyze the market including delving deep into social perceptions that play into product preferences, and ultimately the whole consumer experience.

### **Search Engine Optimization** *Room H*

Andrew Ciganek, Assistant Professor, and David Munro, Associate Professor, University of Wisconsin-Whitewater Information Technology and Business Education *Sponsored by WTN Media*

How can you drive more customers to your web site without going broke paying for ads? How can you improve your rankings in search engines? What are the terms people are using when searching for your products? These are questions that you need to ask if you are using your web site to bring in new customers. Come and learn what things you can do to help increase traffic to your web site.

# 2010 IDEAS TO PROFITS DETAILED AGENDA CONT.

## **Making Money on Your Intellectual Property: IP monetization** *Room I*

Joseph Miotke, Principal and Founder, MioTek, LLC

The cutting-edge trends of the emerging intellectual property (“IP”) monetization marketplace are explained along with a perspective on how the marketplace has evolved. Many inventors and IP owners remain unaware of this new global marketplace, and this presentation provides a roadmap for monetizing IP. The current vehicles to monetize IP such as IP auctions and privately brokered transaction are also explained.

## **Academic Entrepreneurship Track – Riverview Room**

Academia to Entrepreneurship or Somewhere in Between: bridging the gap

Pat Dillon, Northwest Regional Director UW-Extension, the Wisconsin Entrepreneurs’ Network (WEN), and expert on highly competitive Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs

Academic entrepreneurship is part of a national movement. It is tied to key initiatives going on within the state and at the national level that are driving innovation and economic development. Dillon will address how government, universities, federal laboratories and small businesses can work together to develop new ideas and bring them to market. Our country spends billions of dollars on research and development. Dillon will share ideas for putting the best talent, expertise, and facilities behind these ideas to create the kind of economy we want for the 21st century. Her presentation will explore the trends and resources supporting academic entrepreneurship including federal and state funding programs. Learn how those funds are supporting pockets of innovation across the state and gain ideas for ways to participate in the “innovation economy” movement.

## **2:45-3:45 p.m. Breakout Sessions**

### **Business Plan Imperatives** *Room G*

Dave Linz, Regional Director, Wisconsin Entrepreneurs’ Network *Sponsored by WTN Media*

With help virtually everywhere these days, why do so many business plans still miss the mark? Often it is because they fail to clearly and convincingly communicate three key messages.

First, you must convince the reader, whether a lender or investor, that this is a compelling opportunity. Second, you must convince them that you have a viable business model that makes money. Third, you must convince them that you can pull it off. In this workshop we will discuss how to address these three key imperatives so that your business plan covers the key strategic issues and stands out.

### **Patents-What Inventors Need to Know** *Room H*

Michael Neustel, U.S. Patent Attorney, Neustel Law Office, LTD

Patenting your invention is important to establish legal rights to your invention. Failure to take the necessary steps can result in the loss of valuable patents and possibly the commercial viability of your product. Attendees will learn about (a) the patent process, (b) costs of patenting, (c) common problems to watch out for, (d) timely filing for patent protection to avoid the loss of patent rights, (e) the steps that can be taken to avoid costly mistakes, and (f) how patents can help you profit from your invention. Learn how to effectively patent your invention and avoid many of the common patent pitfalls inventors experience to give your invention the best opportunity for commercial success.

### **How to Make Money on Your Invention** *Room I*

Ron Docie, Sr., Author of *The Inventor’s Bible*, and President, Docie Invention Services

It is the American Dream to bring the next big idea to market and achieve success. Whether it is a small gadget that makes something work smoother or a technological breakthrough that forever changes the way we live, it is human nature to create, invent and build a better world. Using real case studies, learn how to bring your brilliant ideas to life. Docie will talk about the important lessons he’s learned from over three decades in the business of successfully marketing and commercializing inventions. Be prepared to throw your questions at him about selling and marketing your idea!

Mr. Docie will explain about the different ways to make money from your invention, and orderly steps to help save you time and money. Inventors typically either go in the wrong direction or hire services they don’t need. Learn how to avoid

# 2010 IDEAS TO PROFITS DETAILED AGENDA CONT.

these pitfalls, and get your product or technology to market faster while spending less money. Also discussed will be the in's and out's of negotiating deals with manufacturers and others.

## Academic Entrepreneurship Track – Riverview Room

Capturing Funds for Entrepreneurial Initiatives: secrets of successful academic grant applications

Denise Ehlen, Director of Research and Sponsored Programs at the University of Wisconsin-Whitewater and Russell Kashian, Ph.D., Associate Professor of Economics, UW-Whitewater

Ever wonder what all those grant announcements really mean? Who can apply? What kinds of projects get funded? How can you create a grant application that will gain approval from the funding source? When faculty, staff and students have great ideas for projects, including entrepreneurial initiatives, finding funding can be crucial to moving those projects forward. Ehlen will share information about how to leverage internal funding opportunities to achieve project goals and secure external funding. Kashian will provide the faculty/project management perspective on entrepreneurial projects in academic settings.

## 4:00-5:00 p.m. New Product Scouts Panel Discussion Room I

Moderator: Ron Docie, Sr., President, Docie Invention Services and author of *The Inventor's Bible*. Panelists: Louis J. Foreman, CEO, Eventys Product Design and Engineering Firm; Doug Reigle, CEO, Regal Ware Worldwide; Warren Tuttle,

President of Monashee Marketing Sponsored by the Wisconsin Technology Council

New Product Scouts Panel workshop is a great way for inventors and entrepreneurs to hear first hand, behind-the-scenes, advice from the executives who actually seek out inventions for corporations. The panel collectively represents decades of experience in screening, purchasing and licensing new ideas, patents, technology, and concepts. You will learn about how to better package your information for presentation, identify the right companies and the right people to contact, and learn what your potential buys are looking for.

## 5:30-6:00 p.m. Keynote Address Riverview Room

Warren Tuttle, President of Monashee Marketing and the United Inventors Association

Warren, President of the United Inventors Association, will provide a snap shot of the current state of open innovation state in America and its positive role in creating new business growth, including an update on current proposals for US patent reform and the need to reduce the patent application backlog at the USPTO to spur economic development.

## 6:00-8:00 p.m. Inventors' Showcase and Competition Riverview Room



## Technical Facility and Equipment AVAILABLE NOW!

"Turnkey" space with built-in office space, additional cleanroom, compressed air, and electrical drops is ready for your occupancy. Wetlab and Office space is also available for your applied research ventures. Leases are flexible, cost-effective, and include consultative hours each year with onsite technical assistance!

Leases include access to class-100 cleanroom, specialized equipment, bio lab, micromachining lab, include all common area maintenance needs, with convenient drive-up parking, easy scheduling, and access to educational partners. Consultative hours with educational expertise is also included in the lease.

All utilities for Wetlab and Office spaces are included in affordable lease rates. Utilities for advanced manufacturing spaces are reasonable and ample enough to handle demanding growth needs.

**NanoRite** A Center for Innovation

**Pam Owen, Manager**  
NanoRite Innovation Center  
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715-874-4683-Fax

# INVENTORS' SHOWCASE AND COMPETITION

We would like to extend a sincere thank you to this year's judges of the competition:

## JUDGES:

Sandra Beccue,  
Market Research Manager,  
Wisconsin Innovation Service Center

Ron Docie, Sr.,  
President, Docie Invention Services

Louis J. Foreman,  
CEO, Enventys Product Design and Engineering Firm

Herbert Goetz,  
Industrial Designer, Fab Lab

David Kettner,  
Director of Business and Development,  
Fused Innovation

Warren Tuttle,  
President, Monashee Marketing

## PRIZES:

Wisconsin Innovation Service Center research services valued from \$895 to \$2500 will be awarded to three winners. Fab Lab Prototyping Center services valued at \$1000 will be awarded to one winner.

Judging will take place during the Showcase. Winners will be announced upon completion of judging.

## INVENTORS:

### **Timothy Berg – Drink 'n' Plate/The Plate Handle**

The Drink 'n' Plate/The Plate Handle is a disposable plate that makes eating easy while standing. A hinged handle, on the plate bottom, folds flat for packing but extends for use. This allows the user to easily hold both a drink and the plate with one hand, which frees up the other for eating. It is simple yet effective.

### **Joshua Britton - Aquatic Pesticide Application System (APAS)**

The APAS has begun to revolutionize management and restoration industry by providing a viable alternative for controlling exotic invasive species precisely, selectively and without harming the delicate balance within our lakes.

### **Michael Burns – Canoe Rescue Stirrup**

The Canoe Rescue Stirrup eases boarding of a canoe by a person in the water by providing a loop foot support. The person places a foot in the loop, grasps the gunwales and applies pressure down and back against the loop causing the canoe to float safely under the person.

