













Entrepreneur's Day – Sponsored by

	REGION 1 Region 1 Southern Area NJ Coast Section Princeton/Central Jersey North Jersey Section METSAC New York Section Long Island Section Connecticut Section		Center for Entrepreneurship (MUCE) School of Science

Morning Session

8:15 - AM Track - Auditorium - Wilson Hall

		Professor Durga Misra	IEEE Region 1 Southern Area Chair NJIT Professor	Welcome
		Dr. TK Srinivas	IEEE NJ Coast Chapter Chair Entrepreneur's Day Program Chair	Agenda, Logistics, Committee Introduction
		Rush Holt	U.S. Representative 12th District of NJ	Keynote
		Dr. Ravi Sethi	President, Avaya Labs Research	Intrapreneurship
		Govi Rao	Partner, Sustainable Century Merchant Bank	Strategic Renewal - Adapting From Engineering Foundation to Entrepreneurial Success
		Professor John Buzzza	Director - Center for Entrepreneurship	The Alternative to Corporate America - Entrepreneurship in Today's Environment

11:00 BREAK

11:15 - AM Track Continued - Auditorium - Wilson Hall

		James Kocsi	District Director US Small Business Administration	How Can the Federal Government Help?
		Jackeline Mejias-Fuertes	Assistant Director New Jersey Small Business Development Center Brookdale Community College Branch	How Can the State Government Help?

Q&A with Small Business Administration Executives

12:30 Lunch (provided) - Student Center Cafeteria



Wilson Hall

Lunch – 12:30
Rebecca Stafford Student Center

[Dr. Rush Holt](#) - U.S. Representative



Rush Holt, 61, is a resident of Hopewell Township, N.J. Born in West Virginia, he inherited his interest in politics from his parents. His father was the youngest person ever elected to the U.S. Senate, at age 29. His mother served as Secretary of State of West Virginia and was the first woman to hold that position.

Rep. Holt earned his B.A. in Physics from Carleton College in Minnesota and completed his Master's and Ph.D. at NYU. He has held positions as a teacher, Congressional Science Fellow, and arms control expert at the U.S. State Department where he monitored the nuclear programs of countries such as Iraq, Iran, North Korea, and the former Soviet Union. From 1989 until he launched his 1998 congressional campaign, Holt was Assistant Director of the Princeton Plasma Physics Laboratory, the largest research facility of Princeton University and the largest center for research in alternative energy in New Jersey. He has conducted extensive research on alternative energy and has his own patent for a solar energy device. Holt was also a five-time winner of the game show "Jeopardy."

An active Member of Congress and a strong voice for his constituents, Rep. Holt serves on the Committee on Education and Labor, the Committee on Natural Resources, and the House Permanent Select Committee on Intelligence. Holt is the only scientist and only Member from the New Jersey delegation to sit on the Intelligence Committee. Holt is also the Chairman of the Select Intelligence Oversight Panel. Created at the start of the 110th Congress in January 2007, the Panel is working to strengthen oversight of the intelligence community by ensuring that policymakers receive accurate assessments, civil liberties are safeguarded, and the intelligence community is protecting Americans.

[Dr. Ravi Sethi](#) - President, Avaya Labs Research



Ravi Sethi, President, Avaya Labs, joined Avaya to launch a research program aimed at the future of enterprise communication when Avaya Labs was formed from Bell Labs. He outlined the technical areas, attracted leaders from Bell Labs, and worked with them to build up a thriving organization that conducts leading-edge research and works with real-world customer scenarios to accelerate product innovation and mitigate technical risk. The areas of research include collaborative applications, multimedia technologies, IP communications, networked systems, data analysis, and software technologies.

At Bell Labs, he was senior vice president for communications sciences research, and before that, computing and mathematical sciences research. At the time, these two organizations were responsible for basic research at Bell Labs outside the physical sciences. Concurrently, he served as vice president of product innovation for Lucent's Communications Software Group.

For his technical contributions to compilers and programming languages, Sethi was nominated a Fellow of the Association for Computing Machinery (ACM) in 1996. He is a co-author of the textbook, "Compiler: Principles, Techniques, and Tools", popularly known as the dragon book (2nd Edition, 2007). He is the author of the textbook "Programming Languages: Concepts and Constructs" and of over 60 technical publications.

Ravi Sethi serves on the Board of Directors of Avaya GlobalConnect, a public company in India. He has served on advisory councils for the National Science Foundation, Princeton University, the University of California at Riverside, Penn State, and the University of Puerto Rico at Mayaguez.

