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National Collegiate Inventors  
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**SCHEDULE**

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AI2V 2: Urbana, IL 9/9-12  
Southfield, MI - 9/28  
Kansas City, MO - 9/29  
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 Fargo-Moorehead, MN - 10/12  
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## ARCHIVES - 2006

### I2V Fresno: Speaker Profiles

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**Dr. Kathleen Allen, Professor of Entrepreneurship at the Greif Entrepreneurship Center of the Marshall School of Business at the University of Southern California**

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: Bringing New Technology to Market, Entrepreneurship and Small Business Management 2nd Ed., Launching New Ventures, 3rd Edition, and Growing and Managing an Entrepreneurial Business. She is also the author of several trade books: The New York Times Pocket MBA: Growing and Managing a Business, The Complete MBA for Dummies, e-Business Technology Kit for Dummies, and Entrepreneurship for Dummies.

Allen's research has focused on start-up and rapidly growing technology ventures. As the Director of the USC Technology Commercialization Alliance, a collaboration of the Marshall School of Business, the School of Engineering, the Keck School of Medicine, and the College of Letters, Arts, and Sciences, she is leading the effort to develop the resources and infrastructure to transfer and commercialize technology developed at the university and provide an opportunity for students and faculty to work as teams to create new technology ventures. She is also co-PI with the Dean of the School of Engineering 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 was involved in commercial real estate development for 10 years, owning two businesses, and is currently cofounder of a technology-based manufacturing company and a medical device company. She sits on the boards of directors of a medical technology venture, an independent publishing house, and a NYSE company. She is regularly called upon to speak about technology commercialization issues in both large and small companies.

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**Wendy Elliot, Grayhead Associates**

Wendy M. Elliott is a director of Grayhead Associates. She has more than twenty years of consulting, technology transfer, management, and product development and engineering experience. In her consulting practice, Elliott has worked with clients to develop and implement new venture business plans, create new product development opportunities, and design and implement "voice of the customer" studies. She has conducted technology assessments, identified new technology and licensing opportunities, evaluated critical issues in the strategic management of technology and successfully developed corporate alliances.

Additional experience includes work for the Irish government to promote the commercialization of university based research, selecting U.S. strategic alliance partners, and identifying venture capital funding. She has also designed and managed the programs' short courses for international senior executives in the area of technology management. Elliott is also the founder and managing director of Advanced Technology Management, Inc. In addition she is presently a part time visiting researcher at MIT where her research focuses on technology transfer to developing countries and technology

commercialization in SMEs. Previously she was a manager in the MIT Industrial Liaison Program (ILP), where she had considerable international experience.

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#### **Tracewell Hanrahan, Pacific Community Ventures**

Tracewell Hanrahan is Pacific Community Venture's Manager of Central Valley Services. Based in Fresno, Tracewell is responsible for developing and managing PCV's Business Advisory Program in the Central Valley. Tracewell focuses on building key relationships for PCV in the Central Valley, including with volunteer business advisors, the business community, entrepreneurial businesses, and with partner organizations serving the San Joaquin Valley's small business sector and low income communities.

Tracewell has a diverse background in corporate management, non-profit management and consulting. Prior to joining PCV, Tracewell was Director of Administration for the Fresno Regional Foundation. She also served as Vice President of the Chicago Mentoring Institute, a division of Big Brothers Big Sisters dedicated to developing partnerships between corporations and schools for the purpose of mentoring children and training mentors. Tracewell's private-sector experience includes the management of a world-wide technology business for the FoodTech Group of FMC Corporation, the role of Operations Manager for a financial research firm in London, and managing the business development and consulting activities for small and mid-size emerging growth companies at TwentyTen, a boutique investment bank. Tracewell also has direct experience as an entrepreneur, owning and operating an upscale bed and breakfast in New Orleans' historic garden district.