### **John Burns – Tao-Well, Train-Well, Rehab-Well**

A flexible exercising and massaging apparatus, which can be used anywhere to address all components of fitness and for self-care acupressure and massage.

### **Scott Canfield – Rapidhonk, Car Horn Modifier**

The Rapidhonk is a solid-state circuit controlling car, truck, and motorcycle horn. The Rapidhonk module pulses the vehicle horn on/off at a rate of seven times per second for increased effectiveness and safety.

### **Gregory Dockter – Nosebleed Stopping Gel**

A pharmacist, Greg Dockter, has developed an over-the-counter natural topical gel to stop nosebleeds. The patent pending formula will stop nose bleeding in one minute. The product may also be used to prevent nose bleeding when applied to the inside nasal passage.

### **Wesley Frey – Breathable Shoe Insoles/Soles**

Highly breathable shoe soles, layers of heavy duty mesh fabric materials are bonded together by simple stitching or by mechanical bonding. This formed bond of mesh fabrics is then used as a shoe insole for shoes, boots, and sandals, keeping feet cool and dry.

### **Martin Gromnicki - Deuce Mop Wringer**

The Deuce Mop Wringer brings ergonomic design to the staff custodian. Deck mops are wrung using body weight with foot pressure on a treadle. Upper body, especially the hands, exertions are minimized and an upright, standing posture is maintained.

### **Doug Luoma – Motion Sleep Works**

If you need help getting to sleep, you need to take a sleeping pill. But remember, as a small child you didn't take a pill because your mother rocked you to sleep. My new invention is an interactive sleep system to help rock you to sleep without the use of medication.

### **Kristina Main – Storitent**

Children play and learn when they use the Storitent by placing educational shapes on the outside of the Storitent which is attached to a platform swing. While they are swinging, the children incorporate movement and active learning into stories, songs or other learning activities.

### **Michael Soletski – The Peddler**

The Peddler is the only truly portable lower leg exercise device that has clinically been shown to stimulate blood circulation in the lower legs.

### **Matthew Stokes – The Dog Saucer Dog Bed**

The Dog Saucer Dog Bed is a pillow-like pet bed that keeps your dog cool in the summer and warm in the winter.

### **William Trout – Bicycle Stabilizer**

Adult Style Support "Training" Wheels – front and rear support, similar to that of training wheels, are used to maintain a bicycle in an upright position. Four caster mounted wheels on outrigger type arms are fastened to a support post connected in place of a kick stand.

### **Jack Wilson – Box Latch™**

Box Latch™ uses both thinking outside and inside the box technology to secure boxes without tape. Box Latch™ is made from recycled plastic and promotes easy re-using of boxes making for an extremely "green" invention.

# 2010 IDEAS TO PROFITS AGENDA CONT.

FRIDAY, OCTOBER 1

**7:30-9:15 a.m.** Innovation Champions Award  
Breakfast Riverview Room

**9:30-10:30 a.m.** Breakout Sessions

## **Entrepreneur and University Partnerships – Collaborating to Commercialize Innovation** *Room G*

Randy Hulke, Director of University of Wisconsin Stout Discovery Center and Kenneth Smith, President of Cool Science, LLC

Entrepreneurs are faced with many business startup challenges, including limited access to funding, technical and business guidance, facilities and infrastructure. In this session, we will outline how to build dynamic partnerships to link the intellectual and physical assets of universities with the innovative product ideas of entrepreneurs. We will also present the advantages of this collaboration between a private business and UW-Stout and how this joint effort has helped advance Cool Science's fuel cell technology development and commercialization efforts. Included in this presentation is a discussion on how to access funding for advancing applied research, such as WiSys' funding to accelerate the development of Cool Science's two innovative fuel cell designs.

## **Innovative Pricing Strategies** *Room H*

Lois Smith, Ph.D., Professor of Marketing- University of Wisconsin-Whitewater

When entrepreneurs set prices for new products, they may logically look primarily at costs with a mark-up. Or they may feel tempted to set a low introductory price as a way to build demand quickly. In this session, we will look at a number of pricing strategies and the reasons for their use, as well as the results of those pricing applications. After setting a basic price, businesses may adjust that base with a variety of tactics that encourage long term relationships and loyalty from their customers. Finally, we will address a number of the legal aspects of pricing.

## **Protecting Your Intellectual Property on a Budget**-*Room I*

Michael Griggs, Attorney, Boyle Fredrickson, S.C., Intellectual Property Law

The current economic recession has entrepreneurs, start-ups, and established companies working harder than ever before to manage their cash flow. As a

result, procuring and defending intellectual property (IP) must be done without breaking the bank. Moreover, while most are cutting back and looking for ways to reduce overhead on IP, it's best to use a scalpel and not a hatchet. In this session, Michael Griggs of Boyle Fredrickson SC will use several scenarios to illustrate saving through the use of a) alternate filing strategies, b) alternative payment arrangements, and c) focusing on high-quality protection over the long-term.

**10:45-11:45 a.m.** Breakout Sessions

## **"Cutting Edge Tools for Entrepreneurs"** *Room G*

Choton Basu, Ph.D., Associate Professor, Management Computer Systems (MCS), University of Wisconsin-Whitewater and Director, Global Business Resource Center (GBRC)

Topic Area: Technologies, Entrepreneurs, Tools, Social Media, Business Models and Crowdsourcing

This presentation examines the genesis of emerging technologies that impact the business environment for entrepreneurs. The presentation is designed to truly delve into the underlying implications of this powerful movement for business entrepreneurs in various stages of business development. Several examples of technologies and websites will be presented to demonstrate successful and not-so-successful campaigns. There will also be ample opportunity for attendees to share and interact with the presenters and each other on these topics. The major takeaways for this presentation are:

- An understanding of the genesis of emerging technologies and media convergence and how the rules have changed in the business environment.
- An opportunity to examine some overall data trends in entrepreneurial climate including the implications for businesses, individuals and even global businesses.
- Information to develop insights on emerging business models that rely on these cutting-edge technologies to change core business foundations including building brand personalities.
- A platform for interacting with others on implications of this technology through personal cases and examples.

## **"Intellectual Property Licensing Strategies"** *Room H*

David Bates, Senior IP Counsel, GE Healthcare; Chad Bement, IP Attorney, GE Healthcare; Keith

## 2010 IDEAS TO PROFITS AGENDA CONT.

Lindenbaum, IP Attorney and Partner, Foley & Lardner LLP

A successful license provides benefits to both the licensor and the licensee. Expectations of the parties identified during the negotiation of the license can help avoid disputes and ensure a successful agreement. This program will explore a number of common license terms, structures and strategies for establishing a mutually beneficial agreement including ownership of intellectual property, product development, and setting a reasonable royalty rate.

### “Technology Transfer Panel” Room I

Moderator: Kurt Waldhuetter, Northeast Regional Director, Wisconsin Entrepreneurs' Network; Participants: Joseph Hill Ph.D., Vice President, Technology Development at the Medical College of Wisconsin; Maliyakal John, Ph.D., Managing Director, WiSys Technology Foundation, Inc.; David Kettner, Director of Business and Development, Fused Innovation; Pamela Owen, Manager, NanoRite Innovation Center; Brian Thompson, President, University of Wisconsin-Milwaukee Research Foundation *Sponsored by the Wisconsin Technology Council*

Hear from panelists that all have experience in technology transfer and are affiliated with entities that are developing and commercializing technology. Attendees learn about licensing technologies as the basis for a start-up or new products and services for an existing company. Get a look at the technologies these panelists are trying to license to learn from their experiences about how to evaluate technologies to find the good ones. Other topics will include marketing the technologies and negotiating licenses.

### 12:00-1:00 p.m. Lunch and Keynote Address Riverview Room

Richard Meeusen, CEO of Badger Meter and recipient of the Ernst & Young Entrepreneur of the Year 2009 Award in the manufacturing category for the Upper Midwest Region

Mr. Meeusen will discuss the growing issues of water shortage and water quality. He will explain how both existing water technology companies and start-ups are working together to develop new technologies to solve the world's water problems. He will also discuss how inventors and entrepreneurs can “tap into” these exciting new markets.

## KEYNOTE SPEAKER BIOGRAPHIES



**Thursday, September 30, 12:00 p.m.**

### Louis J. Foreman

CEO of Enventys Product Design and Engineering Firm

Louis J. Foreman is founder and Chief Executive of Enventys ([www.ennventys.com](http://www.ennventys.com)), an integrated product design and engineering firm with offices in Charlotte, NC and Taiwan. Foreman graduated from The University of Illinois with a Bachelors of Science degree in Economics. His interest in starting businesses and developing innovative products began while a sophomore with his first company founded in his fraternity room. Over the past 20 years, he has created 9 successful start-ups and has been directly responsible for the creation of over 20 others. A prolific inventor, he is the inventor of 10 registered US Patents, and his firm is responsible for the development and filing of well over 4000 more.

