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& Innovators Alliance



SCHEDULE

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Southfield, MI - 9/28
Kansas City, MO - 9/29
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Fargo-Moorehead, MN - 10/12
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California State University Fresno: Speaker Profiles

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Kathy Allen, Director, USC Technology Commercialization Alliance

As a Professor of Entrepreneurship at the Greif Entrepreneurship Center of the Marshall School of Business at the University of Southern California, Allen has helped hundreds of entrepreneurs realize their dreams to start their first ventures. Dr. Allen is the author of several leading entrepreneurship texts including *Bringing New Technology to Market* and *Launching New Ventures*, 3rd Edition as well as several trade books.

As the Director of the USC Technology Commercialization Alliance, a collaboration of business, engineering, and medicine, she is leading the effort to develop the resources and infrastructure to transfer and commercialize technology developed at the university. She is also the PI on a National Science Foundation grant (N2TEC) to build a national technology commercialization network that will link universities to share knowledge and resources, and to collaborate across geographic boundaries to commercialize their technologies. As an entrepreneur, Allen has successfully started three ventures and is a director of a NYSE company.

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Amy Chubb, Director, University Business Center, California State University, Fresno

Amy Chubb is the director of the University Business Center at California State University, Fresno and is directly involved with creation and implementation of multiple local, state and federal grants. The UBC is annually responsible for \$3 million in grants and contracts related to local and regional small business development, entrepreneurship, international business and technology. This includes, but is not limited to, the Central California Small Business Development Center; Going Global, an international export development initiative; AcceleratorOnline, a nationally recognized online business plan development and launch course; and the Valley's regional technology alliance.

Ms. Chubb has been involved in generating approximately \$12 million in local, state and federal grants and contracts since 1995. She graduated from Fresno State with a B. A. in journalism

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Jon Gregory, President and CEO Golden Capital Network

Jon Gregory co-founded and has served as President/CEO of the Golden State Capital Network (GSCN) since its inception in late 1999. Jon is responsible for overseeing and implementing all aspects of the network, including fundraising, marketing, management and program development. Since its inception, companies featured at GSCN events have raised over \$200 million in investment capital. In early 2002 Jon also co-founded and serves as interim President/CEO of the new Sacramento Regional Technology Alliance, a 7-county, regionally-focused organization that promotes and assists the development of the early-stage technology sector.

Jon has a Journalism Degree with a Political Science Minor from California State University, Chico. Previously, Jon played a leadership role in the start-up and growth of a regionally-based organization focused on accessing State and Federal funding sources to support economic development in Northern California. His work has been recognized on numerous occasions by statewide and national industry trade associations, including the National Association of Development Organizations Innovation Awards in 1987, 1989 and 1995, the California Association for Local Economic Development Grand Prize award in 1999 and Awards of Excellence in 2002 and 1996.

Jon Gregory serves on several Boards of Directors or Advisory Boards, including the Emerging Technologies Institute, Sacramento Regional Technology Alliance, Sacramento Entrepreneurship Academy and Venture Lab, which is a technology-based incubator located in Sacramento.

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Scott Lenet, Founder and Managing Director DFJ Frontier

Scott Lenet is a founder and Managing Director of DFJ Frontier, a Draper Fisher Jurvetson affiliate and early stage technology venture capital fund focused on investments in the central valley and central coast of California. At Frontier, he leads fund management, fundraising and portfolio management efforts.

Mr. Lenet has significant experience in the technology industry as an entrepreneur and as a venture capitalist. He was the founder and CEO of SmartFrog.com, purchased in 1999 by Cybergold (acquired by UAL). In 1992 Mr. Lenet was the first associate at Geocapital Partners, an equity capital investment firm affiliated with Broadview where he had responsibilities for fundraising, deal sourcing, and due diligence for successful investments including Netcom (acquired by ELNK) and Logic Works (acquired by CA). Mr. Lenet's enterprise software experience also includes a product marketing role at Trilogy Software.

He received his MBA in Entrepreneurial Management from The Wharton School at the University of Pennsylvania and an AB in Comparative Literature from Princeton University.

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Alan H. Pierrot, M.D., CEO FSC Health, Inc.

Alan H. Pierrot, M.D. is the founder of the Fresno Surgery Center and Chairman and CEO of FSC Health, Inc., a company committed to the acquisition and development of ASCs and surgical hospitals in partnership with local physicians and hospitals. In 1992, Dr. Pierrot retired from the active practice of orthopedic surgery to pursue business interests. In 1993-1994 he served as CEO of a 650 member IPA (Independent Physician Association) and MSO (Management Services Organization), California Health Partners, and negotiated the successful consolidation of that company with another. In 1996, Dr. Pierrot took the helm as CEO of FSC Health. He is nationally recognized as the founder of the surgical hospital model and served as the first president of the American Surgical Hospital Association from 2000-2002.