Dr. Sethi has a Ph.D. in electrical engineering, specializing in computer science, from Princeton University (1973) and a bachelor of technology degree from the Indian Institute of Technology at Kanpur (1968). He was a professor at Penn State (1972-1976) and the University of Arizona (1979-1980). He joined Bell Labs in 1976 and came to Avaya in May 2000. He was appointed president of Avaya Labs in October 2000.

Govi Rao - Partner, Sustainable Century Merchant Bank

A passionate champion of sustainability, Govi Rao has more than 15 years of experience globally, across several industries, including specialty chemicals, coatings, building products and lighting. Currently, he serves as a Partner in Pegasus Sustainable Century Merchant Bank, launched by Pegasus Capital Partners, leading the energy efficiency practice. He is the co-founder of Endura Energy Solutions, enabling communities and corporations to get to Netzero in energy. Pegasus Capital is a private equity fund manager that provides capital to middle market companies across a wide variety of industries and is currently pursuing opportunities for sustainable business solutions across several industries and emerging markets. Mr. Rao is the former Chairman and Chief Executive Officer of Lighting Science Group Corporation, a leading digital lighting solutions company, which aims to satisfy the market's rapidly growing demand for innovative lighting solutions and related technologies. Mr. Rao was instrumental in envisioning and establishing Lighting Science as an innovative pace setter in the emerging LED lighting space.



Previously, Mr. Rao was Vice President and General Manager of the Philips Solid State Lighting business in North America. He also held several other leadership roles at Philips, including Vice President of Business Creation & Brand, where he was responsible for product management, strategic marketing, branding and sustainability. Prior to joining Philips, Mr. Rao spent over a decade with specialty chemicals leader Rohm and Haas company in various leadership roles across a range of businesses and geographies. In addition to his experience with a wide business portfolio, Mr. Rao has extensive functional expertise that includes strategic planning, product management, marketing, human resources, e-business and general management. Widely traveled across Asia, Europe and the Americas, Mr. Rao has a keen sense of value creation in emerging markets and technologies, grounded on the principles of sustainability.

Born and raised in India, Mr. Rao is an advisor to the US-China Center for Sustainability and a founding member of the Institute for Sustainable Enterprise at Farleigh-Dickinson University. He also serves on the board of the Alliance for Solid-State Illumination Systems and Technologies (ASSIST) and is a board member of the New Jersey Technology Council. Mr. Rao and his family currently live in the Greater Princeton Area in New Jersey.

Professor John Buzza - Director - Center for Entrepreneurship

John S. Buzza is currently a Specialist Professor at Monmouth University and Director of The Monmouth University Center for Entrepreneurship, serving full time since 2005. Education has always been a part of Buzza's life, as he has taught at such schools as Farleigh Dickenson University, Essex County College, The Katherine Gibbs School and guest lectured at many other institutions of higher learning throughout the tri-state area. While at FDU and through 2003, Buzza also served on the Board of The Farleigh Dickenson School of Hotel, Restaurant and Tourism Management. Mr. Buzza has served on the Board of The Katherine Gibbs School, working as a liaison between the community and the planned expansion of their campus. Although teaching has always been Mr. Buzza's passion, he has made his mark as an Entrepreneur, being involved as an owner or partner in seven different restaurants and catering facilities, two franchise operations and a consulting business. Buzza spends most of his free time involved in many philanthropic endeavors such as Project Pride, an organization that raises money for underprivileged college-bound students in Newark, and Fresh Start, a New York based organization that mentors incarcerated men in the field of Hospitality at Rikers Island Prison. John Buzza received his Bachelors degree from Monmouth College in 1971 and received his Masters Degree from the University of Phoenix in 2003. John is married to Phyllis for 37 years, resides in Farmingdale New Jersey and has two sons, Matthew and John.



James Kocsi - NJ District Director - U.S. Small Business Administration



James A. Kocsi is the district director of the U.S. Small Business Administration's (SBA) New Jersey district office located in Newark, NJ. Under his leadership, the New Jersey district office has consistently provided record levels of support to the small business community. In Fiscal Year 2009, the office approved 1,116 loans for \$338 million to New Jersey small business owners. The office also provided small disadvantaged companies with federal contracts valued at \$108 million under the agency's 8(a) Business Development program.