The recipient of numerous awards for entrepreneurial achievement, Foreman's passion for small business extends beyond his own companies. He volunteers his time teaching small business classes at various Colleges and Universities. He received the 2007 Instructor Achievement Award for his teaching at Central Piedmont Community College, and in

2009 was recognized by the National Museum of Education for his *Distinguished Contributions to Education*. In 2009, Louis was named *Entrepreneur in Residence* at The McColl School of Business at Queens University. He is a frequent lecturer and radio / TV guest on the topics of small business creation and innovation, and is frequently invited by the United States Patent and Trademark Office and national trade associations to be a featured speaker on the topic of innovation.

In addition to being an inventor, Foreman is also committed to inspiring others to be innovative. He is the creator of the Emmy® Award winning PBS TV show, *Everyday Edisons* and serves as the Executive Producer and lead judge. The show is in its third season and appears nationally on PBS. In 2007, Foreman became the publisher of *Inventors Digest*, a 25 year old publication devoted to the topic of American Innovation. In 2009, his first book, *The Independent Inventor's Handbook*, was published by Workman Publishing.

Foreman was a founding member of The Inventors Network of the Carolinas, a non-profit organization that empowers inventors through education. In 2010, he was elected to the board of the United Inventors Association (UIA), a national inventor's organization established in 1990. He also serves as a board member for the Entrepreneurial Leadership Council at Queens University,

## KEYNOTE SPEAKER BIOGRAPHIES

and the Central Piedmont Community College Small Business Advisory Board.

In 2008, Foreman was appointed by United States Secretary of Commerce Carlos M. Gutierrez to serve for a three-year term on the nine-person Patent Public Advisory Committee of the United States Patent and Trademark Office. The Committee was created by Congress in 1999 to advise the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office on matters relating to the policies, goals, performance, budget, and user fees of the patent operation.



**Thursday, September 30, 5:30 p.m.**

**Warren Tuttle**

President, Monashee Marketing; President, United Inventors Association

For those familiar with the television direct response mega-hit Smart Spin, Warren Tuttle was the person behind the scenes orchestrating its overnight success. Teaming with a Boston-based inventor, Tuttle mapped an explosive path to market. After nine million units sold during the past five years, Smart Spin continues to be prominently featured at major retailers throughout America.

During the past several years, Tuttle also teamed to lead the market launch of several other innovative kitchen products including MISTO, The Gourmet Olive Oil Sprayer, which has sold more than four million units nationally to date, and The Toss and Turn Frypan, one of the best selling cookware fry pans in the U.S. in 2005. He currently has an adjustable-depth rolling pin on air during the fall and holiday selling seasons with QVC. Tuttle has also helped numerous housewares product patent holders obtain licensing agreements with major U.S. manufacturers and has counseled many inventors who have gone on to start their own small businesses.

Additionally, Tuttle works on outside product development with Lifetime Brands of Garden City, New York, the world's largest manufacturer of kitchen utensils and a major supplier of food prep and table top products to America's major retailers. Lifetime Brands manufactures and markets more than 30,000 products under multiple brand names including Farberware®, Kitchen Aid®, Cuisinart®, Pedrini®, Mikasa®, Towle® and Pfaltzgraff®; introducing more 4,000 new products each year. There is great enthusiasm for looking outside the company for innovation, particularly patented new products. Tuttle had two new major products launching with Lifetime Brands in the fall of 2009, Speed Prep and The Odor Absorbing Splatter Screen.

Prior to developing and marketing products for the housewares industry, Tuttle owned five of his own gourmet specialty kitchenware stores, a prepared food

and catering business, a nationally recognized cooking school, a partnership in a kitchen design business, and was a department store housewares buyer in New York City. He currently lives in Connecticut with his wife and three daughters.



**Friday, October 1, 12:00 p.m.**

**Richard Meeusen**

CEO of Badger Meter

Richard Meeusen graduated from the University of Wisconsin-Whitewater in 1976 with a Bachelor's of Business Administration in accounting. He immediately joined the audit division of the Milwaukee office of Arthur Andersen & Co. He received his CPA certificate in 1978. In 1988, he became vice president of finance and treasurer of Zenith Sintered Products, Inc., a powder metal parts manufacturer located in Germantown. Mr. Meeusen received his MBA from the Kellogg Graduate School of Management at Northwestern University in 1995. He joined Badger Meter, Inc., in 1995 as vice president of finance and chief financial officer. In April 2002, he was elected president and chief executive officer and was elected chairman in April 2004.

Mr. Meeusen is currently a director of Menasha Corporation, a consumer packaging company. He is a past director of Waukesha Foundry, Town Bank and State Financial Services Corporation.

In his volunteer activities, Mr. Meeusen serves on the boards of Goodwill Industries of Southeastern Wisconsin, Inc., the Greater Milwaukee Committee, the Milwaukee County Council Boy Scouts of America, the Milwaukee Public Museum, The Nature Conservancy and the United Performing Arts Fund. He also serves as co-chair of the Milwaukee 7 Water Council.

With regard to professional associations, Mr. Meeusen is a director of the Wisconsin Manufacturers and Commerce and the Metropolitan Milwaukee Association of Commerce. Mr. Meeusen also serves on the advisory boards for the Business Schools at both the University of Wisconsin-Whitewater and the University of Wisconsin-Milwaukee.

Rich and his wife Maribeth live in Pewaukee, Wisconsin. They have two grown children, Matthew and Julie.



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# SPEAKER BIOGRAPHIES

Speakers listed in alphabetical order by last name



## **Choton Basu, Ph.D.**

Associate Professor, Management Computer Systems (MCS), University of Wisconsin-Whitewater and Director, Global Business Resource Center (GBRC)

Choton Basu is currently an Associate Professor of Management Computer Systems (MCS) and Director of the Global Business Resource Center (GBRC) at the University of Wisconsin-Whitewater. His areas of interest include e-business, project management, business process innovation, flexible business models, emerging market economies, and information technologies in global organizations. He has published his research in *Decisions Sciences*, *Journal of Global IT Management*, *International Journal of Information Management*, *Educause Quarterly*, and others. He has been a consultant and launched businesses that leverage emerging technologies and global markets. He has a Ph.D. from the University of Memphis and MBA from University of Tennessee-Chattanooga.



## **David Bates**

Senior IP Counsel, GE Healthcare Systems

David J. Bates is Senior IP Counsel for GE Healthcare Systems (HCS), a \$12B business unit of General Electric headquartered near Milwaukee, Wisconsin. Responsible for setting and driving the global IP strategy, Mr. Bates leads a team of more than a dozen IP lawyers to meet all IP needs of the business in areas such

as patents, copyrights, trademarks, trade secrets, licensing, M&A and litigation. HCS designs, manufactures and sells medical imaging equipment such as X-ray, Interventional, Computed Tomography (CT), Magnetic Resonance (MR), Molecular Imaging (PET, NUC) and ultrasound. HCS also provides a range of non-imaging healthcare technologies and services for clinicians and healthcare administrators such as ECG, bone densitometry, patient monitoring, incubators and infant warmers, respiratory care and anesthesia management.

Prior to joining GE in 2004, Mr. Bates was a member of the Mechanical & Electromechanical Technologies Practice at Foley & Lardner. Mr. Bates joined Foley's IP team in 1993 as a patent paralegal, became a registered patent agent in 1995, and a registered patent attorney in 1999. Prior to 1993, Mr. Bates worked as a software programmer on Foley's Government Finance team.

Mr. Bates was awarded a J.D. in 1999 from Marquette University Law School, *summa cum laude* (1st in class). While at Marquette, Mr. Bates clerked for the U.S. Court of Appeals For The Seventh Circuit, Milwaukee, Wisconsin. In 1988, Mr. Bates obtained dual undergraduate degrees from the University of Wisconsin-Milwaukee, including a B.S. in Computer Science, with honors, and a B.A. in Mathematics, *cum laude*. He is a member of the Tau Beta Pi National Engineering Honor Society.

## **Chad Bement** (Not pictured)

IP Attorney, GE Healthcare Systems

Chad E. Bement is IP Counsel for GE Healthcare Clinical Systems, headquartered in Wauwatosa, Wisconsin. Prior to joining GE in 2006, Bement was a member of the Electrical & Electronics Practice Group at Foley & Lardner, LLP and was also an electrical engineer for Case Corporation. Bement earned his law degree from the University of Iowa College of Law (2003, with high distinction), and earned a Bachelor of Science in Electrical Engineering from Iowa State University (1994). Bement is admitted to practice in Wisconsin and before the United States Patent & Trademark Office.



