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National Collegiate Inventors  
& Innovators Alliance

**SCHEDULE**

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 AI2V 2: Urbana, IL - 9/9-12  
 Southfield, MI - 9/28  
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**I2V Greater Delaware Valley: Speaker Profiles**

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MADE POSSIBLE BY:


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**Dr. Kimble Byrd, Rowan University Professor of Management, Angel Investing**

Dr. Kimble Byrd holds an A.B. from Villanova University and a J.D. from the University of Pennsylvania Law School.

Professor Byrd has taught in the legal environment of business area, and business strategy and ethics, with special focus on entrepreneurial financing. He won the Innovation in Teaching as well as the Faculty of the Year awards in the College of Business.

Previously a faculty fellow at Princeton University, he served for five years as the Associate Dean of the College of Business Administration and for eight years co-directed the Harley Flack Male Mentoring Program.

He has published in a number of journals, including the Journal of Management Research and the American Business Review.

Before joining Rowan, Professor Byrd was a partner in a commercial law firm in Washington, D.C. and served as a legal advisor with the U.S. Department of Commerce and as an adjunct professor at Howard University. Professor Byrd additionally provides venture and entrepreneurial consulting to businesses and industry trade groups.

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**Lou Bucelli, Entrepreneur-in-Residence at Drexel University's ACIN Camden Center for Entrepreneurship in Technology**

Lou Bucelli is the Entrepreneur-in-Residence at Drexel University's ACIN Camden Center for Entrepreneurship in Technology, advising high technology startup companies focused military and homeland defense and funded as part of a \$40 million contract from the US Department of Defense. Bucelli has over twenty-five years experience in developing and managing high growth businesses. He recently served as President and CEO of CMECourses.com --- an e-commerce site and search engine promoting continuing medical education programs, which he co-founded in August 1999. HealthStream (HSTM) an e-learning company acquired the company in January 2000.

Bucelli served as President and CEO of CME Information Services, a company he co-founded in 1989. CME was a high growth, distance medical education company that partnered with leading medical institutions including Mayo Clinic, Cleveland Clinic, Hopkins, Harvard, UCLA, Memorial Sloan Kettering.

It was ranked on the Inc. 500 list of fastest growing companies in America in 1994 and 1996, Philadelphia Top 100 1993-1995 and the New Jersey Top 20 in 1996. In 1994, Mr. Bucelli was named Ernst & Young Entrepreneur of the Year for emerging business. Previously, Mr. Bucelli directed the capital raising and M&A activities of a healthcare management company and he was also involved in the administration of a \$200 million federal hospital energy grant program. Mr. Bucelli has an MS in Finance from Drexel University College of Business 1983, and has attended the University of Pennsylvania, Wharton School, and Temple University.

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#### **Michael Edmondson, PhD, President and Co-Founder of MEAPA, LLC**

Michael Edmondson co-founded MEAPA, LLC, the Creative Economy commercialization company, with his colleague and long-time associate Peter Abramo, PhD. MEAPA offers services, publications and training workshops that are uniquely crafted to help people and companies around the world succeed in the Creative Economy. Dr. Edmondson has just published two books: BioStory: Convincing Investors to Finance Your Bioscience Product, and 10+1: The Creative Economy Marketing Equation.

Dr. Edmondson's contribution to the Invention to Venture workshop will be a presentation entitled: "The Missing Link: Market Assessments and Your Product's Value Proposition." He will explain the value and utility of creating marketing assessments early in your product's development and how that is directly tied to your product's value proposition and positioning statement – two ingredients vital for a technology product's competitive advantage.

#### **Richard Fox, Cross Atlantic Capital Partners, Inc.**

Richard M. Fox is a managing director of Cross Atlantic and has been with the firm since 1999. He oversees the activities of two dedicated funds managed by Cross Atlantic--The Co-Investment 2000 Fund, L.P. and The Co-Investment Fund II, L.P. Richard has worked closely with entrepreneurs in multiple portfolio companies in a wide variety of different industries and has served as a director on the board of numerous companies.

Richard has over 25 years of investment experience in venture capital, institutional investing, and commercial banking. Prior to joining Cross Atlantic, he was president of Penn Janney Advisory, which managed both the direct private equity and partnership investments for The Penn Mutual Life Insurance Company and its wholly owned subsidiary, Janney Montgomery Scott. Before joining Penn Mutual, he was a vice president in the corporate lending division of PNC Bank and managed a portfolio of large corporate relationships. Richard began his career with Chemical Bank's (now J. P. Morgan's) Latin American Division, where he held a number of management positions. He serves as an adjunct associate professor at New York University, where he teaches seminars on credit analysis to both domestic and foreign bankers.