Tracewell earned an M.B.A. from the University of Chicago with concentrations in General Management, Strategy and Finance and received the Harry L. Davis Award for Leadership. She graduated magna cum laude from Georgetown University with a B.A. in English Literature.

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#### **Jon R. Haugan, Co-Founder and Chief Executive Officer of OptiStreams, Inc.**

Jon R. Haugan is Co-Founder and Chief Executive Officer of OptiStreams, Inc., a nationwide, satellite broadband and content services provider that offers leading-edge satellite and wireless solutions for government, homeland security, business, education and transportable markets. Founded and based in Fresno, CA, this high-tech enterprise is six years old and is #140 on Inc. 500's fastest growing privately held companies list for 2004. Mr. Haugan has spent the last 20 years in the communications industry, seeking out and pioneering cutting edge technologies in a variety of fields, including personal and professional development, advertising, graphics, and engineering support. He has been a featured speaker on satellite connectivity issues at conferences, including: Rural Telecon, National School Boards Association, State of Virginia conference on rural connectivity; and the Oregon Rural Telecommunications conference to name a few.

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#### **Alison Haugan is Co-Founder and President of OptiStreams, Inc.**

Alison Haugan is Co-Founder and President of OptiStreams, Inc., a nationwide, satellite broadband services provider that offers leading-edge satellite and wireless solutions for government, homeland security, business, education and transportable markets. Founded and based in Fresno, CA, this high-tech enterprise is six years old and is #140 on Inc. 500's fastest growing privately held companies list for 2004. Prior to OptiStreams, she founded the National Initiative for Civility Encouragement (n.i.c.e.), where she trained and consulted professionals in how to create more respectful and responsible work environments. Her background also includes personal, business and executive coaching, speaking and non-profit management. She is a graduate of Coach University (a virtual university specializing in business and personal coaching skills) and has a B.A. in Psychology from California State University, Fresno.

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#### **R. Stephen Heinrichs**

R. Stephen Heinrichs has 30+ years experience in finance and operations and the building of successful software oriented companies from an initial idea to sale to a larger company or initial public offering.

Mr. Heinrichs joined Arthur Anderson & Co. in 1969 in Chicago, and later was assigned to San Francisco and The Hague. In 1975, he joined URS Corporation, a publicly traded engineering firm, and served as its CFO.

In 1979, Mr. Heinrichs became the CFO of the Teknekron group of companies (a self-funded venture oriented organization dedicated to the formation of new companies). While there, he was responsible for M&A and IPO's and was the Chairman and CEO of three of Teknekron's operating companies, including a company that designed and sold automatic call distribution hardware and software systems. He was a partner at Teknekron and helped start, among others, the predecessor to TIBCO and sold that company to Reuters.

After a retirement of about two years, R. Stephen Heinrichs became one of the founders of Visionary Corporate Technologies, a firm built largely on the Teknekron model. They started two companies (one of which is now public) and acquired another firm from its venture capital owners. After turning around the latter company (where he served as the Chairman) they sold the company to a public firm. His focus until his retirement of about four years ago was as CFO of the firm he helped start and take public.

Mr. Heinrichs is a Director of that public company and Director and Chairman of the Audit Committee of publicly traded technology firms. He is also a Director of the other private company that was started by the Visionary Corporate Technologies.

He is married with two adult sons and two young granddaughters. He serves on the regional finance committee of his church. He is a car enthusiast and has co-authored two books. He even produced an event in 2004 in the Monterey area which attracted over 2,000 people from all over the world and 600 vintage cars.

R. Stephen Heinrichs has a B.S. in Accounting from California State University, Fresno and serves on the University President's National Board of Visitors and 2012 campaign steering committee. R. Stephen Heinrichs is a CPA.

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#### **Scott Lenet is the Managing Director of DFJ Frontier, a Draper Fisher Jurvetson Affiliate**

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 Trilogity 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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#### **Greg 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.

His outside interests include computers, martial arts, and outdoor sports activities.