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Gregory Powell, Walter Law Group

Fresno native, Greg Powell was admitted to the bar in 1996 following graduation from San Joaquin College of Law and San Diego State University where he majored in psychology.

Greg focuses his practice on bankruptcy, civil litigation and intellectual property, where he specializes in Internet domain name registration issues and disputes. He is a member of the Fresno County and American Bar Association as well as the Central California Bankruptcy Association. Greg is admitted to practice before all of the courts of the State of California and the United State District Court, in the Eastern District of California. He is rated BV by Martindale-Hubbell.

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Micah Siegel, CEO Concept2Company

Micah Siegel, Ph.D., is President and CEO of Concept2Company, a venture backed enterprise that helps professors, researchers, staff, or graduate students who wish to start technology companies without leaving their present jobs. C2C looks for opportunities to help founders build a management team, develop a business plan, obtain initial financing and make their ideas and products into successful businesses. C2C focuses on software, hardware and medical device technologies.

Prior to co-founding C2C, Micah spent nearly a decade in medical and scientific research. From 1995, he was a Visiting Scholar at the University of California, Berkeley and a consultant in the pharmaceutical industry. Previously, he has held research positions at Caltech, Brandeis and MIT. While at Caltech, he designed analog VLSI circuits with Carver Mead, and, in 1997, Micah co-invented, patented and commercialized a genetic technology which is now used at pharmaceutical companies, biotechnology

companies, and at twenty academic laboratories in five countries. His research has been published or reviewed in journals including Proceedings of the National Academy of Sciences, Current Biology, and Science.

Micah led the U.S. team which took gold medal (first place) in the IBM International Engineering Olympiad ("OM") in 1988, and was recognized in 2003 by Technology Review, MIT's Magazine of Innovation, as "one of the world's 100 top young innovators...who are poised to make a dramatic impact on the world" ("TR100" List). Micah graduated with a B.S. from Yale University and received his Ph.D. in Electrical Engineering and in Molecular Biology from the California Institute of Technology.

[Visit the website](#)

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David Spaur, President/CEO, Economic Development Corporation

David Spaur is the President/CEO for the Economic Development Corporation Serving Fresno County. Mr. Spaur is responsible for implementing economic development strategies, marketing and recruiting new target industries, promoting business retention and expansion and securing public and private resources for Fresno County. Before joining the EDC in June 2001, Mr. Spaur was the President and CEO of the Economic Vitality Corporation of San Luis Obispo County Inc., a private non-profit corporation based in San Luis Obispo, California. In May of 2001, Mr. Spaur was elected to the International Economic Development Council (IEDC) Board of Directors. The new organization was formed by the unification of the Council for Urban Economic Development (CUED) and the American Economic Development Council (AEDC). He previously served as the Director of MEGACORP, the City of Mesa Economic Development program in Arizona and was responsible for developing an international business recruitment and foreign trade zone program. He also served as President of the Greater Flagstaff Economic Council, Business Development Officer for the Money Store Investment Corporation, Inc., Economic Development Director for the County of Placer, California, and several other public and private sector positions in business, economic development and urban planning.

Mr. Spaur obtained his Bachelor of Arts degree in Planning from California State University, Chico, and went on to graduate from the University of Oklahoma Economic Development Institute, the National Development Council and the Thunderbird Global Leadership Program. He is nationally accredited as a Professional Certified Economic Developer C.E.c.D.TM and Economic Development Finance Professional EDFP.

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Joseph Steig, Business Development Consultant to the NCIIA

Joseph Steig manages the *Invention to Venture* program for the NCIIA. He has a background in finance and strategic planning and has worked with equity-backed technology companies in a diverse range of industries, including agriculture, environmental technologies, outdoor recreation products, and software companies. In addition, he has extensive technology economic development consulting experience.

Joseph also maintains a consulting practice, Innovation Path Inc., working on business and organizational development strategy with technology companies, economic development non-profits, and educational institutions. In this capacity he manages a Massachusetts-based angel investor group, River Valley Investors. Joseph has a BA from Hampshire College.

