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UCF Invention To Venture 2005: Speaker Profiles

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Edward Alexander – Attorney, Akerman Senterfitt

Ed has been helping business owners successfully complete business transactions, raise capital for expansion, resolve business disputes and protect business interests as a lawyer since 1993. His practice is focused solely on representing businesses and their owners, working in the areas of corporate, commercial, securities and business law.

Prior to 1993, Ed held non-legal positions in the business world, starting in 1983 as an engineering technician, then as systems engineer, marketing representative, manager of sales support and marketing manager. In 1995 Ed was awarded U.S. Patent, No. 5,68,952, for his 1992 invention of a combined miniature high speed scanner and portable handheld computer.

Ed became a lawyer as a result of his business experience. As a marketing manager for a high technology company, Ed was responsible for negotiating and completing transactions for the sale of imbedded technology (OEM products). During that time he dealt with commercial issues, business laws, intellectual property laws and software protection. This experience led Ed to law school to develop an in-depth understanding of these areas.

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Rick Austin – Executive Producer, Lion's Share Entertainment, Inc.

Mr. Rick Austin has over 25 years of experience in sales, marketing, brand management, media, managing people, vendors, and project management as well as writing, producing and directing television shows, films, videos infomercials and interactive CD Roms.

Mr. Austin was a partner and VP of Marketing & Account Services in the #1 high tech ad agency in the Northeast, was an Account Supervisor for a division of New York's BBDO International and was the President of the most award winning ad agency in New Hampshire. His clients have included companies such as Dominos Pizza, McDonalds, Quaker Oats, Brookstone, General Electric, Litton, Sprint, Digital Equipment Corporation (now Compaq), and others.

Most recently, Mr. Austin directed Flying Saucers® Gourmet Coffee & Tea from its inception to its place today as the #1 coffee franchisor and sci-fi toy retailer on the internet (at www.flyingsaucers.com).

Mr. Austin is also an accomplished television and film producer and director. He has produced more than 250 _ hour episodes of television (more than most Hollywood producers). He is the creator of the nation's first television real estate show, Home Showcase, (an Infomercial before the term was coined) and he is also the creator of the nation's first interactive dating show for broadcast television (Cupid's Camera). In the early 1980's he was one of the first users of voice mail box technology for television audience participation, a full ten years before voice mail became common place.

As an author, Mr. Austin has published numerous articles on marketing. As a guest speaker and lecturer, Rick has lectured throughout the US and Europe on the subjects of marketing, advertising, entertainment and media for colleges, universities, and international organizations, including Princeton

University, the University of Florida, International Space University, Daimler Benz Aerospace (Germany), Crummer Graduate School of Business, and many international symposiums.

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James H. Beusse, Principal, Beusse Brownlee Wolter Mora & Maire, P.A.

James H. (Jim) Beusse is a principal in the law firm of Beusse Brownlee Wolter Mora & Maire, P.A. in Orlando, Fl. where he limits his practice to patent, trademark, copyright and related intellectual property matters, including licensing and litigation of such matters. The firm of Beusse, Brownlee, Wolter, Mora & Maire, P.A. is primarily engaged in the practice of law in the full spectrum of intellectual property including patents, trademarks, copyrights, antitrust, unfair competition, trade regulation, trade secrets and related commercial litigation before the United States Patent and Trademark Office, and in state and federal courts. The firm's litigation attorneys also handle a wide variety of complex business litigation associated with technology and intellectual property.

Mr. Beusse is a 1966 graduate of the University of Florida with a degree in Electrical Engineering and a 1975 graduate of Catholic University Columbus School of Law in Washington, D.C. Prior to law school, Mr. Beusse was employed by General Electric Company as an engineer working on designs for airborne radar systems. During law school he continued working for GE and went through the GE Patent Lawyer Development Program. Mr. Beusse continued to work for GE as in-house counsel until 1985 at which time he entered into private practice in Orlando. He currently represents numerous individuals and businesses in the Orlando area in intellectual property matters.

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Kirstie Chadwick, Chief Operating Officer, UCF Venture Lab

Kirstie Chadwick is the Chief Operating Officer of the newly formed Venture Lab at the University of Central Florida. She has nineteen years of experience in the high technology industry, and has worked for a variety of technology companies, including Lockheed Martin, Sun Microsystems and Mentor Graphics. For the past fourteen years, Kirstie worked almost exclusively at small startup technology companies, many of them based out of Silicon Valley. In 1999 she co-founded her own software company, DigitalOwl. As CEO, she successfully raised \$13.2 million in venture capital and angel financing, grew the company to 35 employees, and gained high profile clients such as McGraw-Hill, Time Warner, and SwissRE Insurance. Kirstie is the recipient of UCF's 2003 Presidential Fellowship Award, the 2001 Women Who Mean Business Award from the Orlando Business Journal, the 2001 Southeast Working Women Entrepreneurial Excellence Award, and the Dr. W. Judson King Memorial Award for Entrepreneurs that make a difference in their communities. Kirstie received her MBA and B.S. in Computer Science from the University of Central Florida.

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Bob Decker - Vice President of Sales

As Vice President of Sales at Axena, Bob Decker is responsible for overseeing the development of incremental revenue streams across all lines of the company's business. Bob brings more than 25 years of experience in multi-national sales and marketing to Axena, as well as product and strategic planning expertise in the areas of software, hardware, and services. Bob joined Axena from Paisley Consulting, where he was director of sales and marketing, responsible for sales, marketing, business development, and account management. Prior to Paisley, he founded Sales and Marketing Pros, LLC, a consulting practice to help small, medium, and enterprise businesses maximize their sales revenues. A 22-year career at IBM has given Bob C level executive sales skills in software and services solutions. He also held various sales management and business development positions at Digital Equipment Corporation, AmeriData, Shell Oil, and Xerox Corporation. Bob holds a Bachelor of Business Administration degree, with a major in Marketing, from the University Of Notre Dame.

