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National Collegiate Inventors & Innovators Alliance



**SCHEDULE**

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  
Ontario, IL - 11/2

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**I2V El Paso: Speaker Profiles**

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**John Colman, Colman Concepts**

JOHN D. COLMAN, COLMAN CONCEPTS, INC., El Paso, Texas – President & Principal Colman Concepts, Inc. provides businesses with today's leading edge solutions through Business & Management Consulting Services. Incorporated in 1995, Colman Concepts, Inc. assists clients in diverse industries, primarily in El Paso and the southwest, but also throughout the nation. Offices are located at 415 East Yandell, Suite 110, El Paso, Texas 79902. (915) 533-4300.

John D. Colman is a recognized national Keynote, Motivational and Seminar Speaker on management, business and organization development. Colman is invited to speak to organizations and conferences, as well as at major universities throughout the country.

- Over 35 years as Corporate Executive including: Petro PSC, LP., El Paso; Systems Planning Ltd, Chicago/St. Louis; Squibb Beechnut Corporation, Dallas; Dunkin' Donuts of America, Boston; General Motors Corporation
- Past President of two National Corporations
- Business and Management Consultant for 14 years.

**BUSINESS/COMMUNITY RELATIONS**

Current or Past Member: U.S. Small Business Development Commission; World Trade Center; Illinois Regency Universities Council; Illinois Human Relations Commission; Bond Oversight Committee – City of El Paso; Greater El Paso Chamber of Commerce – Business Development Executive Committee; U.T.E.P. Center for Entrepreneurial Development Advisory Council; Sun Bowl Association Board of Directors; Hospice of El Paso Board of Directors; UTEP Miner Foundation Board of Directors Rotary Club of El Paso – President 2001-2002

**EDUCATION**

CORNELL UNIVERSITY: Bachelor of Science – Administration; Graduate Work in Industrial and Labor Relations  
NORTHERN ILLINOIS UNIVERSITY: Graduate Work in: Business Management; Communications Disorders

**HONORS**

- Life Member – National Registry of Who's Who
- Member – International Who's Who of Professional Business
- Member – International Who's Who of Entrepreneurs
- Financial Management Association Honor Society
- National Employer of the Year – National Association of Retarded Citizens
- Multiple Awards on Facility Design – Hospitality and Retail
- Speaker

International Association of Exposition Managers; Texas Petroleum Marketers Association; National Restaurant Association; International Management Council; Texas Restaurant Association; AT&T; State Farm Insurance Co.; Marriott Corporation; Economic Laboratories; University of Texas – El Paso; Michigan State University; Notre Dame University; Purdue University; Indiana University; Oklahoma State University; Northwestern University; Multiple Chambers of Commerce.

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#### **John Farah, SAGE Management Associates**

A professional engineer by background, John Farah commenced his career in Finance & Investment about thirty years ago as Corporate finance officer with the World banking Division of Bank of America, California.

In 1981, John was cofounder of the first of two Venture Capital Funds investing in early stage & startup businesses in California's Silicon Valley, the Western US and Texas in early stage businesses -- mainly Information Technology, Medical and Biotechnology. The second venture Fund, SAGE MANAGEMENT PARTNERS, also acted as Financial Advisor for Technology Evaluation and Commercialization to SDIO (Strategic Defense Initiative Organization) and four National Labs (LANL, SNL, TPL & LNL) and the University of New Mexico for the purpose of licensing & commercializing technologies.

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#### **Dr. Frank Hoy, Director of the Centers for Entrepreneurial Development, Advancement, Research and Support (CEDARS) at the University of Texas at El Paso (UTEP)**

Frank Hoy is Director of the Centers for Entrepreneurial Development, Advancement, Research and Support (CEDARS) at the University of Texas at El Paso (UTEP). In that role, he is responsible for implementing UTEP's Kauffman Campus Initiative, an innovative program sponsored by the Ewing Marion Kauffman Foundation ensuring that all students at the university have access to entrepreneurship education. Dr. Hoy is also a professor of management and entrepreneurship and holds the endowed Chair for the Study of Trade in the Americas. From 1991 to 2001, Dr. Hoy served as dean of the College of Business Administration at UTEP.

