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National Collegiate Inventors & Innovators Alliance



**SCHEDULE**

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AI2V 1: Waltham, MA - 8/1-4  
AI2V 2: Urbana, IL - 9/9-12  
Southfield, MI - 9/28  
Kansas City, MO - 9/29  
St. Paul, MN - 10/6  
 Fargo-Moorehead, MN - 10/12  
Orlando, FL - 11/2

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## ARCHIVES - 2006

### I2V Portland: Speaker Profiles

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#### **Tim Berry, President of Palo Alto Software Inc.**

Tim Berry is president of Palo Alto Software and principle author of [Business Plan Pro](#). He is an expert in business planning who has written several published books and hundreds of published articles, and has given seminars in more than a dozen countries. He teaches part-time at the University of Oregon. He has a Stanford MBA degree. Tim started creating his own software for business planning and forecasting to bridge what he calls the know-how gap; that exists between what personal computers can potentially do for business people and what they are actually doing.

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#### **Kevin Brannon**

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#### **Regina Hauser, Executive Director of the Oregon Natural Step Network**

Regina Hauser is the Executive Director of the Oregon Natural Step Network, a membership organization established to support businesses, institutions and community organizations interested in adopting The Natural Step framework for sustainability. Prior to her assuming this position she practiced law and was a shareholder with Schwabe Williamson Wyatt, where she spent 16 years specializing in intellectual property and employment law.

Ms. Hauser received her bachelors degree in communications from the University of Washington and her law degree at Santa Clara University. She has served as a member of numerous community Boards, including SalmonSafe, Terwilliger Plaza, Legal Aid Services of Oregon, Oregon Law Center, and Portland Opera. She lives with her husband in Northwest Portland, walking and biking as much as time and weather permit. She has also enjoyed longer walks to the top of Mt. Kilimanjaro and trekking in the mountains of Nepal, Bhutan and Peru.

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#### **Gordon Hoffman, Managing Director at Northwest Technology Ventures**

Gordon Hoffman is a managing director of Northwest Technology Ventures, a venture capital fund focused on seed investments in Oregon companies that commercialize technology from university and other research institutions. He was Director of Technology Commercialization at the Oregon Graduate Institute (OGI) for the two years prior to their merger with OHSU, and is an angel investor in the Portland area.

In 1997 he sold a software company he co-founded, Eagle Design Automation in Beaverton, his second venture-capital-funded software startup. He's started several other ventures as well, including an intrapreneurial new division within United Technologies Corporation, United Technologies Microelectronics Center.

Gordon has worked in high-tech development for most of his career, spending 15 years in the semiconductor industry and 15 years in electronic-design-automation software. He's been actively involved in supporting higher education/industry cooperation, both in Oregon and in Colorado, and in supporting entrepreneurial and youth-directed science education. He is currently an instructor and advisory board chairman of Saturday Academy, a member of PSU's advisory council to their CS and EE departments, and a member of the PSU Foundation board.

Gordon received his BSEE from the Illinois Institute of Technology, where he was a co-op student working at Argonne National Laboratory, and his MSEE from Stanford University.

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**David McFeeters-Krone, President and Intellectual Property Consultant, Intellectual Assets, Corp.**

David has a strong background in licensing from positions with MIT, NASA, and Intel. Since starting his firm, Intellectual Assets, Corp., he has provided Intellectual Property strategy services to DoD, NASA, Sharp Technology Ventures, Tektronix, Deloitte, OHSU, Providence Medical Center, PSC Inc., and the National Technology Transfer Center (NTTC). Typically his projects entail portfolio triage, technology evaluation, licensing and IP process implementation.

Prior to forming his firm, he served as CenterSpan's (NASDAQ: CSCC) Vice President of Strategic Planning. CenterSpan followed two successful years at Intel where he represented internet communication technologies.

David is a member of the Licensing Executives Society; a contributing author for the Association of University Technology Managers<sup>1</sup> (AUTM) Technology Practice Manual, and often presents on IP licensing issues. David holds a Physics degree from The University of Michigan and an MBA from the University of Pittsburgh. He is also a recent recipient of the Portland Business Journal's "Forty Under 40" award and a member of the Innovation Asset Group advisory board.

