



Starting a Small Technology Business

Featuring Ron Amundson & Bob Gasner

On November 10th, Ron Amundson will discuss the non-engineering issues of running a small business. Topics will include: transitioning from scientist to business owner, keeping your business plan alive, non-traditional low budget marketing, and helpful resources.

There is a major change in culture when going out on your own. You no longer have a regular paycheck, but security in most cases is better. You no longer have coworkers down the hall. You learn to become your own IS tech, bookkeeper, and maintenance man. In addition, capital purchases develop their own set of criteria, which are much different from the corporate world. You will also develop a set of criteria for delegation. Five key points of this transition and some solutions will be presented.

A business plan and marketing plan must have short and long term goals based upon a businesses vision. It must be a live document that guides one's daily and long-term decisions rather than a one-shot, fill-in-the-blanks document to go after funding. Ron will discuss four major concepts to keep your plan a living document.

As a very small startup business has limited funds, one key factor to success is economical and efficient marketing. Many common methods of marketing are too time-consuming, expensive and inefficient for the small startup. Five nontraditional and low-budget methods of marketing a business will be discussed.

Lastly, there is a wealth of resources available for the startup business. The IEEE is a great resource. Ron will identify four resources within the IEEE that have proven to be a great help. Another amazing resource is your banker – however, not in the normal sense of providing funding. Ron will show you how your banker can be a great asset to your business. Finally, there are six incredibly helpful resources within the state of Minnesota to assist with your startup business, many at very low cost or free.



Following Ron's presentation, Bob Gasner will discuss the factors that contribute to the success of small business. Those factors include a focused business plan, hard work, quality products and services, and good advice.

Bob will cover the expertise and availability of SCORE counselors, and he will identify the services provided by SCORE. These services include face-to-face counseling sessions, and workshops and seminars that are available to the entrepreneur.

SCORE is a resource partner with the U.S. Small Business Administration. Since its creation in 1964, SCORE has counseled more than 4.5 million entrepreneurs.

SCORE counselors believe in our community and want area entrepreneurs to succeed – that's why the counselors volunteer their time, free of charge. Counselors have worked in various positions in banks, legal firms, insurance companies, the technology industry and accounting firms. Others have been owners or managers of successful businesses.

You may call SCORE at 507-288-8103 if you are interested in requesting a counseling session or in becoming a counselor. A wealth of information is available to small businesses. Our mission is to help small businesses grow and prosper.

IEEE Section Meeting

Ron Amundson & Bob Gasner

Starting a Small Technology Business

Monday, November 10, 6:30 pm
Mayo Medical Sciences Building
(321 3rd Avenue SW, Rochester)

► Pizza at 6:30; Meeting at 7:00 ◀

*Our first speaker, **Ron Amundson**, has engineering experience in radiation thermometry, plasma process metrology and smart sensing. He has been chief engineer and senior research scientist at Watlow Systems Integrators, in Decorah, Iowa, and Richmond, Illinois, respectively. He has a bachelor's degree in physics from the University of Wisconsin – Oshkosh.*

In 2002, he started Ronald H. Amundson & Associates. Intended originally to be an industrial troubleshooting company, the company soon evolved into a turnkey product development firm, catering to new small businesses. Specialty areas are automotive, RF, audio, alternative energy, and compliance engineering. The company's vision: "Making your ideas real".

A senior member of the IEEE, Ron has also been involved with SAE, ASTM, and ICNTC. He has two patents pending, and he was recently awarded a patent on smart sensing. In addition to his engineering activities, Ron is a certified flight instructor and has been a pilot since 1983.

***Bob Gasner**, our second speaker, retired in 2000 from his position as Controller of The Kruse Company, Rochester. An Owatonna native, Bob attended St. Mary's College in Winona for two years before being inducted into the U. S. Army, where he served in an artillery battery. Following his discharge from the Army he attended the Academy of Accountancy. He became a Certified Public Accountant in 1963.*

While attending the Academy of Accountancy he worked part-time for D.C. DeVilliers & Co., a public accounting firm. In 1963 Bob went to work as an auditor for Sylvan N. Hagenson, CPA, in Aberdeen, SD. He was employed as controller of The Kruse Company in Rochester from 1965 to 1975, and as controller of Bernard's Cottage Shoppes, Inc., from 1975 to 1987, and as controller of Johnson Company from 1988 to 1993. He returned to The Kruse Company as controller in 1993.

Bob has belonged to SCORE – "Counselors to America's Small Business" – since 2000. SCORE counselors offer free and confidential counseling. They provide their education, training, experience, and expertise to both prospective entrepreneurs and to existing businesses.

IEEE Distinguished Lecturer

Prof. Ted Sargent, University of Toronto

Nanotechnology: Quantum Engineering for the Optical Internet

Wednesday, **November 19**, 6:30 pm

Mayo Medical Sciences Building

(321 3rd Avenue SW, Rochester)

► Pizza at 6:30; Meeting at 7:00 ◀

Earlier this year Ted Sargent was named "one of the world's top young innovators" by Technology Review, MIT's popular technology magazine. In 2002 he was honored by the Canadian Institute for Advanced Research as one of Canada's top twenty young researchers. Also in 2002, he won the IEEE (Canada) Outstanding Engineer Award, for "groundbreaking research in applying new phenomena and materials from nanotechnology towards transforming fibre-optic communications systems into agile optical networks."

Ted holds the Nortel Networks – Canada Research Chair in Emerging Technologies at the University of Toronto. He earned a PhD in electrical and computer engineering at the University of Toronto in 1998. He was awarded the 1999 NSERC silver medal for his doctoral research on the lateral current injection laser.

Ted's research links the emerging concept of the photonic circuit with the exploding field of fiber optic networks. He has created a new type of laser that unites many sophisticated optical devices into a single integrated photonic chip.

Abstract of Presentation: Nanotechnology harnesses physical phenomena which arise on the nanometer scale. It seeks to meet the functional requirements of information technology and communications by exploiting the regime of quantum confinement of electrons. Bottom-up nanotechnology implements these functions through advances in materials chemistry, including natural and stimulated self-organization.

I will present our results which demonstrate the use of quantum dots, embedded in processible semiconducting polymers, to produce light across the entire optical communications spectrum. I will discuss how we are combining these materials with three-dimensionally photon-lengthscale textured materials to control electrons and photons in tandem. I will discuss how this work may facilitate the realization of an agile optical network.



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