## **Andrew P. Ciganek, Ph.D.**

Assistant Professor of Information Technology and Business Education, University of Wisconsin-Whitewater

Dr. Andrew P. Ciganek is an assistant professor in the Information Technology/Business Education department in the College of Business and Economics at UW-Whitewater. Ciganek has taught several courses on Web development, design, and e-commerce applications, and his research interests include examining the managerial and strategic issues associated with the decision-making process of innovative technologies.

Prior to UW-Whitewater, Ciganek was an assistant professor of Computer Information Systems at Jacksonville State University. Ciganek earned his Ph.D. in Management Information Systems from the Sheldon B. Lubar School of Business at the University of Wisconsin-Milwaukee in 2006.



## **Pat Dillon**

Northwest Regional Director for the Wisconsin Entrepreneurs' Network (WEN)

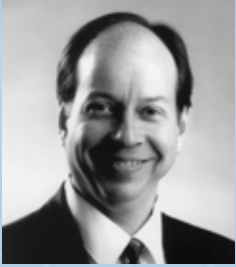
Pat Dillon is the Northwest Regional Director for the Wisconsin Entrepreneurs' Network (WEN). WEN is part of the Governor's Grow Wisconsin Plan with funding provided by ACT 255. WEN's mission is to provide seamless access to the statewide network of entrepreneurial resources and expertise to create new ventures, help grow existing businesses, and move forward high potential entrepreneurs to enable Wisconsin to be competitive in a global economic environment.

Dillon brings more than 20 years of public-private sector knowledge and experience to WEN. As the Northwest Regional Director, she provides business development, technology transfer, and technology-based economic development expertise to the region. She is also an expert in the highly competitive federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs. In a previous position, she helped 30 seed, emerging, and existing companies win more than \$20 million in federal SBIR/STTR funding.

In 1999, Dillon was awarded the prestigious Small Business Administration Tibbetts Award, and in 2001, she was recognized by *City Business* (Minneapolis/St. Paul Business Journal) as one of the 25 Most Innovative Women in Minneapolis.

A native of Alma, Wisconsin, Dillon graduated from Winona State University with a MBA and BS in Business Administration. She is currently a Commander in the United States Navy Reserve with more than 30 years of service.

## SPEAKER BIOGRAPHIES CONT.



**Ron Docie**  
President, Docie Invention Services

Over the past quarter century, Docie has personally negotiated over 50 licenses and contracts for inventors and invention-based projects with companies ranging from small to General Motors. The scope of inventions has ranged from consumer to medical to industrial.

In the 1980's, Docie was awarded a grant from the U.S. Department of Energy, Energy Related Inventions Program's Inventor's Initiative to create a book for inventors that would help them distinguish between invention scam artists and legitimate invention companies. From his work he published the book [Royalties in Your Future: An Inventor's and Entrepreneur's Guide to Marketing and Licensing Inventions, Patents and Technology.](#)

Docie was the program director for his local inventors' organization in Columbus, Ohio, and then became a three-term president of the Ohio Inventors Association. During his tenure, he helped to create the Ohio Inventors Resource Guide in conjunction with the State of Ohio, Department of Development, and created the Ohio Inventors Contest. Docie was aggressively involved with championing the rights of independent inventors, including providing testimony in congressional subcommittee in Washington, D.C. along with the former commissioner of the US Patent Office.

In the 1990's Docie wrote the book [The Inventor's Bible, How to Market and License Your Brilliant Ideas](#), published by Ten Speed Press and released September 2001. Its third edition, 2010, is a Crown Publishing Imprint of Random House, NY. This book is the culmination of Docie's extensive experience working in the trenches on behalf of independent inventors. The book has received endorsements from several notable Who's Who in the industry, including a former U.S. Commissioner of Patents and Trademarks, a former Director of the U.S. Patent and Trademark Office, patent attorneys and others.

Docie established a service for representing inventors in a unique way at industry trade shows. He has attended many trade shows such as the National Hardware Show, the Automotive Aftermarket Parts Expo, the International Housewares Show, the Specialty Tool and Fastener Distributors Association Show, the Sports Expo, the Design Engineering Show, the Consumer Electronics Show, SAE conferences, and several medical, dental and biotechnology meetings.

He has been a speaker and workshop leader at the U.S. Patent and Trademark Office's Conference for Independent Inventors, the Minnesota Inventors' Conference and at local inventor's groups. Docie has been the guest on numerous radio talk shows and a speaker at bar associations. His articles are regularly published in trade journals and over the Internet.

In 2009, Docie released DIMWIT.com, a new self-help Web site for inventors.



**William Dougan, Ph.D**  
Irvin L. Young Professor of Entrepreneurship and Professor of Management at the University of Wisconsin-Whitewater; Advisor for UW-Whitewater's award-winning chapter of the Collegiate Entrepreneurs' Organization

William L. Dougan is currently the Irvin L. Young Professor of Entrepreneurship

and Professor of Management in the College of Business and Economics at the University of Wisconsin, Whitewater where he teaches venture planning, entrepreneurial finance, business strategy and management of technology and is advisor to the award winning local chapter of the Collegiate Entrepreneurship Organization. He has served for a number of years as a judge for the Wisconsin Governor's Business Plan Contest, and also chairs the organizing committee for the Mason Wells Biz Starts Business Plan Competition for university students in the Milwaukee metro area. He was a member of the Steering Committee for the inaugural UW System Entrepreneurship Summit. He has published in the areas of small firm technology strategy, social network analysis and virtual academic communities, and serves as an Executive Board member of the Organization and Management Theory Division of the Academy of Management. His current research interests are in venture proposal evaluation and university venturing. He received his Ph.D. from the Johnson Graduate School of Management at Cornell University.



**Denise Ehlen**  
Director of Research and Sponsored Programs at the University of Wisconsin-White

Denise Ehlen is Director of Research and Sponsored Programs at the University of Wisconsin-Whitewater. The Office of Research and Sponsored Programs (OSRP) is a unit within the School of Graduate Studies and Continuing Education created to support the scholarly and creative activity of faculty and staff. As director, Ms. Ehlen leads initiatives that support the institution's strategic priorities related to the teacher-scholar model and regional engagement including enhancing the research productivity of the University; providing key data and institutional research services to relevant stakeholders; increasing internal and external support of scholarly activity; promoting and facilitating technology commercialization, entrepreneurship, intreprenurship, and economic development; fostering regional engagement; and celebrating the achievements of the campus community. Ehlen is also responsible for co-management of the business incubation program and services associated with the Whitewater-University Technology Park's Innovation Center scheduled to open in spring 2011. Ms. Ehlen has more than 15 years experience in higher education and has expertise in grant writing, project management, coaching/mentoring, and strategic planning.



**Teresa Esser**  
Managing Director, Silicon Pastures

Teresa Esser, a graduate of MIT, has served as the Managing Director of the Silicon Pastures angel investment network, through which, she has invested her own capital in fifteen deals. Ms. Esser's established network of angel and venture capital syndication partners and her position on the Angel Capital Association's Syndication Committee will provide a key source of deal flow for Capital Midwest Fund II, where she serves as a General Partner. Previously, Ms. Esser authored a book on venture capital, *The Venture Café: Secrets, Strategies, and Stories from America's High Tech Entrepreneurs* (Warner Business Books, 2002). Ms. Esser has given keynote speeches and served on panels at a number of conferences including the Nanostructured Advanced Materials Conference held at the University of Amman in Amman, Jordan.

## SPEAKER BIOGRAPHIES CONT.



**Ronald "Bud" Gayhart**

Director, Center for Innovation and Business Development, University of Wisconsin-Whitewater

As the Director of the Center for Innovation and Business Development, Ronald "Bud" Gayhart oversees the UW-Whitewater Small Business Development Center (SBDC) and the Wisconsin Innovation Service Center

(WISC). As WISC director, Bud provides oversight for WISC research projects acting as a resource for proposal development and a leader for innovation within the center. Bud has spurred the development of new higher-level research products offered by WISC in response to changes in the business climate. Part of his insight as director comes from his personal experience as a former business owner who has developed new products and brought them to market. The manufacturing company Bud owned developed several new products under his direction and contracted with WISC for New Product Assessment reviews to provide data for informed decision making. In addition to his work as director of WISC market research and his business advising and economic development activities as SBDC director, Bud teaches the Small Business Consulting course at UW-Whitewater.

**Michael Griggs**

Attorney, Boyle Fredrickson, S.C. - Intellectual Law



Michael Griggs is experienced in all areas of intellectual property law, including patents, trademarks and copyrights. In addition to his patent, trademark, and copyright prosecution practice, Griggs is a skilled and experienced litigator and negotiator who has tried more than five cases to verdict and settled dozens more.