Dr. Hoy earned his Ph.D. at Texas A&M University where he developed a small business outreach program for the Texas Agricultural Extension Service. Subsequently, he became director of the Small Business Development Center for the State of Georgia. He moved from the University of Georgia to Georgia State University in 1988 as the Carl R. Zwerner Professor of Family-Owned Businesses. Dr. Hoy's research concentrations are entrepreneurship and economic development, franchising, family business, strategic alliances, and social entrepreneurship. He is a past editor of Entrepreneurship Theory and Practice and for Latin America for the Journal of World Business. His most recent book is Franchising: An International Perspective, co-edited by John Stanworth of the University of Westminster.

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#### **Dr. John Hadjimarcou, Associate professor, Department of Marketing and Management at UTEP**

John Hadjimarcou (Ph.D. in Marketing and International Business - [Kent State University](#)) is an associate professor of marketing in the Department of Marketing and Management at the University of Texas at El Paso (UTEP). Dr. Hadjimarcou has taught several courses in marketing at both at the undergraduate and graduate level. In 1997 and 2000, he was recognized as "Teacher of the Year" in his department. John was named as a Center for Effective Teaching and Learning (CETaL) Fellow as well as an IMPACT Fellow, a program that advances the integration of teaching, research, and service at UTEP.

Dr. Hadjimarcou has also served on the Faculty Senate Executive Council over the last five years and has been Secretary of the Faculty Senate since 2004. He is currently the Chairperson of the Department of Marketing and Management. His research interests are in consumer psychology and in international, cross-cultural issues. His research has been featured or is forthcoming in several mainstream marketing and international business journals including the Journal of Marketing Management, Psychology & Marketing, the Journal of Consumer Marketing, the Journal of Global Marketing, the Journal of Management Studies, International Marketing Review, the Journal of Small Business Strategy, and the Journal of Marketing Communications.

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#### **Renard U. Johnson, President and Chief Executive Officer of METI Corporation**

Management and Engineering Technologies International, Inc. Renard Johnson founded Management and Engineering Technologies International, Inc. (METI) in 1994. The El Paso, Texas-based 8(a) certified company provides engineering and technical services, information technology, consulting, and personal support services to a variety of federal and commercial customers. Mr. Johnson is responsible for overseeing all aspects of METI's four strategic business units, including management strategy and day-to-day operations.

Under Mr. Johnson's tutelage METI now has over 400 employees and is expanding into new markets. METI's explosive growth has earned several prestigious awards; among them:

- Fall 2004- METI was named Inc. 500 Magazine's 6th fastest growing company in the nation.

- June 2004- METI proudly claimed the #72 spot in Black Enterprise Magazines list of Top 100 Companies.

Prior to founding METI, Mr. Johnson served ten years as senior vice president of operations for Management Assistance Company of America (MACA), a successful small engineering and information technology contractor. Mr. Johnson developed MACA's custom networking division, which performed engineering, configuration and installation of networks (LAN and /WAN); software customization; and Internet set-up. Mr. Johnson's other responsibilities included training, project management, and coordination of openings of new branch offices. During Mr. Johnson's term, MACA reached annual revenues of over \$20 million. MACA's success led to a merger with a Virginia-based information technology company and combined revenues of approximately \$75 million.

Mr. Johnson holds a bachelor's degree in business administration with an emphasis in management from the University of Texas at El Paso.

Mr. Johnson is a member of The Paso del Norte Group, a board member of the El Paso Hispanic Chamber of Commerce, a board member of the Boys and Girls Club of El Paso and was a member of the El Paso Association of Performing Arts.

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#### **Dr. Romy Ledesma, Vice President and Chief Administrative Officer, Quantum Research of America Inc. (QRA INC)**

Dr. Romy Ledesma has worked as a Spanish teacher in El Paso public schools, conducted Crop Physiology and Entomology research at the Texas A&M Research Center at El Paso, taught plant sciences courses at Texas A&M and UTEP, and served as administrator of several programs at UTEP. Dr. Ledesma is retired from UTEP, where she established the Materials Research Center of Excellence (MRCE) and the Border Biomedical Research Center (BBRC), as well as coordinated the EPA Groundwater Protection AmeriCorps Program and the Environmental Sciences and Engineering Ph.D. Program. Throughout the 1990's and into the 2000's, Dr. Ledesma was senior grant specialist for Vista Technologies, Inc (which later became SpecPro, Inc.) and the Lower Valley Water District, as well as the day-to-day grants manager for El Paso Police Department federal (HIDTA) grants and the Texas Cooperative Extension Grandparents Raising Grandchildren Program. Currently, she is Vice President and Chief Administrative Officer for the newly-formed Quantum Research of America Inc. (QRA INC), a company initially founded for the research, enhancement, development, and commercialization of patents shared with UTEP.