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#### **Suzanne Bertz-Rosa, Bertz-Rosa Design**

Suzanne Bertz-Rosa is a design and marketing professional focusing on making the best use of both offline and online media.

The Visalia-native's 20+ year career includes developing an interactive division for Young & Rubicam's Austin presence. During her tenure at Bank of America, in addition to stewarding the multinational brand, she helped in developing the face of online banking.

Returning to the Valley after a 12-year absence, Suzanne is currently working on projects that are geared to making a positive difference in the community, including the launch of MindHub, a listserve for local creative professionals.

Suzanne is involved in Creative Fresno, Fresno Coalition of Arts, History, and Science, Fresno Design Alliance, Regional Jobs Initiative (innovation and communication task forces), and Art Venture at McLane High School.

Learn more about [Bertz-Rosa Design](#).

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#### **M. Todd Stemler, Vice President with the Central Valley Fund L.P.**

M. Todd Stemler is a Vice President with the Central Valley Fund L.P. and is based in Fresno. The Central Valley Fund is a \$100M later stage venture fund focused on making low tech investments in companies located in the California Central Valley. Mr. Stemler has 10 years of experience in the areas of financial audit, consulting and investment banking with particular concentration on transactions. These transactions include due diligence, structuring, equity and debt offerings, and structured debt products. This concentration has allowed Mr. Stemler to partner with companies in analyzing complex financial challenges while implementing successful solutions with efficient execution. Prior to joining the Central Valley Fund, Mr. Stemler worked in Arthur Andersens audit and business consulting groups, Ernst & Youngs Transaction & Real Estate Advisory Services, and Salomon Smith Barneys / Citigroups Investment Banking Division. Mr. Stemler graduated with high honors in Business Economics from the University of California, Santa Barbara and with a Master in Business Administration from the Marshall School of Business at the University of Southern California. Mr. Stemler is also a Certified Public Accountant.

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**Ashley Swarengin, Interim Executive Director of the Office of Community and Economic Development at CSUF**

Ashley Swarengin currently serves as the Interim Executive Director of the Office of Community and Economic Development at California State University, Fresno. As the Executive Director, Ashley works with industry, economic development officials, and elected and community leaders in an eight-county area on efforts related to implementing "Knowledge Economy" initiatives, such as industry cluster development, telecommunications infrastructure, rural development, entrepreneurship, and building leadership capacity. She is also responsible for leading the Regional Jobs Initiative, a comprehensive community and economic development strategy focused on the creation of 30,000 net new jobs in the Greater Fresno Region by the end of 2008. Recently, Ashley has assumed responsibility for providing technical and organizational support to the California Partnership for the San Joaquin Valley, a public-private partnership initiated by an executive order from Governor Schwarzenegger.

Prior to joining the Office of Community and Economic Development, Ashley served as the Director of the Central Valley Business Incubator, Inc., a non-profit business and technical assistance program for high-growth, start-up ventures in Fresno, California. Under Ashley's direction, the Central Valley Business Incubator more than doubled in size and reached 100% occupancy. The Incubator's funding increased by more than 400%, and several new programs were launched, including a Virtual Tenant program, on-site business counseling for small business owners, and the Entrepreneur's Tool Kit, a full-day conference, which attracted over 750 people annually. In addition, a new facility construction effort was initiated.

Ashley is also experienced in the development of marketing strategies for professional service firms. Before her tenure with the Central Valley Business Incubator, she developed the first marketing departments in Central California's largest sub-acute rehabilitation hospital and commercial law firm. She provided expertise in sales strategies, sales coaching, and public relations strategies. Ashley is a frequent lecturer on topics related to economic development.

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NCIIA • 100 Venture Way, Hadley MA 01035 • Tel: 1.413.587.2172 • Fax: 1.413.587.2175 • [www.nciia.org](http://www.nciia.org) •  
[info@invention2venture.org](mailto:info@invention2venture.org)  
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