As one example of his litigation successes, Griggs helped a client defeat a claim of trademark infringement by invalidating the plaintiff's trademark registration. His efforts there also secured an award of attorney's fees for the client. In a patent dispute, he worked with a team of attorneys representing the client before the U.S. International Trade Commission from the inception of the case through a week-long hearing before an administrative law judge in Washington D.C. Griggs has been admitted to practice in both Illinois and Wisconsin, and he is registered to practice before the United States Patent and Trademark Office and the Federal District Courts of Northern Illinois and Western Wisconsin. He has been an instructor for training courses for Army engineers who work with invention disclosures and patent applications. He holds an undergraduate degree in mechanical engineering from the University of Notre Dame and earned his law degree from the University of Wisconsin-Madison, where he served as president of the Intellectual Property Student Association.



**Joseph Hill, Ph.D.**

Vice President, Technology Development, Medical College of Wisconsin

Joseph Hill is Vice President for Technology Development at the Medical College of Wisconsin (MCW) in Milwaukee. His office receives and assesses invention disclosures, reports inventions to sponsors, manages the College's intellectual property (IP) portfolio, and develops confidential disclosure, sponsored research, and

license agreements aimed at expanding the College's interface with business and industry.

Dr. Hill serves on a number of advisory boards, including the Wisconsin Technology Council, which provides policy guidance to the governor, lawmakers, and state agencies, and helps catalyze the creation, development and retention of technology-based businesses in Wisconsin. He is active in the Association of University Technology Managers (AUTM), serving on AUTM's Scholarship Committee to promote the interaction between practitioners and those who study academic technology transfer.

Dr. Hill received his Ph.D. in Microbiology from West Virginia University and spent 16 years as a translational research scientist studying the infectious diseases. He holds an academic appointment at Associate Professor of Microbiology and Molecular Genetics at MCW where he teaches courses in medical microbiology, intellectual property, healthcare technology management and regulatory affairs.

**Ben Hobbins**

CEO of Lake Resources-IronClads and Popular Science's Top 10 Inventions Winner in 2009



Wisconsin inventor Ben Hobbins is a serial entrepreneur and CEO of IronClads®-Lake Resources Group, Inc. of Waunakee, Wisconsin. Hobbins was educated both in the USA and in Europe at top educational institutions and is tri-lingual. In 2008, he

was awarded "Best of Show" for his products at the Midwest's largest show, the Chicagoland Outdoor Show. In 2009, Hobbins won Wisconsin's first Popular Science Top 10 Invention award. For 2010, he won the "Innovation Champion Award" for his work advancing entrepreneurship in Wisconsin and its positive effect on our community. Hobbins credits a "New Product Assessment" conducted by the Wisconsin Innovation Service Center for propelling his invention to public eyes.

Ben Hobbins is known as a prolific networker, connecting regions, cultures, industries, professions, people and resources together into strategic networks that are known for benefiting and providing win-win situations for all individuals and organizations involved. He developed his technologies by partnering with the Polymer Engineering Center at UW-Madison and the Wienert School for Entrepreneurship, among many others. Hobbins founded the successful Lake Delton Fisheries Restoration Project for Lake Delton, and is currently working with IOWA on another natural disaster relief project.

## SPEAKER BIOGRAPHIES CONT.

In 2006, Hobbins founded the “American and Wisconsin Youth Entrepreneurs Networks” project, an initiative that develops and links standards-based entrepreneurship education, private and public business assets to the K-12 environment. Today, the initiative is going mainstream in Wisconsin and across the nation. The project is a strategic alliance joining and leveraging the vast resources and assets of the Small Business Development Center state and national networks, UW-Extension and Wisconsin Entrepreneurs’ Network with strategic partner resources.



### **Randy Hulke**

Director, University of Wisconsin-Stout Discovery Center

Randy Hulke is the Executive Director of Applied Research and Technology Transfer at the University of Wisconsin-Stout. He is responsible for providing

leadership and direction to the UW-Stout Discovery Center and its multi-disciplinary collection of centers built around UW-Stout’s Polytechnic programs. The Discovery Center collaborates with industry and other institutions in impacts-focused technical assistance and applied research projects, and is UW-Stout’s umbrella organization for professional and continuing education. Mr. Hulke joined UW-Stout’s Technology Transfer Institute in 2005. Prior to joining UW-Stout, Mr. Hulke held a variety of roles in operations, sales, marketing, general and strategic management. Mr. Hulke has an MBA in Strategic Management from the University of Minnesota. Mr. Hulke was recognized as a Wisconsin Innovation Champion by the Wisconsin Innovation Service Center in 2009.



### **James Janisse**

Development Manager, Fox Valley Technical College Massachusetts Institute of Technology (MIT) Fab Lab

Jim Janisse is a Development Manager in the Manufacturing Division of Fox Valley Technical College (FVTC). Janisse developed and directs the FVTC MIT Fab Lab (<http://www.fvtc.edu/fablab/>) which provides product realization support to inventors in the region. He is also the co-founder and chairman of the United States Fab Lab Network (USFLN). In his role as Development Manager, Janisse is responsible for curriculum, industry alliance, economic, and grant development for the college.

He has over twenty-five years of experience in project management, consulting, teaching and applying technology in industry and higher education. Prior to joining FVTC in 2005, he worked for IBM Global Services in a number of technical, consulting, and leadership roles.

Janisse holds B.S. Manufacturing Engineering and M.S. Career & Technical Education degrees from the University of Wisconsin-Stout. He also holds CMfgE (Certified Manufacturing Engineer-CASA/SME) and APICS CIRM (Certified-Integrated Resource Management) certifications.



### **Julann Jatczak**

Vice President and Chief Operating Officer, Wisconsin Women’s Business Initiative Corporation

Julann Jatczak is the Vice President/COO of the Wisconsin Women’s Business Initiative Corporation (WWBIC), a statewide economic development organization

providing education and business loans to Wisconsin entrepreneurs. Each year, WWBIC works with more than 3,000 entrepreneurs and business owners through our business workshops, financial awareness programs and access to capital services. WWBIC, as a 23-year-old Community Development Financial Institution, is the state’s largest microlender and a popular alternative financing source for small business start-ups and expansions. In 2009, the organization loaned more than \$2.5 million in business capital (average loan size of \$27,000).

Julann is part of the management team that took WWBIC from a small nonprofit with a staff of four in 1996 to a \$3 million field leader with 37 team members today. Currently, she heads WWBIC’s business development programs. She is well known for developing business workshops for micro-businesses, especially targeting women and low-income individuals. She also oversees WWBIC’s operations, consulting services, and social entrepreneurship initiatives. Julann currently serves on the Board of the Social Enterprise Alliance, is an author of two books on business planning and money management, a contributor to a newly-published social enterprise guide of best practices for nonprofit managers, and a NxLevel Master Trainer. In 2008, Julann was selected by the U.S. Small Business Administration as their national “Women’s Business Champion.” Before joining WWBIC, Julann was a Fortune 100 consultant.



### **Maliyakal E. John, Ph.D**

Managing Director, WiSys Technology Foundation, Inc.

M. John received his Ph.D. in Biochemistry (Poona University, India) and has extensive industrial research experience in molecular biology, plant sciences and mammalian genetics. He also has several years’ technology transfer experience, including evaluation of intellectual property, development of business plans and patenting of technologies. M. John currently manages the operations of the WiSys Technology Foundation, a non-profit subsidiary of WARF that serves the UW System comprehensive campuses by patenting System inventions, licensing the technologies to industry for commercial development and returning the revenues to the UW System to fund research and educational programs. WiSys is also leading the efforts to facilitate collaborations among industry, private research organizations and UW campuses. M. John also sits on the Advisory Boards of NanoRite and the Wisconsin Entrepreneurs’ Network.