Mr. Kocsi is responsible for directing SBA's efforts to assist the 778,000 small businesses in New Jersey with the agency's financial and business development programs. He also has oversight responsibilities for eleven Small Business Development Centers administered by Rutgers University, the Women's Business Center of NJ and nine chapters of SCORE - Counselors to America's Small Business, a volunteer organization that provides free business counseling.

Jim started his SBA career in 1976 as a loan officer in the New Jersey district office. In 1983, he moved to SBA's government contracting programs and in 1991 became the Assistant Regional Administrator for Procurement Assistance. From 1993 to 1995, he served as the Area Director for SBA's government contracting programs for the Northeastern United States. In 1995, he returned to the New Jersey district office as the deputy district director and was appointed to his current position in January 2001.

Mr. Kocsi is a graduate of the University of Scranton with a B.S. degree in business management and has completed numerous courses in financial management and federal contracting. He is a member of the Federal Executive Board of Northern New Jersey, the Federal Managers Association and the Reserve Officers Association. A life long resident of New Jersey and a retired U.S. Army Reserve officer, Jim and his wife, Sue Ann, reside in Woodbridge Township.

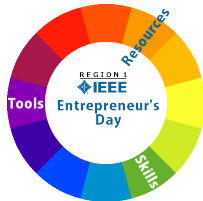
Jackeline Mejias-Fuertes - Assistant Director - NJ Small Business Development Center, Brookdale Community College



Jackeline Mejias-Fuertes is the Assistant Director of the New Jersey Small Business Development Center at Brookdale Community College. She has over twenty five years of experience in direct marketing and over ten years of entrepreneurship expertise.

As assistant director, she provides the small business community with assistance and a plethora of knowledge regarding the various aspects of small business development and management. In addition, she works in the Outreach, Business and Community Development department at Brookdale Community College as the coordinator of The Entrepreneurship Center.

Jackeline Mejias-Fuertes holds a BA from Hunter College, Entrepreneurship Certificate from Brookdale Community College and has completed some graduate course work in direct marketing at Mercy College. She currently serves as a steering committee member of the Community YMCA Black /Latino (Teen) Young Achievers Club, where she volunteers and provides assistance as needed. She currently serves on Brookdale Community College Business Advisory Board, Marketing Users Group and the Educational Service Master Plan Committee. In addition, she has served as a Communications Committee Member of the Eastern Monmouth Area Chamber of Commerce.



Afternoon Sessions

1:15 - PM Track - Auditorium - Wilson Hall



[Gordon Day](#) 2009 IEEE President-USA

Your Partner for Your Entrepreneurial Career Advancement

Intellectual Property attorney
Office of the Chief Counsel
Intellectual Property Law Division
US Army Communications-Electronics Life Cycle Management Command
Fort Monmouth, New Jersey



[Stephen Harbulak](#)

What Engineer Inventors Do Not Know About Patents May Hurt Them

3:00 - Track 1 - Renewable Energy - Wilson Hall



[Dr. Shihab Kuran](#) President and CEO
Petra Solar

[Monetizing Value of Existing Distribution Assets - Utility Owned Pole Attached PV](#)



[Dr. Charles Brumlik](#) Managing Member
Nanobiz LLC

[Renewable Energy Opportunities and Challenges for Entrepreneurs](#)

3:00 - Track 2 - Biotechnology/Health Care - Samuel Magill Commons Club - Combined Rooms 107-108-109



[Kent Roberts](#) Hodgson Russ Attorneys
Panel Moderator

[Panel - Biotechnology/Healthcare and Intellectual Property](#)



[Hay Yeung Cheung](#) Myers Wolin, LLC

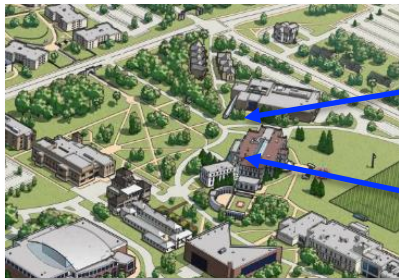


[David L. Hecht](#) Amster Rothstein & Ebenstein LLP



[Charles A. Weiss](#) Kenyon & Kenyon LLP

5:00-5:30 Networking Time



Samuel Hays Magill Commons

Wilson Hall

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Gordon Day - 2009 IEEE President-USA



Gordon Day received B.S., M.S., and Ph.D. degrees in electrical engineering from the University of Illinois. For 33 years he conducted and managed research at the National Institute of Standards and Technology, participating in some of the Institute's best known programs in optoelectronics: optical fiber communications, optical fiber sensors, laser radiometry, and a determination of the speed of light that led eventually to a redefinition of the meter.