Education:

BS and MS - Biological Sciences from UTEP

Ph.D. - College and University Administration/Industrial Engineering from Texas A&M University

abd in 2nd Ph.D. - Horticultural Sciences at Texas A&M University

Diplomate - Business Administration from International Business College

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#### **Cecilia Ochoa Levine, President and Chief Executive Officer of METI Corporation**

Cecilia Ochoa Levine has been President of MFI International Mfg., LLC, since 1990.

Levine has worked with major companies including Kimberly Clark, Hasbro, Sara Lee and Evenflo in establishing manufacturing operations. Her design experience has also been an asset to many of MFI's clients. Levine has extensive experience in manufacturing, production processes, international trade, cross border cultural relationships and economic development.

Levine founded the US/Mexico Strategic Alliance, which networks with various existing organizations to improve the life of U.S. and Mexican citizens living in the border regions of the United States and Mexico. She was a founding member of the Midland, Texas Hispanic Chamber of Commerce. In addition, Levine is affiliated with many national and international organizations. She is Director of the Dallas, Texas and El Paso, Texas branch of the Federal Reserve Bank. She is Founder, Director and President of the U.S./Mexico Strategic Alliance. In 2002 she received the League of Women Voter's Bravo Award.

She was born in Chihuahua, Mexico and moved to the United States in 1966. She attended the University of Texas in El Paso.

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#### **Olga "Cookie" Mapula, President & CEO of Technology & Communications Gateway**

Olga "Cookie" Mapula is the president and CEO of Technology & Communications Gateway (TCG), a management and technology services firm, as well as the majority owner of AdEdge Computer Training Center and Border Research Solutions. Her companies provide extensive services that bring social and economic benefit to the United States-Mexico border region. A training center she built to serve displaced workers earned her recognition as Trainer of the Year in 2004. She has received various awards, including an Avon Women of Enterprise Award, a Small Business Administration Women in Business Award, and a USHCC Regional Business Woman of the Year Award. She is a fellow of the National Hispana Leadership Institute and has been named to the El Paso Women's Hall of Fame. She is currently establishing a not-for-profit organization called the Southwest Institute for Successful Aging that will address the loss of financial security for older generations.

[Back to top](#)**Maxwell Morton, Grayhead Associates**

Maxwell R. Morton is a founding partner of Grayhead Associates, a twenty-year-old management consulting firm specializing in technology commercialization and transfer and the development and implementation of the associated business, marketing, product development, operating and partnering/alliance strategies. His clients include entrepreneurs, corporations, universities, and government agencies. Previously he was a vice president and director of Resource Planning Associates and an engagement manager for McKinsey and Company. He is an adjunct faculty member at the Franklin W. Olin Graduate School of Business at Babson College where he created and teaches a course on Technology Commercialization; he is also the co-founder and original chairman of the New England Chapter of the Technology Transfer Society.

Morton has been a guest lecturer at a variety of institutions such as the Yale School of Organization and Management, MIT Industrial Liaison Program, Commercial Development Association, Environmental Business Council, and the Canadian Consulate. He has been published in technical as well as business journals such as Business Horizons.

[Back to top](#)**Ron Munden, Accugraph Corporation**

Ron Munden has over 35 years of business experience in the computer industry, with the last 25 focused specifically in the software area. Ron came to the El Paso area in 1985, after serving as a Vice President for Wang Laboratories, to work for the Accugraph Corporation (Holguin Corp.). Ron has served in many capacities, including President, COO. Ron received his Bachelor of Science Degree in Business and manages Accugraph's business development, sales, marketing and planning.