## SPEAKER BIOGRAPHIES CONT.



**Russell Kashian, Ph.D.**

Associate Professor of Economics,  
University of Wisconsin-Whitewater

Professor Kashian has conducted extensive research in economic development and has been published in a wide variety of journals. Russ Kashian is an Associate Professor of Economics at the University of Wisconsin Whitewater. He also serves as a Specialist for the University of Wisconsin Extension and is co-founder of the Fiscal and Economic Research Center at the University of Wisconsin Whitewater. Professor Kashian's major fields of research are regional planning and regional financial institutions. His current research is focused on the regional distribution and economic impact of Foreclosures and Sheriff's Sales on the Wisconsin Real Estate Market. Dr. Kashian has conducted various economic impact studies for organizations such as The Walworth County Fair, The University of Wisconsin Platteville, and the Wisconsin Entrepreneurs' Network. Additional research activity includes a baseline duration analysis of the conversion of credit unions to mutual savings banks to publicly traded commercial banks. Dr. Kashian also conducted a series of public policy survey for the communities of Menomonee Falls, Appleton, Richmond, the Town of Dover and the Lake Geneva Conservancy. Dr. Kashian studies the relationships between community growth and development and the use of Tax Increment Financing. He has published the results of his research in journals such as *Land Economics*, *Real Estate Economics*, *Tourism Economics*, *Review of Regional Studies*, *Water Resources Research*, *Contemporary Economic Policy*, *Journal of Applied Business Research*, *Economic Development Quarterly*, *Industrial Geographer*, *Growth and Change*, *Journal of Regional Analysis and Policy*, *Journal of Family Issues*, *Industrial and Labor Relations Review*, *State Tax Notes*, and the *Monthly Labor Review*. He is the editor of the "Stateline Economic Report." Much of Dr. Kashian's research focuses on public finance policy and the relationship between public development policy and economic outcomes. Professor Kashian is also active in analyzing the financial outcomes of corporate structure and profitability.



**David Kettner**

Director of Business Development, Fused  
Innovation

David Kettner is the Director of Business Development for Fused Innovation, a company focused on improving manufacturing in the Midwest through the process of bringing research, technology, and innovation to commercialization. He received his MBA from the University of Wisconsin-Oshkosh, and his B.S. in Electronics Engineering from DeVry Institute of Technology. He has experience in product design, systems integration, quality engineering, process engineering, financial management as well as production and operations management for diverse industries such as institutional security systems, contract electronics manufacturing, and commercial printing. Kettner has worked with product commercialization teams from small start-up companies, to large organizations such as P&G and Kraft, in the development of new products and their corresponding approach to commercialization. This diverse experience helps him understand the interdependence of research and manufacturing. He believes that although the complexity of the products and the size of the markets vary greatly, there is a commonality to successful commercialization, trust in partnerships, and mutually beneficial relationships.



**Joe Kremer**

Director, Wisconsin Angel Network

Joe Kremer is the director of the Wisconsin Angel Network (WAN), a public-private initiative launched in January 2005 to fuel the growth of entrepreneurial, early stage financing throughout Wisconsin. WAN, a division of the Wisconsin Technology Council, originated from Wisconsin Governor Jim Doyle's *Grow Wisconsin* plan and the Wisconsin Legislature's Act 255 initiative. Since 2005 angel networks and funds in Wisconsin have grown from six to 22 and angel network investing has increased steadily each year, 50 percent in 2009, the most recent year data is currently available.

Kremer is the co-founder and former CFO of Madison-based PowerDesigners LLC, a high-tech power electronics firm. He served as an economic development policy advisor for the Wisconsin State Legislature, worked in the European headquarters' finance departments of Kraft and PepsiCo Restaurants International, and consults for entrepreneurial and non-profit organizations on business and financial strategies.

Kremer received his MBA in Finance and bachelor's degree from the University of Wisconsin - Madison.



**Keith Lindenbaum**

IP Attorney & Partner, Foley and Lardner-  
Milwaukee

Keith D. Lindenbaum is a partner with Foley & Lardner and a member of the Mechanical & Electromechanical Technologies, Private Equity & Venture Capital and International Practices. Lindenbaum's practice focuses on intellectual property counseling, patent procurement and technology licensing. His experience includes conducting patent risk assessment analysis, preparing and prosecuting patent application, as well as PCT and foreign patent applications. He has successfully filed and prosecuted re-issue and re-examination applications, as well as petitions. His experience also includes drafting legal opinions and various types of intellectual property licensing agreements.

He received his Bachelor of Science degree in mechanical engineering and Bachelor of Arts from Rutgers University in 1985. Lindenbaum obtained his J.D., magna cum laude, from the University of Michigan Law School in 1994 and was elected to the Order of the Coif.

Lindenbaum serves as a director for a number of non-profit organizations and is admitted to practice in Wisconsin and before the U.S. Patent and Trademark Office.



**Dave Linz**

Regional Director, Wisconsin Entrepreneurs'  
Network

David Linz, currently Southeast Regional Director for Wisconsin Entrepreneurs' Network, has 30+ years of industry experience as an engineer, manager, research director, and marketing and business development manager working for a large multinational corporation, a research institute, an

## SPEAKER BIOGRAPHIES CONT.

engineering software company, and as a private business and technology consultant. He has technical project management and business development experience in energy, oil and gas, chemical, nuclear, combustion, water treatment, and environmental engineering. Mr. Linz assists clients with evaluating market opportunities, assessing technical and commercial viability of new technologies and products, business strategic planning, and R&D proposal preparation. He has a B.S in Chemical Engineering and a M.S. in Nuclear Engineering, both from the University of Arizona, and MBA from Webster University. Phone: (414) 227-3106, Email: [dglinz@uwm.edu](mailto:dglinz@uwm.edu)



**Ankur Malhotra**

Business Consultant, 5Nines Data

Ankur Malhotra is a management consultant and serial entrepreneur with over twelve years of experience in diverse areas of business operations, marketing, and strategy. He currently leads the business consulting practice at 5Nines Data, a Madison-based technology and business

services provider. As an experienced market researcher, he has worked with several technology startups, service organizations and Fortune 500 companies on projects that have ranged from estimating markets for new products and innovation, to social networks and their reach, to conducting in-depth observational studies on consumer use and purchasing behavior. Previously he was the co-founder and COO at The NeuronFarm, an educational software company that developed cutting edge reading and cognition tools for the classroom and beyond.

An ardent music lover, Malhotra is co-founder of [MadisonMusicReview.com](http://MadisonMusicReview.com), a web publication that facilitates and grows the music scene in Madison through commentary, pictures, and show reviews. His latest endeavor is India-based Amarrass Records, established in 2010 to produce and promote heritage music from around the world. He serves on the Board of the Madison Area Music Association, as well as on marketing and member relations Committees at the Willy Street Grocery Co-op and Accelerate Madison in Madison. Malhotra received a B.E. with Distinction in Mechanical Engineering from Bangalore University, India and his M.B.A. in Entrepreneurship and Human Resources from the Wisconsin School of Business at the University of Wisconsin-Madison. He enjoys photography, reading, the outdoors, and spinning vinyl Friday mornings on WORT 89.9 FM Madison.



**Joseph Miotke**

Principal and Founder, MioTek, LLC

Joe Miotke's law firm, MioTek LLC, is Wisconsin's first law firm, and among the first law firms in the United States, to focus upon intellectual property ("IP") monetization, as well as offer a full array of IP services. Joe Miotke is a patent litigator and licensed patent attorney who practiced

for over ten years with some of the finest IP attorneys in the United States. Miotke left the large law firm model in 2010 to focus his practice upon the nascent, cutting edge field of intellectual property monetization. As a patent litigator, he was part of teams that secured patent infringement victories and settlements in excess of \$150 million. As a licensed patent attorney, Miotke has prepared patent applications in a wide variety of technologies

including GPS-based navigation, software encryption, artificial intelligence, and power generation. Miotke also has negotiated complex IP transactions with many of the world's finest innovators. He earned his B.S. in Civil Engineering from Marquette University and graduated *Magna Cum Laude* from Marquette University Law School.



**David Munro, Ph.D**

Associate Professor, University of Wisconsin-Whitewater ITBE

Dr. David Munro worked in the manufacturing and retail industry for seven years in the roles of inventory analyst, programmer, systems analyst, and development project manager. For the last two decades he has been on the faculty at the University of Wisconsin at Whitewater, USA where he currently serves as an Associate Professor of Information Technology.

Munro continues to maintain his personal understanding of industry through consulting. He earned a BS, MBA, and Ph.D. from the University of Wisconsin at Milwaukee, USA.



**Michael Neustel, U.S. Registered Patent Attorney**

Founder of Neustel Law Offices, LTD and the National Inventor Fraud Center, Inc.

Michael S. Neustel is the owner of Neustel Law Offices, LTD ([www.neustel.com](http://www.neustel.com)), an intellectual property law practice representing clients on various intellectual property matters, including patent

prosecution, trademark prosecution and infringement litigation.

Mr. Neustel is the founder of the National Inventor Fraud Center, Inc. ([www.InventorFraud.com](http://www.InventorFraud.com)). He also was a participant in U.S. Senator Conrad's Summit on Entrepreneurship. He has been interviewed by well-known magazines such as the Wall Street Journal, Newsweek, Forbes ASAP and Inventors' Digest regarding inventor issues. Michael presents intellectual property seminars for various inventor organizations throughout the United States.

Mr. Neustel is also an inventor and entrepreneur. He is the creator of popular intellectual property software products such as PatentWizard ([www.PatentWizard.com](http://www.PatentWizard.com)) and PatentHunter ([www.PatentHunter.com](http://www.PatentHunter.com)). In addition, Mr. Neustel is a co-author of the nationally published book entitled *The Patent Writer*.