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**Martin Medeiros**

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**Steve Morris, Former Founder and CEO of Teseda Corporation**

Steve Morris has more than 25 years' of management experience in the software, service, and systems industries. A serial entrepreneur, OregonStartups.com is the fourth business he has founded. Before OregonStartups.com, he was founder and CEO of Teseda Corporation, raising over \$12 million of venture capital in the midst of the dot-com melt-down. Prior startups inside larger companies included heading the Low Cost Test Emerging Business group at Credence Corporation and co-founding the Virtual Test division at Integrated Measurement Systems, then a subsidiary of Cadence Design Systems. Morris has also held marketing and management roles at Hewlett-Packard and Mentor Graphics. He has extensive experience in strategic marketing, business plan development, strategic partnerships, and fund raising. He is a member of the Oregon Entrepreneurs Forum (OEF) Startup Services Committee, the 2006 Angel Oregon Steering Committee, and the AEA Emerging Business Committee. He holds a B.A. in Mathematics from Reed College and a Masters of Science degree from the Carnegie-Mellon University Graduate School of Industrial Administration (now the Tepper School of Business).

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**Bill Newman, Managing Director at Northwest Technology Ventures**

Bill Newman is managing director at Northwest Technology Ventures, an Oregon seed fund focused on finding and funding technology-based startups from the research sector. Prior to launching NTV, Bill's career started in academe before moving to entrepreneurial business and venture capital.

Bill earned a Ph.D. in mechanical engineering and applied mathematics prior to joining the research faculty at MIT, where he served for more than a decade as a principal investigator on NIH-funded research and directed a joint program at MIT and the Harvard Medical School to develop and evaluate technology for the treatment of cancer. Discoveries from that research resulted in patented inventions that he licensed from MIT to found a spinout that developed medical monitoring instrumentation. After earning an MBA from MIT, he joined Shaw Ventures in Portland, and subsequently launced NTV, a \$14 million seed venture fund.

Bill currently holds four patents in the areas of medical and measurement instrumentation and is the author of numerous articles for technical journals and professional conferences. He also serves on

numerous corporate boards, and on various academic and civic boards including Oregon's Higher Education Technology Transfer Fund Board and the Oregon Council on Knowledge and Economic Development.

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#### **Eric Pozzo, Vice President Operations at First Silicon Solutions, Inc.**

Eric V. Pozzo is currently Vice President of Operations of First Silicon Solutions, Inc., an instrumentation company he helped found in 1998. Eric came to Oregon in 1980 to work for Intel. He left in 1982 to help found an instrumentation company, Microcosm, Inc., and to pursue a career of entrepreneurship. He's served in senior management roles in a number of start-ups including President of Creative Multimedia Corporation, an exciting company during the CD-ROM publishing boom.

Eric is an avid birdwatcher and also enjoyed a stint as Associate Producer and Editor of Peterson's Multimedia Guide to North American Birds, a Houghton Mifflin interactive CD-ROM. He also manages the US finances of Africa's largest bird tour operator and co-manages an art business selling fine bird prints and cards. He serves on the Board of Keen Mobility and the Oregon Entrepreneurs' Forum.

Eric received his ScB in Biology from Brown University in 1975 and an MBA from Dartmouth's Amos Tuck School of Business in 1980. He spent several years in technical instrumentation sales before returning to grad school.

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#### **Steve Ramil**

Steve Ramil, President of the Entrepreneurship Society of Oregon State is currently finishing up his senior year. He will be majoring in Business Administration with a focus on marketing, as well as Spanish.

At this time Steve is the CEO of [F3 Research Services](#), a marketing research services company that he started in June of '05 specializing in focus group transcription. He has also founded [Entrepreneurship Clubs United](#) a web based community where all school based Entrepreneurship Clubs can come together and talk about a wide variety of topics. He plans to continue with his involvement in both F3, and ECU, as well as start new ventures in the near future.

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#### **Kasten Spethmann**

Kasten is the owner of two businesses, one of which is D.A.O.T.A. which stands for D.) All Of The Above. The company finds investment money for companies, finds partners for joint ventures, and gets companies into new markets. She also owns a real estate investment company called "Kasteva Investment Corp".

A graduate from University of Portland with a major in Psychology and a minor in Business, Kasten spent 4 years traveling around the world as a professional windsurfer. In addition to operating her businesses Kasten is a Master Mentor and Entrepreneur-in-Residence at the University of Portland Center for Entrepreneurship.

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#### **Nora Totonchy**

I graduated from Gonzaga University in 2002 with a B.A. in Psychology and a minor in Business, with a Promotional focus. I was selected as a finalist my junior year at Gonzaga in the Hogan Entrepreneurial Business Plan Competition, and winner my senior year.

The award winnings supplied me some seed capital which was used to help start my wedding planning company, Bridal Bliss. After starting my business in Lake Oswego, Oregon, I have watched Bridal Bliss blossom into a very successful venture. Business has more than quadrupled in the last few years and we currently have bookings through 2007.

Entrepreneurship is at the core of every business and I have found over the years that the bridal consulting industry is no different. The skills and business savvy I learned throughout my four years at Gonzaga and in the Hogan Program have proven very useful in starting a business, running a business, and ensuring that Bridal Bliss thrives for years to come.

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