In 1994 he became the first Division Chief of the NIST Optoelectronics Division. He is a Fellow of the IEEE, the Optical Society of America, and the Institute of Physics (UK) and a Past President of the IEEE Lasers and Electro-Optics Society. In 2005, he was an IEEE Congressional Fellow, serving as a science advisor to Senator Jay Rockefeller.

Stephen J. Harbulak - Intellectual Property attorney



Stephen J. Harbulak is an Intellectual Property attorney in the Office of the Chief Counsel, Intellectual Property Law Division, Legal Office at the US Army Communications-Electronics Life Cycle Management Command, Fort Monmouth, New Jersey. He is a Registered Patent Attorney in the United States Patent and Trademark Office. His responsibilities as a US Army attorney are directed to intellectual property including patent prosecution, litigation, consultation, licensing, evaluation and interpretation and preparation of opinions directed to patent matters including validity of issued and pending patents. His experience includes private practice during which he supervised large portfolios of intellectual property including United States and foreign patents for various clients. He has litigated intellectual property including patents for both plaintiff and defendant clients. He has prepared and prosecuted numerous domestic and foreign patents and applications. His prosecution activities included interviewing patent examiners, preparing technical disclosures for submission to the Patent Office, reviewing disclosures cited by Patent Office Examiners, and investigating inventions including analyzing and evaluating data and information supplied by inventors. He received a Juris Doctor from New York University Law School, a Master of Science in Physics from New York University and a Bachelor of Science in Physics from Manhattan College. Prior to a law career, he worked as an engineer at Grumman Aerospace, Sperry Gyroscope Division and Sperry Systems. He also worked as a Research Scientist at United States Army Walter Reed Institute of Research, Washington, DC, and at United States Army Evans Research Laboratories, Fort Monmouth, New Jersey. Recently on October 28, 2009, he was a co-recipient of an ACHIEVEMENT MEDAL from the U.S. Department of the Army. He distinguished himself by providing a creative and comprehensive defense against an administrative claim of patent infringement concerning Enhanced Night Vision Goggles. The novel tactics he devised were key elements of the Army's success in this matter. His successful defense has potentially saved the U.S. Government over \$40,000,000.

[Dr. Shihab Kuran](#) - President and CEO - Petra Solar



Dr. Kuran founded Petra Solar and serves as Board Member, President & CEO. He assumed various technical, executive and board positions in the semiconductor and clean-tech industries at both public and private companies.

Prior to founding Petra Solar, Dr. Kuran was the VP of Development, APG at Fairchild Semiconductor, a multibillion dollar company and the world leading power semiconductor company. Before joining Fairchild, he was the Senior VP of Strategic Marketing at Sipex Corporation in California. Prior to joining Sipex, he held various executive and technical positions in the semiconductor industry.

Dr. Kuran has devoted close to 20 years of his life for academic and commercial work in the clean-tech field with particular focus on solar energy and water. His personal vision is to have a peaceful world with access to clean and sustainable sources of power and water.

He is active at the national and international levels and is a frequent speaker at various events with focus on cleantech and sustainable development.

Dr. Kuran holds a Ph.D. in Electrical Engineering from the City University of New York and a TGMP in executive management from Harvard Business School. He is an inventor and has published over 40 publications.

[Dr. Charles Brumlik](#) - Managing Member, Nanobiz LLC



Charles Brumlik advises multinational corporations, investors, startups, and governments on technology assessment and commercialization. Dr. Brumlik is focused on commercialization, due diligence, and technology sourcing in alternate energy, materials, cleantech and nanotechnology. Application areas include membranes, separations, chemical functionalization, ultrafine particles, high surface area materials, cermets, displays, solid state lighting, sensors, and electronics.

As a business attorney, he advises international technology companies, startups, and venture capital groups. At ExxonMobil, Honeywell, and a Princeton law firm, he specialized in transactional and patent issues in chemistry and materials science commercialization for corporations, academia, and governments.

Commencing with his Ph.D. dissertation entitled "Nanochemistry and Nanomaterials" at Texas A&M, Dr. Brumlik has over 20 years of experience working with nanotechnology. As a postdoc at Colorado State University, he published widely on creating and testing materials, devices and systems in the nano and meso scale. He also collaborated with the National Institute of Standards and Technology (NIST) and international academic, government, and corporate research groups.