**Pamela Owen**

Manager, NanoRite Innovation Center

Pamela Owen is currently the manager of the NanoRite Innovation Center, a nanotechnology, micro-machining and advanced manufacturing incubation center of the Chippewa Valley Technical College (CVTC).

Owen manages the day-to-day operations of this approximately 38,000 square foot facility, housing tenant space, shared labs, class-100 cleanroom, micro-machining lab, manufacturing space, wetlabs, and office space. Owen is responsible for promotional activities, publications, website, partnerships, prospective tenant development and partnerships and activities as well as interacting with current tenants and related needs. As a member of the College's Leadership Team, Owen is also a member of the Business and Industry

## SPEAKER BIOGRAPHIES cont.

Team which serves to assist employers through the coordination of training and technical assistance services offered by CVTC. Owen works directly with business and industry to identify training needs and works with college personnel on delivery of training and technical assistance. In this role, Owen has coordinated and delivered numerous business and industry contracts to assist employers in the CVTC district.

Owen was honored to be selected to represent Chippewa Valley Technical College in the esteemed Wisconsin Leadership Development Institute (WLDI), a statewide leadership program for the Wisconsin Technical College System.



**Doug Reigle**

CEO, Regal Ware Worldwide

Doug Reigle was born December 16, 1958 in Kewaskum, Wisconsin, and graduated from Carroll College in Waukesha, Wisconsin, in 1981, with a bachelor's degree in both business administration and economics.

Regal Ware was founded in 1945 by his grandfather, James O. Reigle under the name Kewaskum Utensil Company. The company adopted its present name in 1951.

Mr. Reigle worked in the financial services industry from 1981 to 1988, trading and selling debt securities. In 1988 he joined Regal Ware's Club Watermasters division selling water filtration systems via in-home demonstrations, holding the position of Manager of Marketing Services. He became Director of Corporate Development for Regal Ware in 1990.

Mr. Reigle moved to England in 1993 to become Director of Regal Swan Ltd. in Birmingham. He was elected to Regal Ware's Board of Directors in 1995 and returned to the United States filling the position of Vice President International Sales. In 1998 he was named Vice President Direct Sales, holding that position until 2001 when he became an officer of the company and was promoted to Sr. Vice President Direct Sales. In 2005, Mr. Reigle took on the Marketing duties of the company as well. He was promoted to the position of Sr. Vice President Sales & Marketing. Today Mr. Reigle holds the position of COO.

Mr. Reigle has represented Regal Ware as a director for a variety of industry organizations, specifically, Housewares Export Council of North America 1995 – 1998; British Cookware Manufacturers Association 1993 – 1995; The Wisconsin World Trade Center 1992-2004, West Bend Economic Development Council 2004-2010. Today his directorships include the Cookware Manufacturers Association and the Direct Selling Association International Council. An active participant in community affairs, he has been a member of the Board of Directors for United Way of Washington County and the Church Council of Our Saviors Lutheran Church.

Mr. Reigle and his wife, DiDi, have two sons, Colin and Nate, and reside in West Bend, Wisconsin.



**Toni Sikes**

General Partner, Calumet Venture Fund

Toni Sikes is a successful entrepreneur with 25 years of operational, fundraising and investment banking experience. She is putting all of that experience to work as a General Partner in Calumet Venture Fund, a venture capital firm that invests in early stage technology companies in the Midwest.

For the past two years, she was a Senior Advisor at Gruppo, Levey & Co., a New York investment bank, where she led their technology practice focused on helping technology companies in their financing and M&A strategies. Prior to that, as the founder and CEO of two companies, Sikes raised over \$52 million from leading venture capital firms including Benchmark Capital and Technology Crossover Ventures in Silicon Valley, Dolphin Equity Partners in New York, and ePartners (Rupert Murdoch's venture firm) based in London.

Sikes is the founder and former CEO of The Guild. She started the company in 1985 as a publisher of sourcebooks for design trade professionals to help artists find greater markets for their work. In 1998, she founded GUILD.com, a pioneer e-commerce and catalog company, as a way of bringing artists' work directly to consumers. Today, The Guild markets artist-created home furnishings under the consumer brand of *Artful Home*, which is the largest retailer of artist-made work in the United States. Sikes has authored several books, and is a recognized expert in the area of online marketing of luxury products to consumers.

Sikes continues to serve on The Guild's Board of Directors, as well as the boards and advisory board of several other technology companies. She is active in Wisconsin and national economic development organizations, including the Executive Committee of the Wisconsin Technology Council, the Advisory Board of MERLIN Mentors, the Board of Advisors of the

University of Wisconsin-Madison Weinert Center for Entrepreneurs, and the Venture Debt Advisory Board of the Madison Development Corporation. She frequently lectures on entrepreneurship.

Sikes continues to contribute to the art world through her service on the Board of Directors of the Craft Emergency Relief Fund (an organization committed to supporting the careers of craft artists throughout the United States) and the Chazen Museum of Art.

She holds a B.S. in Mathematics from the University of Alabama and an M.S. in Market Research from the University of Wisconsin-Madison.



**Kenneth Smith**

Founder and President of Cool Science, LLC  
Northwest Wisconsin Manufacturing  
Outreach Discovery Center

Kenneth Smith is currently researching fuel cell technologies in the Discovery Center at the University of Wisconsin-Stout. Mr. Smith is also founder and president of Cool Science, LLC, a Wisconsin company that is developing leading edge technology and ramping up production facilities for the commercialization of hydrogen fuel cells. He has over 15 years of experience developing and marketing fuel cell technology. Mr. Smith earned a BS degree from the University of Wisconsin-Stevens Point and an MBA from Golden Gate University in San Francisco.



**Lois Smith, Ph.D.**

Professor of Marketing, University of  
Wisconsin-Whitewater

Lois Smith is a Professor of Marketing at the University of Wisconsin-Whitewater. Product Innovation and Pricing is among the MBA courses that she teaches, along with Marketing Ethics. Currently, Dr. Smith is serving as the Interim Director of

## SPEAKER BIOGRAPHIES CONT.

Accreditation and Special Projects for the College of Business & Economics. She served two years as Interim Dean for the College while the former dean was serving as Interim Provost. For six years, she served as Chair of the Department of Marketing.

Dr. Smith earned her Ph.D. in Management Science/Marketing from the University of Wisconsin-Milwaukee, her MBA from the University of Wisconsin-Whitewater, and her undergraduate degree from the University of South Dakota. She has worked as a consultant with a number of entrepreneurs and not-for-profit organizations on developing marketing plans. Her primary current research interests focus on authoring case studies for teaching product innovation strategies and on the assessment of student learning.

Dr. Smith is active in community service activities such as serving on the Hedberg (Janesville) Public Library Board and assisting with Rock County Rotary Gardens and the Tallman Restorations with market research and promotion activities on an ad-hoc basis.

In 2007, Lois earned the Wisconsin Board of Regents Teaching Excellence Award for the University of Wisconsin System.

Because of their great enthusiasm, drive, and energy, entrepreneurs are one of Dr. Smith's favorite groups of people.



**Brian Thompson**

President, University of Wisconsin-Milwaukee Research Foundation

Brian Thompson is President of the University of Wisconsin-Milwaukee Research Foundation, Inc. He leads efforts by the UWM Research Foundation to bridge between the university and the private sector through programs that include catalyst grants and intellectual property management as well as fostering corporate partnerships and spinout companies.

Thompson was previously Managing Director at TechStar where he helped to launch several companies including MatriLab which won the 2006 Wisconsin Governor's Business Plan Competition. He previously served on the boards of startup companies MatriLab and NovaScan.

Mr. Thompson was part of the corporate new ventures group at Hughes Electronics where he worked with early stage companies in consumer electronics, broadband services and entertainment. His technology background includes managing software development projects and designing and launching communications satellites as a system engineer at Hughes Space and Communications.

Mr. Thompson serves on the Board of the Wisconsin Technology Council and has been active in supporting entrepreneurship in the Milwaukee region. He holds a Bachelor's and Master's Degree in mechanical engineering from Purdue University and an MBA from UCLA.



**Kurt Waldhuetter**

Northeast Regional Director, Wisconsin Entrepreneurs' Network (WEN)

During his tenure at Indiana University, Kurt Waldhuetter managed technology transfer of devices and software completing commercialization licenses with corporations and start-ups. He

gained first-hand start-up experience involved with strategy, product development and sales with a privately funded New York City company developing software for corporations to manage intellectual property, collaborative research and licensing. Earlier, he consulted on complex environmental remediation projects for industrial clients at a boutique engineering firm, held a position in public relations and brand marketing with Miller Brewing, and owned a consulting/software company partnered with a California software start-up. Waldhuetter holds MS and BS degrees in Geosciences from the University of Wisconsin-Milwaukee. WEN is a partnership of 100+ organizations helping Wisconsin entrepreneurs and small businesses succeed.



