

Subject: IEEE CLAS: OCEN 5/30 Event, Stimulus Money...

Do you have a promising technical idea? Would you like to develop it? Are you worried about financing? What if the U.S. government's economic stimulus was right there for you to pick off?

IF YOU LIKE THESE IDEAS, HERE IT IS: What: Accessing Government Stimulus Funding..."Show me the Money!" presentations and Q&A,s Who: a panel of experts

When: Saturday 5-30, from 8:30 a.m. to 12 noon

Organized by: IEEE,s Orange County ,s Entrepreneurs, Network Sponsored by: Knobbe, Martens, Olson & Bear; IEEE,s Orange County Consultants, Network; IEEE,s Los Angeles Area Consultants, Network Where: Irvine , near the 405 and McArthur Cost: \$15 on the web, \$25 at the door Registration & Details: conveniently, on the web, at <https://www.123signup.com/event?id=zrryg>

PROGRAM DESCRIPTION: The IEEE's Orange County Entrepreneurs' Network (OCEN) presents a panel of experts who will review, for a full 3 hours, the \$789 Billion Government Stimulus Package intended to rebuild the U.S. economy and attain national self-sufficiency and leadership in renewable energy. Presentations will clarify funding available to scientists, engineers, and entrepreneurs and provide practical tips to explore the websites relevant to budding entrepreneurs. Several interactive Q&A sessions will provide you with an opportunity to satisfy your specific needs.

EXPERT PANEL: Paul Donahue: inventor, serial business grower, green entrepreneur Ron Oglevie: serial new hi-tech business grower and serial SBIR [ U.S. government process to fund hi-tech start-ups] contract winner Perry Oldham: sharp patent attorney with Knobbe, Martens, Olson & Bear Dennis Wonica: serial entrepreneur, technical guru, Defense contracting expert

SCHEDULE: 8:30 a.m. ^registration and informal contacts 9:00 a.m. ^presentations and Q&A's 12 noon ^end

Dan Noël OCEN secretary

## II. OCEN Meeting: SMALL BUSINESS INNOVATION RESEARCH (SBIR) & STTR PROGRAMS

The OC IEEE Entrepreneurs, Network Invites You to an Introduction to the SMALL BUSINESS INNOVATION RESEARCH (SBIR) & STTR PROGRAMS -Do These Programs Fit Your Business Objectives? How Do You Capture These Awards?

Presenter: Ron Oglevie Date: Saturday, April 4 Time: Networking - 9:00 am Presentation ^ 9:30 am

Location: ///NEW OCEN MEETING LOCATION/// Knobbe, Martens, Olson & Bear (KMOB) Bldg, 2040 Main St., Irvine 92614, First Floor Conference Room. For Directions and Maps see the KMOB web site at [http://www.kmob.com/offices\\_irvine\\_map.htm#map](http://www.kmob.com/offices_irvine_map.htm#map). The building entrance and parking structure are on the back side of the building, follow signs to the 2040 entrance (there is no parking on Main St.). For GPS, or Google Map junkies, the GPS coordinates [33.682383, -117.852565] will get you nearby. The tall KMOB building markings are quite visible.

RSVP: Please RSVP to Dan Noel at [Dan.Noel@ieee.org](mailto:Dan.Noel@ieee.org), to assure your seat. For questions, call Ron Oglevie at 714-526-6642.

PROGRAM ^ The Federal SBIR & STTR (Small Business Technology Transfer) Programs are highly attractive sources of capitalization, for many emerging entrepreneurial businesses. They offer funding for vastly different R&D opportunities, without need for payback. Accordingly, the competition is high, with approximately one award for every 6-7 Phase I proposals. The good news is that simple strategies exist for beating these odds, and can dramatically enhance your probability of winning. The purpose of this presentation is to provide a „user,s perspective% on: . The SBIR & STTR programs, . How it go about utilizing them, . Their pro,s and con,s, . Strategies for winning (beating the competition), and, . Bid decision factors that can help you: win the funding, or conversely, save a lot of wasted time and expense.

Prior to the meeting, you may enhance your insight into the SBIR Program by visiting <http://www.aeroweb.space.com/sbir.shtml>, and viewing the pertinent links presented there. Our „user perspectives% provide tips that neither the Feds nor other winners will tell you.

SPEAKER BIOGRAPHY ^ RON OGLEVIE, founder of the Irvine Innovation Institute, is an SBIR advocate and consultant, having successfully captured and performed four SBIR contracts. He has a 100% win ratio on the last 8 technology contracts that he managed, including the 4 SBIR contracts. All contract goals were met successfully and within budget. Ron has over thirty years experience in advanced, or new business development projects and technology development fields, primarily with North American/Rockwell, and more recently with I-cubed. He is a founding member of the OCEN.

#### IV. Intellectual Property Workshop for Techies (2nd notice)

IEEE Orange County Section, IEEE Coastal LA Section & UC Irvine Extension  
present

"Intellectual Property Workshop for Techies and Pro Bono One-on-One  
Attorney Consultation"\*

At this workshop, Intellectual Property attorneys will present on Patents, Copyrights, Trademarks and Non-Disclosure Agreements. The workshop will include case studies on how these subjects are utilized to protect actual products or services. They will join those representing the investment community and entrepreneurs on a panel discussion about 'Common mistakes entrepreneurs make regarding intellectual property'.

This is a great opportunity for SoCal inventors, entrepreneurs, engineers and business owners to learn how IP issues may impact their existing business or a dream business they intent to start. Also, by attending this event, IEEE members can avail themselves of a complimentary consultation with an Intellectual Property attorney.