Richard received a B.A. from the University of Connecticut and an M.A. from Georgetown University. He is located in the Radnor office.

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#### **David Hanrahan, Capital Bank of New Jersey**

David J. Hanrahan has recently opened the Capital Bank of New Jersey. Prior to this new venture, Hanrahan served as Executive Vice President at The Bank almost since its inception in 1989 and held many varied positions through that time. His has held positions ranging from Management Trainee to Executive Vice President.

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#### **Deborah A. Hays, Archer & Greiner, P.C.**

Deborah Hays concentrates her practice in the area of corporate law, with an emphasis on business financing, securities offerings and compliance, mergers and acquisitions, e-commerce, and technology transfer and licensing. Debbie has over 13 years experience representing established companies, from small, local businesses to large corporations (both privately-held and public), as well as start-up and development stage companies.

Debbie provides her clients with general corporate representation in such areas as entity formation, contract preparation and negotiation, corporate governance and dissolution. In addition, Debbie has a strong financing background, with experience in a broad array of financing transactions, including public offerings, private placements, bank lending (on behalf of both lenders and borrowers), venture capital, asset securitizations, and sale/leaseback transactions. These financings have included numerous transactions with a size of \$100 million or more. Debbie's financing background and experience with many types of sophisticated business transactions makes her uniquely qualified to advise business clients, especially entrepreneurs and emerging growth and high technology companies, about the complex financing, employment, and strategic planning issues which confront them.

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#### **Brenda B. Hopper, State Director, New Jersey Small Business Development Centers**

Brenda B. Hopper is the State Director of the New Jersey Small Business Development Centers (NJSBDC) network. The NJSBDC network is part of a national partnership between the state and federal governments, the private sector, and colleges and universities. The NJSBDC network consists of eleven

(11) full service Regional Centers and twenty-seven (27) affiliate offices headquartered at Rutgers Business School.

The program is designed to provide the highest quality of business assistance services to established enterprises and promising new starts. NJSBDC specializes in Business Planning, Management Strategy, Growth Strategy, and Loan Packaging. Specialty services include E-Commerce Management, International Trade, Government Procurement, and Technology Commercialization.

- In 2005 NJSBDC Accomplished:  
Provided training for 15,784 small businesses in 872 workshops,  
Provide free management consulting and one-on-one counseling for 7,074
- Clients obtained over:  
\$81.9 million in federal, state and private contacts loans;  
\$23.3 million loans;

Ms. Hopper has held several positions in small business, housing and economic development, including Senior Vice President of the Philadelphia Economic Development Corporation, Director of Small Business and Retail Assistance and the owner of two small businesses.

Ms. Hopper received her master's degree in finance and marketing from Rutgers Graduate School of Management with an undergraduate major in economics and business from the Rutgers College of Arts and Sciences.

Her professional and community activities include, Chair, Association of Small Business Development Center's Minority Outreach Task Force, Member, National Association of Female Executives, National Association for the Advancement of Colored People, New Jersey Association of Women Business Owners. Board Member of: University Ventures, Inc., Crest Community Development Corporation, Chair, Economic Development Committee, and GlassRoots. She formerly served as Community Advisory Board Member of: The Ron Thomas Small Business Forum and Summit Bank. She formerly served as a trustee of the Hoboken Waterfront Development Corporation, International Minority Business Corporation and on the Editorial Board of the Small Business Forum. Ms Hopper is a member of Omicron Delta Epsilon, an International Honor Society in Economics and is recognized in the 2003-2004 National Register's Who's Who in Executives and Professionals. In 2003, she received the U.S. SBA's Regional Minority Small Business Advocate of the year award. In 2005, she received The Shirley Chisholm "Catalyst for Change" award from Assemblywoman Sheila Oliver, 34th Legislative District.

Ms. Hopper has appeared as a small business expert in the print media and guest lecturer on numerous television and radio programs, and has presented at local and international small business symposiums.

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#### **Allison S. Rulon-Miller, Independent Consultant**

Ms. Rulon-Miller provides financial consulting services to emerging growth companies in the Mid-Atlantic region of the U.S. Her tasks regularly include preparing business plans, sale memoranda, financial projections, valuation analyses and investor presentations; assisting management in analyzing merger/acquisition and financing transactions; and assisting management in analyzing company performance and strategic alternatives. Her clients include private companies, small public companies and start-up companies in a wide range of industries. Prior to launching her consulting business in August of 1998, Ms. Rulon-Miller spent six years in the Investment Banking department of Janney Montgomery Scott LLC, most recently serving as a Vice President. While at Janney, Ms. Rulon-Miller participated in all aspects of investment banking for emerging growth companies, with a focus on retailing, restaurants and consumer products. Ms. Rulon-Miller holds a B.S. Economics from the Wharton School at the University of Pennsylvania, and a B.A.S. from Penn's School of Engineering and Applied Science. Ms. Rulon-Miller has served as a guest lecturer on the topic of business plan writing at the University of Pennsylvania Law School, Drexel University's College of Media Arts & Design and Rowan University's Center for Innovation and Entrepreneurship.