**Mary Wescott**

Program Manager, University of Wisconsin-Stevens Point Small Business Development Center

Mary Wescott is the Counseling and Trade Area Mapping Program Manager for the University of Wisconsin Stevens Point Small Business Development Center. Wescott oversees and conducts direct counseling assistance to small business persons in a nine-county area and manages the services of the center's ad hoc counselors. In 1999, Wescott created the center's Trade Area Mapping Program to provide much-needed market assessment tools to small businesses throughout the state of Wisconsin. Since its inception, the program has completed over 70 mapping projects to assist businesses with location analysis and market assessment. Projects include a distribution center evaluation for an international company, market assessments for every kind of senior living option, national market analysis for a housing manufacturer, location analysis for bio mass facilities, expansion study for a Wisconsin medical company and numerous location analyses for restaurants, retail and childcare businesses. Wescott is a graduate of UW-Stevens Point and serves as president of the UW-Stevens Point Alumni Association. She was recently named "Friend of Small Business" by the Portage County Business Council.

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Wisconsin's Premier Business School on the Right-Sized Campus

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[www.uww.edu/cobe](http://www.uww.edu/cobe)



WISCONSIN  
TECHNOLOGY  
COUNCIL

The Wisconsin Technology Council is the science and technology advisor to the Governor and the Legislature. Launched in 2001, the Tech Council was created by a bipartisan act of the governor and the Legislature. It is an independent, non-profit and non-partisan board with members from tech companies, venture capital firms, all levels of education, research institutions, government and law.  
<http://www.wisconsintechnologycouncil.com/>

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[www.fvtc.edu/fablab](http://www.fvtc.edu/fablab)

### BRONZE LEVEL



Northwest Wisconsin  
Manufacturing Outreach Center

The Discovery Center at the Northwest Wisconsin Manufacturing Outreach Center (NWMOC) is located on the campus of UW-Stout, Wisconsin's Polytechnic University. NWMOC provides at-your-location services by seasoned practitioners with expertise in manufacturing management. The experts at NWMOC deliver integrated services to manufacturers in 33 northern and western Wisconsin counties.  
<http://www.nwmoc.uwstout.edu/>



STOUT  
UNIVERSITY OF WISCONSIN  
Technology Transfer Institute

Also associated with The Discovery Center, the UW-Stout Technology Transfer Institute (STTI) was established to promote technology transfer between UW-Stout and industry. As a unit within UW-Stout's Discovery Center, the institute draws on the university's impressive technical resources, including the expertise of its faculty, staff and students, and its well-equipped and diversified laboratories. These resources are made accessible to industry through STTI's technical centers.  
[www3.uwstout.edu/stti](http://www3.uwstout.edu/stti)

**NanoRite** A Center for  
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Developed with your entrepreneurial and applied research needs in mind, the NanoRite Innovation Center offers a new approach to product development. Built to accommodate the development of business start-ups for Nanotechnology, Microfabrication, and other advanced technologies, the facility is the first of its kind in the region.  
[www.nanorite.org](http://www.nanorite.org)



The Wisconsin Entrepreneurs' Network (WEN) provides entrepreneurs with access to a statewide network of resources and expertise, identifies high-potential entrepreneurs and helps move their businesses forward, facilitates collaboration between entrepreneurs and between organizations that assist entrepreneurs, and helps create and grow minority-owned businesses.

[www.wenportal.org](http://www.wenportal.org)



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[www.wisconsinsbdc.org](http://www.wisconsinsbdc.org)



The University of Wisconsin-Whitewater SBDC, as part of a nationwide network, provides high-impact, results-based consulting and training services to business owners and entrepreneurs with up to 500 employees. In today's economic environment, the SBDC is forging ahead to partner with new, existing, growing, and forward-thinking businesses as they navigate the waters of change.

<http://sbdc.uww.edu>



The Wisconsin Innovation Service Center (WISC) specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors. Since 1980, WISC has researched the viability of more than 8,000 projects. Technical experts and researchers use an extensive array of resources to analyze information on technical feasibility, existing patents, market size, competitive intensity, demand trends, and other areas. WISC's research products cover product feasibility, competitive intelligence, distributor assessment, customer satisfaction, and licensing partnerships.

<http://wisc.uww.edu>



The University of Wisconsin-Whitewater is committed to the development of the individual, the growth of personal and professional integrity and respect for diversity and global perspectives. These are met by providing academic and co-curricular programs that emphasize the pursuit of knowledge and understanding and a commitment to service within a safe and secure environment.

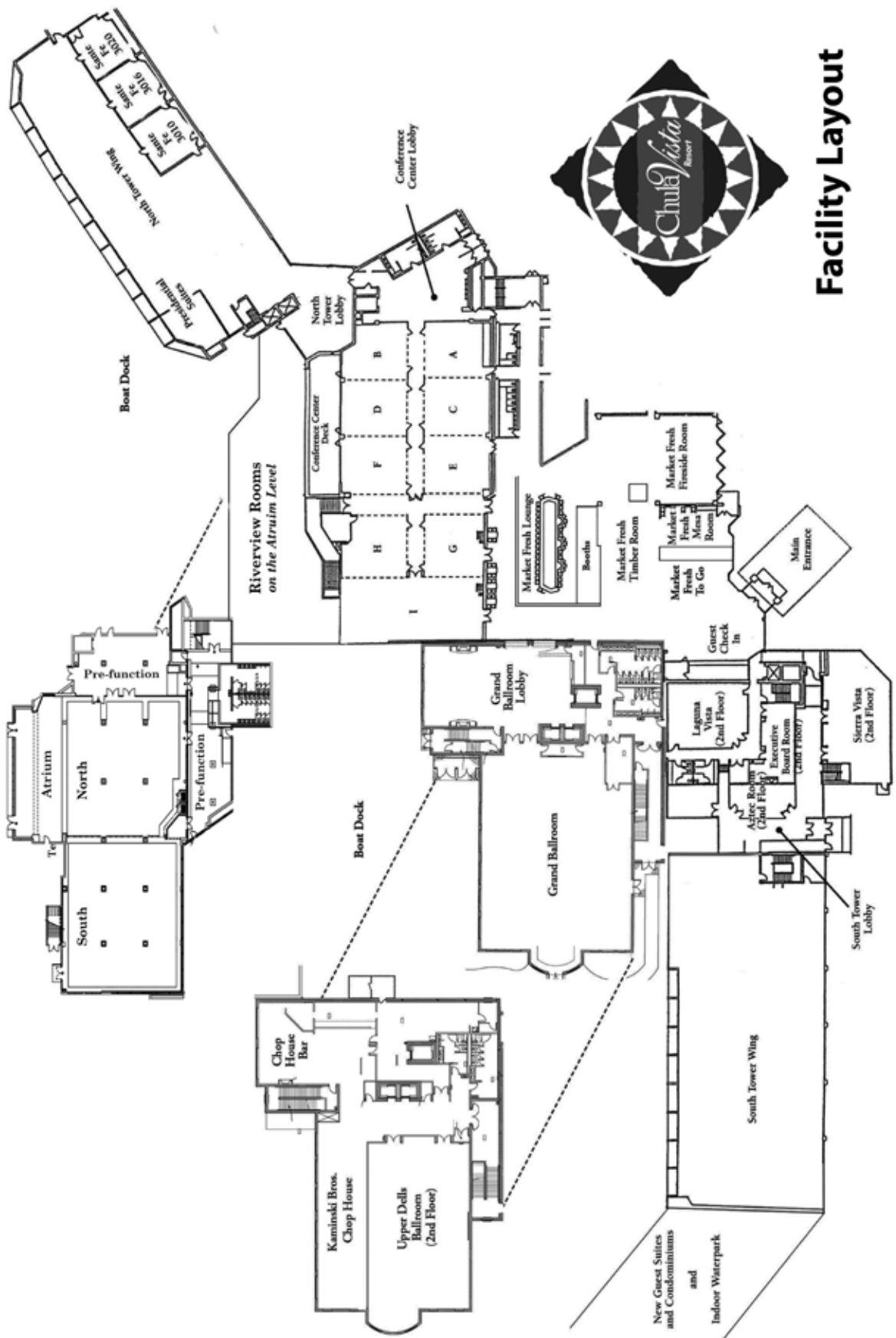
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The Wisconsin Innovation Service Center, as part of the Small Business Development Center network is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. Although SBA has grown and evolved in the years since it was established in 1953, the bottom line mission remains the same. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands and Guam.

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