Dr. Brumlik has over 20 nanotechnology publications and patents on materials and materials modifications including nanoparticle hydrogen storage, electrochemical energy storage, and related processes. He has extensive research experience in membrane materials. He made nano and mesoporous inorganic, organic, and mixed membranes by nuclear track-etch, anodic alumina, and particulate processes; and nonporous separation membranes by chemical, electrochemical, plasma polymerization and solution casting processes. He made anisotropic high flux membranes with insitu surface modification.

From early in his career, Brumlik assisted in the creation and operation of startup companies for molecular models, energy, business methods, electrically conducting composites, food chemistry. His hands on consulting also includes providing prototype materials and advanced patent/competitive intelligence/market research. He earned a law degree at New York Law. His legal career started as a registered patent attorney and developed to include technology transfer, sponsored research, joint ventures, international business transactions, due diligence and related business law. Brumlik has dual U.S.-E.U. citizenship and is fluent in French.

R. Kent Roberts - Partner - Hodgson Russ



Mr. Roberts concentrates his practice in intellectual property matters related to patents, trademarks, and copyrights. His practice includes counseling clients on protecting interests in electrical, software, and mechanical inventions. Before focusing on intellectual property issues, his practice included all aspects of corporate law including the formation of business entities, mergers and acquisitions, tax, trade secret protection, and employment agreements. Mr. Roberts holds engineering degrees in Electrical Engineering and Mechanical Engineering. Prior to attending Cornell Law School, Mr. Roberts worked as a process engineer and as a designs engineer, providing analysis and technical support to optimize various oil refinery facilities.

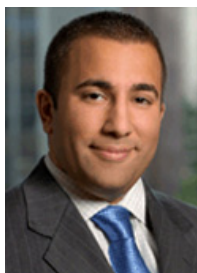
Hay Yeung Cheung - Patent Attorney - Myers Wolin, LLC.



Hay Yeung concentrates his practice in the areas of Telecommunications, Electrical, Physics and Software and focuses on the preparation and prosecution of patent applications as well as patent infringement, freedom to operate, patentability and invalidity analyses. Concurrently a Lead Faculty at the University of Phoenix (Jersey City, NJ), Hay Yeung lectures in the areas of telecommunications, networking, finance, business research, mathematics and science. Previously Hay Yeung was a Systems Engineer at AT&T.

Hay Yeung received his Ph.D. and M.Phil. in physics from Yale University, J.D. from Northwestern California University, M.B.A. in Finance from New York University, and B.Sc. from the University of Hong Kong. He is a Registered Patent Attorney with the United States Patent and Trademark Office and is admitted in California.

David Hecht



David L. Hecht's practice focuses on all phases of intellectual property litigation including patents, copyrights, trademarks, trade secrets, and unfair competition. Mr. Hecht joined the firm after two years at Jones Day, working on patent prosecution and litigation matters.

Mr. Hecht received his law degree from Fordham University School of Law and his undergraduate degree in electrical and computer engineering from Rutgers University. Prior to law school, he worked as a network administrator and was involved in the design of a redundant network infrastructure for Edifice Information Management Systems. Mr. Hecht also interned at Computer Sciences Corporation (CSC), where he assisted in the software development of military simulators and encryption algorithms.

Mr. Hecht is a member of the Eta Kappa Nu honor society and the Institute of Electrical and Electronics Engineers (IEEE). He has also consulted for Practising Law Institute (PLI), where he has written questions and answers for the PLI Patent Bar Review course.

He is admitted to practice in New York and New Jersey and is registered to practice before the U.S. Patent and Trademark Office.

Charles A. Weiss – Partner - Kenyon & Kenyon LLP



Charles A. Weiss concentrates his practice on technology-driven litigation, counseling, and transactions. He also counsels clients on questions of patent validity and infringement and provides a litigator's perspective on prosecution matters.

Mr. Weiss primarily works in the pharmaceutical, chemical and biotechnology areas. He has litigated patent, trade secret, and false advertising cases involving matters such as the expression of recombinant proteins, controlled-release pharmaceuticals, medical diagnostic agents, endocrine and hormone products, nutritional supplements, food chemistry and processing, high-caustic detergents, pipe liners, and tube fittings. He also has substantial experience in the investigation of product counterfeiting and pursuit of those responsible.