[Back to top](#)**Dr. Roberto Osegueda, Associate Dean of Engineering**

In August 2003, Dr. Roberto Osegueda was appointed Associate Dean of Engineering. In this capacity, he is responsible for bringing multidisciplinary teams together involving faculty from UTEP and other universities along with external agencies and industry. He assesses intellectual property and mentors faculty for potential opportunities in technology transfer and commercialization. To this date, he continues to champion research initiatives and encourage faculty in their efforts of pursuing extramural research funding. His role has also expanded to economic development.

In December 2003, he was appointed to the board of the Camino Real Angels investor group to serve as a liaison between the University and the Angels. During this time, he has become integrally acquainted with most of the research and technology being developed at the University. The Camino Real Angels group desires to invest in high-tech start-up companies in the El Paso region. Furthermore, through interactions with the El Paso Greater Chamber of Commerce and other economic development entities, he is very knowledgeable about the business and economic activities of the El Paso/Ciudad Juarez region. Dr. Osegueda was appointed Vice Provost for Research in September 2005.

[Back to top](#)**Les Parker, CEO United Bank of El Paso del Norte**

Lester (Les) Parker is a financial professional who began his career in Europe in 1962. He was the Managing Director of The Investment Group of El Paso, the organizing group of the United Bank of El Paso del Norte, and presently serves as the Bank's founding President, Chief Executive Officer and as a Director. He was the Managing Organizer and the founding President and a Director of Bank of the West, El Paso, Texas; and was President, Chief Executive Officer and a Director of Coronado Bank in El Paso. In 1977, he was named as founding Chairman, President and Chief Executive Officer of First City Bank - West, N.A., El Paso. Mr. Parker has also been a Strategic Management Consultant - a Private Business and Financial Advisor, and a partner in several successful small businesses. Mr. Parker is a Director of the Independent Bankers Association of Texas and is Past Chairman of Rio Vista Rehabilitation Hospital in El Paso. He is also Chairman of the Advisory Board for the College of Business at the University of Texas, El Paso. He graduated in Class 2 from Leadership El Paso. He is a past Director of the Federal Reserve Bank of Dallas - El Paso Branch and of the Texas Bankers Association. He was President of the Yucca Council - Boy Scouts of America and was Chairman, Vice Chairman and a Director of the El Paso International Airport Board serving in three non-consecutive terms.

Mr. Parker was Chairman of the El Paso Private Industry Council, El Paso Project ARRIBA, and founding Chairman of the Coalition for Affordable Housing in Greater El Paso. He also served as a Director of Southern Union Company (NYSE), Tri-State Broadcasting, Inc., First Bankers Trust and Savings Association, the El Paso Hispanic Chamber of Commerce, the Greater El Paso Chamber of Commerce, the El Paso Rehabilitation Center, KCOS Public Television, The El Paso Festival, El Paso Plaza Theatre Corporation, El Paso Arts Alliance, El Paso Advertising Federation, Beautify El Paso Association, El Paso Westside YMCA, and was a Commissioner of the New Mexico Santa Teresa Airport Commission. Mr. Parker has taught at the University of Texas at El Paso in the subjects of finance and economics. He has been honored as a "Conquistador" by the City of El Paso and as a U.S. Small Business Administration "Financial Services Advocate of the Year" for the State of Texas. He is a member and Director of the Rotary Club of El Paso, a member of the Paso del Norte Group, a private pilot and a U.S. Army veteran.

[Back to top](#)**Larry Peterson, Senior Partner at MTMS**

Larry Peterson is Senior Partner with MTMS, a technology consulting and commercialization firm. Mr. Peterson has been a serial entrepreneur, previously building two IT companies in west Texas and New Mexico. Each company was the largest regionally-based systems integrator for its time, and each was sold after a handful of years, the first for seven figures, at age 27.

Mr. Peterson is a founder and director of many technology-related efforts in Texas, New Mexico, and his current home, El Paso, Texas. Mr. Peterson is immediate-Past Chair of the Texas Lyceum Association, the statewide leadership organization that has among its alumni President George Bush, Governor Rick Perry, Sen. Kay Bailey Hutchison, and many of the candidates who ran for statewide election in 2003.