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#### **Mark Sever, Archer & Greiner**

Mr. Sever is a member of Archer and Greiner's Corporate Department. He has significant experience in mergers and acquisitions, contracting and business organization and counseling, in addition to his concentration in the fields of intellectual property, Internet, privacy and technology related law. His experience covers both litigation and transactional matters. Mr. Sever has represented a wide range of clients from Internet start-ups to some of the largest private and publicly held companies in the country. Mr. Sever has also spoken at seminars on various topics including intellectual property law, proprietary information protection, computer crime, and Internet related law issues. Mr. Sever received his B.A. from the University of Michigan, and his J.D. from Rutgers University School of Law in Newark. He resides in Moorestown, New Jersey.

Archer & Greiner, P.C. is a full-service law firm consisting of over 120 lawyers in five offices serving Fortune 100 clients, small to medium-sized businesses and individuals for over 75 years. The firm is located in Haddonfield, NJ, with offices in Princeton and Flemington, NJ, Philadelphia, PA, and Wilmington, DE.

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#### **Michael Wiley, Innovation Zone Manage, New Jersey Economic Development Authority**

Michael Wiley is the Innovation Zone Manager for the New Jersey Economic Development Authority where he manages, along with the three Innovation Zone Coordinators, the three New Jersey Innovation Zones that have been created in Newark, the Greater New Brunswick Area and Camden. Mr. Wiley is a southern New Jersey native, and his prior experience includes: commercial contracting, intellectual property/technology licensing and business development for organizations such as Lucent Technologies, Rutgers University's Office of Corporate Liaison and Technology Transfer, and Avaya Inc. In his most recent position with Avaya, he served as the company's primary negotiator for commercial contracts, software licenses and alliance agreements with Avaya's strategic customers. Mr. Wiley has earned B.A., M.B.A. and J.D. degrees from West Virginia University.

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#### **Georgia Wood, Bridge2Market**

Georgia Wood is the president and founder of Target Reach Marketing, a marketing services consultancy. Target Reach Marketing helps small- to medium-sized technology companies target and successfully reach their key audiences, ultimately leading to a pipeline of sales opportunities. Clients include: IMLogic (now Symantec Corp.), Venetica (now IBM), Systinet (now Mercury), AXS-One and Sun Microsystems.

Prior to consulting, Georgia worked at Lotus Development Corporation for 12 years, which spanned the periods before, during and after the IBM acquisition of Lotus. Before that, she held positions in the Finance and Hotel industries. She earned a marketing-focused MBA from Northeastern University in 1995.

Georgia has experience working with small-, mid- and enterprise-level technology companies on a variety of marketing-focused projects including creating strategic marketing plans, target market analyses, multi-tiered marketing programs, product messaging & positioning, web site content & creation, and a wide variety of sales and marketing content deliverables.

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#### **Laura Howard, Program Associate, Kern Entrepreneurship Education Network (KEEN), NCIIA**

Laura joined NCIIA in 2006 as a Program Associate for the Kern Entrepreneurship Education Network (KEEN), developing vital resources for building quality undergraduate entrepreneurship education programs that will instill an action oriented entrepreneurial mindset in engineering, science and technical undergraduates.

Laura's passion is supporting entrepreneurial efforts at the business and economic development strategy levels. At the business venture level, Laura has worked as a lender with the Western Massachusetts Enterprise Fund and as an independent financing consultant, securing millions in financing and grant support for clients; and as a market strategist with the Massachusetts Small Business Development Center and MassVentures, providing critical due diligence and strategic partner identification to new and early stage technology ventures. In terms of economic development, Laura has worked as Project Manager with the MSBDC, the UMASS Center for Manufacturing Productivity and MassVentures in the development and launch of several successful collaborative efforts between university, government and private sector partners, including: Partners for Trade, the successful Massachusetts training and counseling initiative targeting new-to-export businesses; an intensive regional UMASS/BSI ISO 9000 program; the Business & Industry Data Center, a statewide custom market research service utilizing UMASS students and library resources; and a specialized multi-session entrepreneurship education program for new and early stage technology development ventures poised for rapid growth.

Laura received her BA, cum laude, from Mount Holyoke College, and an MBA from UMASS/Amherst.

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