Date: March 7, 2009

Time: 9 am ^ 12 noon

Location: UCI (directions on registration page)

Contact: Alvin Joseph (alvin@ieee.org)

Fees:

- IEEE members & OCEN:Free
- Sponsoring Organization members:\$20
- General Admission:\$30

Notes:

- Identification needed for discount pricing
- Pre-register for free parking
- At the door parking: \$7:00
- Pre-register for attorney consultation

Please read the attached flyer for more detailed information.

\*Note : Pro Bono One-on-One Attorney Consultation is an IEEE only bonus event

The IEEE Computer Society determined a few days ago that they would no longer allow the Orange County Entrepreneurs, Network (OCEN) to meet in their Los Alamitos facility.

After some scrambling, OCEN found an alternate suitable venue for the already planned 2-7 event; it will take place at the California State University Long Beach, whose personnel and students were most gracious and helpful. Following are details of the reviewed event.

Get to CSULBs:

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From 405 N: take 405 South, exit at Woodruff and merge straight (south) into Woodruff. As Woodruff ends, slightly turn right (south) into Palo Verde. After you cross E Atherton, find CSULB on your right. Keep driving south and turn right into parking lot #9, just north of E State University.

From 605, 22 E, or 405 S: at the 405/605 junction, exit on 7th Street West (continuation of 22 West). At the next intersection, turn right (north) from 7th into Studebaker. Drive straight (north) and merge into Studebaker. At the next major intersection, turn left (west) from Studebaker into E Anaheim. At the 3rd next intersection, make a right(north) into Palo Verde and an immediate left (west) into CSULB,s parking lot #9.

Park and Get to OCEN's Meeting:

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Park in CSULB,s parking lot 9 (see above).

Walk to the fee box, conveniently located in the center of the parking lot. Pay \$4. Note: OCEN will reimburse this fee to the first 30 RSVPs.

From the fee box, walk West (away from Palo Verde, parallel to E State University) As you leave the parking lot, walk between 2 buildings until you hit a North-South street named „Deukmejian.% Take Deukmejian North. Immediately look for a 5-story building, named VEC, on your left. Leave the street and walk around the VEC building. In the back of the VEC building, find its annex. Find room 112 inside VEC,s annex. Welcome to OCEN! May we give you your badge?

Should you get lost, call OCEN secretary Dan Noël at 949-375-2167.

Summary of OCEN,s 2-7 Event, Marketing Hardball, with Tom Wien:

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Have you ever witnessed inaccurate forecasts? Are you worried that Marketing is „soft%? That it is not factual? What if a down-to-earth marketing expert would share his knowledge on managing its inherent inaccuracy?

If so, join us as Tom Wien, a product management veteran, makes marketing intelligible to engineers.

When: Saturday, February 7, 2009 Networking ^ 8:15 AM. Presentation ^ 9:00 ^ 10:30 AM.

Where: CSULB, see above.

Cost: Free

Coffee and light refreshments: may be available ^this is still work in progress!

Registration: kindly RSVP to Dan Noël at Dan.Noel@IEEE.org by 2-6 noon so we can prepare your name tag and reimburse your parking fee.

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## II. Orange County Entrepreneurs, Network Presentation

The IEEE, s Orange County Entrepreneurs, Network (OCEN) invites you to a free networking and presentation on „Marketing Hardball.%

Have you ever witnessed inaccurate forecasts? Are you worried that Marketing is „soft%? That it is not factual? What if a down-to-earth marketing expert would share his expertise on managing its inherent inaccuracy?

If so, join us as Tom Wien, a product management veteran, makes marketing intelligible to engineers.

When: Saturday, February 7, 2009. Networking: 8:15 AM. Presentation: 9:00 ^ 10:30 AM.

Where: IEEE Computer Society Building , 10662 Los Vaqueros Cir, Los Alamitos , CA 90720 . OCEN, s customary and convenient meeting location, at the center of LA and Orange Counties and easily accessed from the 605 freeway. From Orange County: Take 405 North to 605 North, exit Katella, left at Bloomfield, right at Cerritos and right onto Los Vaqueros Circle. From Los Angeles : Take 605 South, exit Spring Street and make a left, continue on Cerritos Ave , and turn right at Los Vaqueros Circle.

Cost: Free to IEEE Members.

Coffee and other beverages will be available.

Registration: kindly RSVP to Dan Noel at [Dan.Noel@IEEE.org](mailto:Dan.Noel@IEEE.org) by 2-4 so we can prepare your name tag.

Feature Presentation, "Marketing Hardball- Turning New Product Marketing into Sales and Profits,% by Tom Wien

Abstract: Overcome inaccurate forecasts, political sandbagging and other excuses by co-workers that claim Marketing is a soft discipline, a "social science" or merely icing on the cake. Tom will prove through numerous quantified examples that Marketing can be a hard science, fact-based major revenue driver. He has developed an integrated, multi-functional approach based on 20 years of experience in Finance, Marketing, Sales and Product Development. He will help you reduce or eliminate the risk and uncertainty associated with new product forecasting, promotional programs and other marketing elements using proven "Hardball Marketing" techniques. He will show you how to unify strategic goals and expectations among Engineering, Product Development, Sales and Marketing through proven processes and metrics. Stop the arguing, guessing and opinion-based decision making and start pressing forward with knowledge-based strategies that motivate and succeed.

Bio: Mr. Wien brings over 15 years of professional Marketing and Product Management experience. His areas of expertise include market entry strategy, business creation, infrastructure design, distribution channel expansion, product development process improvement, and scenario planning. He has generated numerous patents across several markets and led global business development teams. Mr. Wien has also struck various software licensing and co-development deals with Microsoft, Arcsoft, Microvision, and Adaptec. He is currently President of the C2C Group and holds an MBA from The Wharton School ^ U. of Pennsylvania and a BBA from University of Texas at Austin .

Dan Noel OCEN Secretary