Mr. Peterson currently chairs the statewide Economic Growth Policy Advisory Group, focused on developing state policy in support of entrepreneurial growth companies, streamlined tech transfer, and capital formation, and is co-chair of the steering committee for the 2006 Texas Economic Growth Conference. Larry Peterson has also served on the TWIG, the Texas Technologies Initiatives Working Group (founded by Dr. George Kozmetsky and co-chaired by Dr. Jane Armstrong), and the New Mexico analogous organization, the New Mexico Technology Research Corridor. Mr. Peterson is also a board member of the statewide Texas Capital Coalition, focused on the development of preseed, seed and early stage capital resources in Texas. Mr. Peterson also chairs the El Paso Lyceum, the City of El Paso economic development advisory council, and chairs the Next Generation Economy Cabinet, one of six cabinets under the Lyceum. He also serves as a founding director of the Texas Capital Coalition.

In El Paso, Mr. Peterson has co-founded a number of tech-development organizations, including the Camino Real Angel Network, and the Paso del Norte Association of Information Technology Professionals (AITP, now SITO). He has also served on the Steering Committee of the Greater El Paso Chamber Technology Initiatives, and Chaired the regional R&D Commercialization Committee. Recent projects have included the White Sands Technology Accelerator, a Texas-New Mexico tech-led economic development consortium, as well as advocacy for the a proposed Texas Equity Fund bill, a state-supported venture "fund of funds."

Mr. Peterson previously founded and financially supported a technology-focused education foundation, The Education Project. He has also developed software for the Patriot Missile Training System prototype, and a simulation language used for training Desert Storm rotary-wing aircraft pilots. He has been active with numerous charitable and civic organizations in the west Texas region.

A National Merit Scholar Finalist, he graduated from the University of Texas at Austin in 1984 with a bachelors degree in Computer Science, and is completing an accelerated MBA at the University of Texas at El Paso.

Mr. Peterson received several awards in recognition of his work and support as director and Vice-Chair of the El Paso Red Cross, including the Red Cross Clara Barton Award. In 1996, Mr. Peterson received the prestigious Greater El Paso Chamber of Commerce Star Award for his part in bringing the first NFL event to El Paso.

Mr. Peterson was the leader of the successful effort to bring the Dallas Cowboys to play the Houston Oilers before an NFL scrimmage record crowd of 52,000 in the first-ever sellout of the Sun Bowl Stadium, a feat that received national publicity, and raised \$550,000 for charity and UT-El Paso. For his work as Chairman of the community-wide committee that engineered the effort, Mr. Peterson was named the El Paso Herald-Post 1996 Sportsman of the Year.

[Back to top](#)**Gwen L. Pulido, Attorney, Kemp Smith Law Firm****Areas of Practice**

Gwendolyn L. Pulido is an associate in the firm's Business Department, focusing her time in the areas of corporate and taxation law and government relations.

**Professional Affiliations**

State Bar of Texas  
 State Bar of New Mexico  
 El Paso Bar Association  
 El Paso Young Lawyers Association  
 El Paso Women's Bar Association  
 Bars & Courts  
 Texas, 2000  
 New Mexico, 2003

**Education**

University of Texas at Austin, B.A., with honors, 1997  
 St. Mary's University School of Law, J.D., 2000  
 Professional and Civic Involvement

Ms. Pulido currently serves on the Board of Directors for the El Paso Empowerment Zone Corporation, Hospice of El Paso, the El Paso Boys and Girls Club Foundation, the El Paso Tennis Development Foundation and El Paso Counts. Ms. Pulido is a member of Leadership El Paso Class 28. In 2003, Ms. Pulido took a brief hiatus from the public practice of law to serve as the Greater El Paso Chamber of Commerce's Vice President of Government Relations.

## Certifications

Not certified by the Texas Board of Legal Specialization

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**Robert E. Skov, Co-Owner of Skov Farms & Cattle Company**

Robert E. Skov is co-owner of Skov Farms & Cattle Company. A past chair of the Camino Real Angels, Mr. Skov has been active in the greater El Paso community in banking, investments and community service. He received his undergraduate degree in Economics from Stanford University and a Master of Science in Economics degree from the University of Texas at El Paso. In 1997, he was recognized as the Gold Nugget Award recipient by the UTEP College of Business Administration, the highest honor the College bestows.

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