

Innovation Center*



Volume 2, Issue 4 - July, 2011



New Clients

Cement Marketing



Cement marketing is an internet marketing consulting firm specializing in social media, Search Engine Marketing, Search Engine Optimization, web design, web development, email marketing, affiliate marketing, traditional print advertising, and video production. Cement Marketing will work with businesses and organizations in identifying and achieving their marketing goals by formulating a marketing strategy, identifying the best channels to achieve this strategy, and executing the strategy to provide measurable data and results. Learn more at www.cementmarketing.com.

Mide Technology



Mide Technology Corporation develops, produces, and markets high-performance products such as piezoelectric energy harvesters, sensors and actuators, water-activated hydrogel seals and other smart material-based products and solutions.

Mide's primary customers are the U.S. Government, marine, aerospace, automotive, and manufacturing industries. The company's innovative people, systems design approach, and customer focus provides them with the ability to conceptualize, design, and deliver high-performance, smart systems and services tailored to the clients' specific needs. Learn more at www.mide.com/.

To view a comprehensive list of the Innovation Center clientele and learn more about them, [click here](#).

Events

BIZ Fair

You talk and we listen. The Athens Area Chamber of Commerce, Business Remixed, Ohio Small Business Development Center, and the Innovation Center are offering the first ever BIZ Fair. The event is free to the public and specifically targets Athens County small businesses as well as hopeful entrepreneurs.

When: Thursday, July 14, 2011 . 11:00am - 2:00pm

Where: Innovation Center Room 103

For more information, visit the [Innovation Center Events Page](#).

July Lunch & Learn: Staff Development Tips & Tools

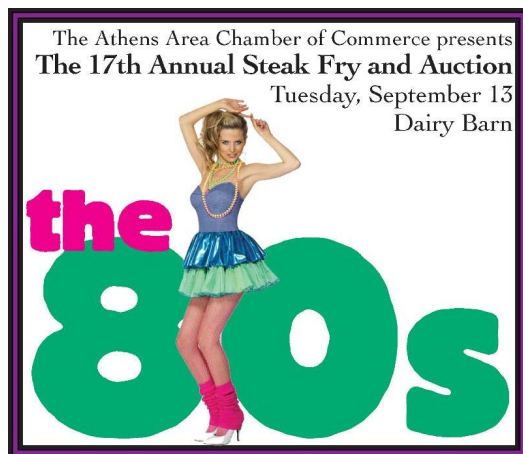
Economics are important, but the best business managers understand the staff dynamics in their organization just as well as the products that they create. In July's Lunch & Learn, we'll discuss useful insights into team development, coping with change, and how stress can work to your advantage. Featuring speaker Dan Vorisek, Interim Director of Ohio University Outdoor Pursuits.

When: Thursday, July 21, 2011 . 11:00am - 1:00pm

Where: Innovation Center Room 103

RSVP with [Trenia Twyman](#) by 12:00pm on Tuesday, July 19.

Athens Area Chamber of Commerce Presents...



The Athens Area Chamber of Commerce presents the 17th Annual Steak Fry and Auction. Information on becoming a sponsor can be found on the [pdf flyer here](#).

When: Tuesday, September 13, 2011

Where: Dairy Barn

For more information, please contact Dawn at (740)594-2251.

News

Gerri Botte named fellow of international technology association

Gerri Botte, Russ Professor at Ohio University's Fritz J. and Dolores H. Russ College of Engineering and Technology, has been named a fellow of the World Technology Network (WTN).

[View Article](#)

Ohio University Incubator Opens Biotech R&D Facility

The Ohio University Innovation Center's new biotech R&D facility will feature "state-of-the-art instrumentation and research equipment for chemical and biochemical analysis," according to the university.

[View Article](#)

Target: Superbugs. Ohio drug startup focused on MRSA infection

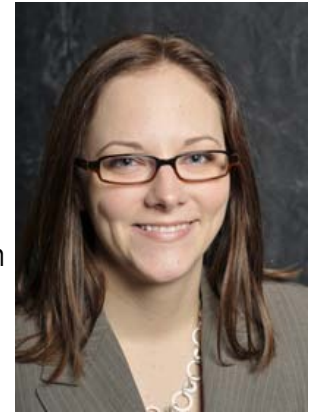
An Ohio startup is developing a new antibacterial drug that would keep so-called "superbugs" such as MRSA from replicating in the body. Promiliad Biopharma is hoping its early development efforts yield a new drug capable of beating bacteria that have grown resistant to most antibiotics on the market today.