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Erick S. Dyke, President and Co-Founder, n-Space, Inc.

Erick S. Dyke is the President and Co-Founder of n-Space, Inc. Located in Orlando, Florida, n-Space designs, develops, and markets innovative, award-winning and technically sophisticated video games.

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Edward P. "Ned" Grace, III, Managing Director for Grace Venture Partners, LP and Grace Restaurant Partners, LP

Mr. Grace is President of Phelps Grace International, Inc. an Orlando, Florida-based investment management company. He is also Managing Director of Grace Venture Partners, LP and Grace Restaurant Partners, LP. Grace Venture Partners invests primarily in information technology ventures - specifically with a focus on telecom, wireless, software, semiconductor technology, information services, and networking. Grace Restaurant Partners invests in emerging growth restaurant companies throughout the United States.

Mr. Grace is the Founder and past Chairman, President and CEO of The Capital Grille & Bugaboo Creek Steak House chains, which he took public in 1994 (NASDAQ: RARE). Mr. Grace sold his chains to Longhorn Steaks, Inc. in 1996 and was a Director and former Vice Chairman of the combined companies, known as RARE Hospitality International, Inc..

Mr. Grace is a Trustee of Johnson & Wales University, where he serves as Chairman of both the Executive and the Investment Committees; and of Bryant College, where he also serves as Chairman of the Investment Committee. He was the speaker in 1997 at The University of Vermont School of Business Commencement and at the Johnson & Wales University commencement in Miami, where he also received a Doctor of Business Administration, Honoris Causa. In March 2000, Mr. Grace served as Executive in Residence at the Business School at the University of Central Florida. He serves as an Advisor to the Central Florida Technology Incubator, and was appointed in 2002 by Scotland's Minister of Enterprise to be a Founding Member of GlobalScot, an international business network for Scotland. Mr. Grace graduated cum laude with a Bachelor of Arts from The University of Vermont.

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Paul C. Johan, Partner, Ballast Point Ventures

Mr. Johan is a Partner at Ballast Point Ventures, L.P, a venture capital fund established to provide expansion capital for rapidly growing, privately owned companies in diverse industries, with a particular emphasis on companies located in Florida, the Southeast and Texas. The Ballast Point partners have more than 60 years of combined experience investing in and building private, high-growth companies in a number of industries, including communications, health care, technology, manufacturing, consumer products and specialty retail.

Prior to co-founding Ballast Point Ventures in 2001, Mr. Johan spent four years in the Investment Banking Department of Raymond James. From 1999 to 2001, Mr. Johan served as Vice President of the firm's Telecommunications Group. Mr. Johan was the senior banker responsible for the Telecommunications equipment practice, focused on optical equipment, wireline and wireless broadband equipment and cable equipment. Additionally, Mr. Johan had primary responsibility for executing Merger and Acquisition transactions for the Telecommunications Group. Prior to joining the Telecommunications Group, he was a member of the Mergers and Acquisitions Group within the Investment Banking Department of Raymond James.

Prior to joining Raymond James, Mr. Johan was an investment banker with both Wachovia Securities and Hunter Capital. At Hunter Capital, Mr. Johan was a founder of the firm's Atlanta office and responsible for its Merger and Acquisition activities. Mr. Johan graduated from Emory University in 1988 and the Darden Graduate School of Business at the University of Virginia in 1994.

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Michael Siemer, Founder, Mydea Technologies Corporation

Mr. Siemer started his professional career at the University of Central Florida where he earned his BS in Aerospace Engineering and MS in Mechanical Engineering. Since 1995, Michael has worked at the Walt Disney World Co. in several areas of design and production where he helped engineer new rides and shows. As a registered professional engineer, he worked on new technology implementation at Disney for air-launched fireworks, audio-animatronics and the development of advanced CAD/CAM technology integration.

During this time, he became a local champion for rapid prototyping and tooling technologies and became heavily involved in the industry. He speaks at conferences worldwide on rapid product development, contributes to several industry journals and serves on the national steering committee for the Society of Manufacturing Engineers Rapid Prototyping Association.

Michael left Disney in 2003 to found Mydea Technologies as part of the UCF Technology Incubator. His company is providing product development services with an emphasis on rapid prototyping, rapid tooling and manufacturing. Mydea is also working with professors from UCF to develop next generation tools for product development. His vision is to compress the product development cycle to one step, where any individual consumer can design, customize and produce their own products.

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Lori Siragusa – Partner and Co-Founder, Inline Technology Marketing

With marketing strategy, public relations and marketing management experience spanning more than 20 years in both agency and corporate environments, Inline partner and co-founder Lori Siragusa provides the progressive leadership and marketing communications framework upon which the firm was built in 1995.

Siragusa has managed corporate marketing and communications efforts for entrepreneurial start-ups and global technology companies across a range of industries, including financial services, healthcare, education, software development, telecommunications and aerospace. She continues to play an active role in developing client strategies, while also focusing on business development and marketing efforts for the firm.

Prior to co-founding Inline in 1995, Siragusa was corporate communications director for Newtrend, a national provider of banking software. Siragusa also worked in marketing and public relations capacities for Lockheed Martin and the Greater Orlando Chamber of Commerce. Siragusa earned a Bachelor of Arts degree in Journalism from the University of Central Florida, and is a member of the American Marketing Association, the Women's Business Enterprise National Council and Women in Technology International.

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