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Timothy M. Stearns, Director, Lyles Center for Innovation and Entrepreneurship

Timothy M. Stearns is Director of the Lyles Center for Innovation Entrepreneurship and the Coleman Foundation Endowed Chair in Entrepreneurial Studies in the Craig School of Business at California State University, Fresno. Previously, he held the Edward M. Reighard Chair in Entrepreneurship. Dr. Stearns has taught, conducted research, and consulted on the subject of entrepreneurship, corporate restructuring, planning, and management practices for almost 20 years. Professor Stearns has co-authored a textbook on management and is the author of more than 50 research articles and presentations. He has also taught and lectured on entrepreneurship, strategic planning and corporate reengineering to public and private sector executives in Thailand, Poland, Japan, Kazakhstan, Macau, Sweden, and the People's Republic of China.

In 1998, Professor Stearns was named President of the Central Valley Business Incubator. He is also a founding member of the Coleman Education and Awareness Council (www.colemanchairs.org). Currently he is directing the development of the Center for Innovation and Entrepreneurship on the CSU Fresno campus, a multimillion dollar complex that will house San Joaquin Venture Partners, a creativity lab, a technology transfer center, and curriculum for both undergraduate and graduates. In addition, he writes a monthly column on entrepreneurship, Venture Ink, which appears in the Fresno Business Journal.

Professor Stearns received his Bachelors degree in Sociology from San Jose State University. He also received a MBA degree in management and a doctorate in management and sociology from Indiana University. He previously was a member of the Management faculty at the University of Wisconsin, Madison and Marquette University.

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Genelle Taylor, Associate Director, Lyles Center for Innovation and Entrepreneurship

Genelle Taylor is currently the Associate Director of the Lyles Center for Innovation and Entrepreneurship at California State University, Fresno. The Lyles Center facilitates, supports and encourages entrepreneurship and innovation by assisting students and clients in new venture growth in the Central San Joaquin Valley of California through outreach, education and research. Genelle is also the Director of the Kauffman Innovation Partners Program and previously Co-Director of the Collegiate Entrepreneurs Organization Western Regional Conference (CEO West). She has received her degree in Business Administration Management from CSU, Fresno. She is a native of Salinas, California and moved to Fresno for her educational studies.

Genelle has extensive professional experience in the field of entrepreneurship, working for the past eight years with the University Business Center of the Craig School of Business, IDEA, the Entrepreneurial Resource Center, Central Valley Business Incubator, the Kauffman Internship Program, Outsourcing Data Bank and the Lyles Center for Innovation and Entrepreneurship.

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Matthew C. Weisman

Matt has served as an advisor to large and small enterprises in pharmaceuticals, biotechnology, medical education, medical devices, evidenced based medicine resources, healthcare delivery services, and technical and financial software. An area of special interest is geriatric medicine. He has a MBA from Harvard and a JD from the University of Pennsylvania. He previously held faculty positions at Harvard Business School (HBS) and Boston University School of Medicine (BUSM). At HBS he taught Entrepreneurial Management, using case method analysis. His course focused on opportunity as combining situation, environmental changes, staged resources and timed commitments. At BUSM, he was a Faculty Scholar for Management and a participant in the Hartford Foundation Program for Excellence in Medicine. He assisted in developing departmental business strategy and taught business management cases to physicians and nurses.

Matt has authored study cases on business development, general distribution systems, service organizations, technology marketing, healthcare organizations in crisis, bankruptcy, and a law review article on regulation of air commerce, and a note on the history of securities regulation. He has been a speaker to industry groups and a panelist on business topics.

He is currently Chair of the Healthcare/Life Sciences Committee of the Keiretsu Forum, a large bay area private equity investment group, a member of the national board of directors of the Harvard Business School Health Industry Alumni Association, and a coach to entrepreneurs at the Women's Technology Cluster-San Francisco. Matt is corporate secretary and treasurer of the Institute for Advanced Study of Health, Berkeley. He is an advisor to ACET, an Alameda, CA based life sciences accelerator; to Sempire, Inc., a new venture providing software applications for corporate governance and regulatory compliance; and to Biotrue, Inc., San Francisco, a new bioinformatics company with an application to manage the gigabytes of daily data generated by research laboratory equipment.

He has served on private company boards and two public companies- Serologicals Inc., a biotechnology and biologicals diagnostic and therapeutics company and Thermedics Detection, Inc., a manufacturer of high-speed gas chromatography and advanced technology sensors for healthcare, science, and industry.

Matt began his career as founder, and CEO of EAF, Int'l, a privately held international aviation consulting and service firm working with Fortune 100 and government clients. The business was sold to a public company and continues today, 20 years later, with many EAF team members as the core of a successful aviation firm.

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