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Innovation Center Welcomes New Executive-In-Residence, Bethany George

Ohio University's Innovation Center has hired Bethany George, a professional business consultant with more than 10 years of experience, as its new Executive-in-Residence. George will provide business coaching to clients of the small business incubator, which focuses on emerging high-tech and biotechnology firms in southeastern Ohio.

For more information on Bethany, [view her bio, here](#).



New Facility a Shot in the Arm for Biotech Research

A new facility created to boost biotechnology research in the region officially opened Wednesday at the Ohio University Innovation Center and will be available to researchers throughout the region.

[View Article](#)

Client Officially Launches Website

Innovation Center Affiliate Client MAX Energy Lighting Systems has officially launched their website this month.

[View MAX Energy's website here!](#)

Stay updated with the latest news and information on the Innovation Center clientele at the Innovation Center News page, found here: <http://www.ohio.edu/research/innovation/news/>.

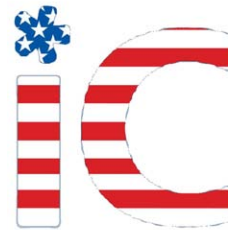
IC Updates!

MBA Completion

The IC staff would like to congratulate Director Jennifer Simon for receiving her MBA this month here at Ohio University. Congrats, Jen!

Independence Day

Ohio University and the Innovation Center will be closed on Monday, July 4, 2011 due to holiday. We wish everyone a safe and happy Independence Day!



Farewell, Dr. Bose!

Dr. Rathindra Bose, Vice President for Research and Dean of the Graduate College at Ohio University, will be taking a new position in Texas as vice chancellor for research and technology transfer for the University of Houston System and vice president for research and technology transfer for the University of Houston. We would like to extend our best wishes to Dr. Bose in future endeavors as well as recognize the great lengths of expansion facilitated by his leadership during his time with Ohio University.

Tips & Tricks

5 Daily Habits of Successful Entrepreneurs

Excerpt taken from [American Express Open Forum](#)

1. Plan tomorrow's agenda today
Scott Cullather, CEO of inVNT, a live events agency in New York...says [planning agendas beforehand] "gives us an opportunity to re-prioritize."
2. Put your meetings on a diet
Many fast-growth companies keep meetings short, so employees have time to get projects done.
3. Find a way to manage email that works for you
The key is to avoid getting sucked into constantly responding to and sending emails, which delays you from finishing projects on time.
4. Never stop selling
You'll lose productive days if you wait until you're almost done with your current projects to pitch new business.
5. Exercise regularly
"It's amazing...how many creative ideas have come to me during...long runs in creative solitude," says Cullather

Article referred by [Enterprise Appalachia](#)  

Ohio Research & Development Investment Tax Credit

This credit 'provides a nonrefundable tax credit against the corporate franchise tax and is designed to encourage Ohio's corporations to invest in increased research and development activities.

For more information, visit the [Ohio Department of Development's website](#) or contact the Office of Tax Incentives at (614) 466-2317.

About Us



The Innovation Center provides valuable business incubation resources to fuel the economy in Athens, Ohio and surrounding regions. Created in 1983, the Ohio University Innovation Center was the first university-based business incubator in the State of Ohio and just the 12th in the United States. The current 36,000 square foot facility, which opened in 2003, is nearing capacity. View the space available on the [first](#) and [second](#) floors (click for availability) or call to set up a tour at 740.593.1818.

Thank you!

Interested in learning more about what the Innovation Center has to offer? Contact us at innovation@ohio.edu.

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Special Thanks To:

[Susan Bauman](#), [Bethany George](#) [Bernadette Fechko](#), [Maggie Lawlor](#), & [Katie Pinkerton](#)

Join our mailing list!



The Innovation Center is a department within the Ohio University Vice President for Research Office. To learn more, visit www.ohio.edu/research.



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