

WORKING WITH INDUSTRY BOOT CAMP

SPEAKER BIOGRAPHIES



CONNIE ARMENTROUT

After 22 years in academic research and technology transfer administration, Connie Armentrout joined Monsanto Co. in 2001 as the director of academic licensing. She and her team support the technology (discovery) segment of Monsanto by gaining access to university technologies through material transfer, option and license agreements. In addition, Armentrout and her team are responsible for transactions required to fund research at universities, both basic and applied, as well as agreements for university services. Her team also supports the technology segment by negotiating consulting agreements with academics that participate in various Monsanto activities. Federal grants, CRADAs, confidentiality, land leases and field trial agreements are also part of the team's activities. Armentrout assists Monsanto employees with any agreement necessary for them to obtain graduate degrees while working at Monsanto.

Armentrout is a past president of the University/Industry Demonstration Partnership and currently co-chair of the UIDP Contract Accords Committee. She sits on the University of Missouri Research and Development boards. She is a member of and has served in regional and national board positions for the Association of University Technology Managers and the National Council of University Research Administrators. She is also a member of the Licensing Executive Society.



ANTHONY M. BOCCANFUSO

Anthony "Tony" Boccanfuso is executive director of the University-Industry Demonstration Partnership, a membership organization and "do-tank" comprised of leading innovation companies and research universities with a singular focus on improving collaborations between the sectors. In recognition of his experience and insights in this arena, Boccanfuso is regularly sought after as a speaker, both domestically and internationally, and has published several reference sources. He holds a Ph.D. in inorganic chemistry from the University of South Carolina and earned his bachelor's degrees in chemistry and political science from Furman University. He also serves as a consultant for government agencies, nonprofit organizations and private firms and is vicechair of the MedStar Health Research Institute. Boccanfuso's wife, Laura Boccanfuso, is a social robotics researcher at Yale, and they have three children.



KAREN BURG

Karen Burg earned a bachelor's degree in chemical engineering from North Carolina State University, followed by a master's and a doctorate in bioengineering from Clemson University and a postdoctorate at Carolinas Medical Center. Burg was a founding employee for biomedical specialty polymer company Poly-Med Inc. Honors to Burg and her team for tissue engineering work include a Presidential Early Career Award for Scientists and Engineers, the inaugural Swiss AO Research Prize, recognition as a Massachusetts Institute of Technology's TR100 Young Innovator, an American Institute for Medical and Biological Engineering fellow, an American Council on Education fellow, a U.S. Department of Defense Era of Hope Scholar, and an American Association for the Advancement of Science-Lemelson Invention ambassador. Four Burg patents served as the basis for a diagnostics startup company and a global business competition. Burg has given more than 200 invited presentations and authored more than 140 peer reviewed publications on the subject of engineered tissues. She is the co-developer of a K-12 planetarium video that introduces youth to tissue engineering and tissue test systems. She is serving as chair of the Kansas State University Research Foundation and is a member of two external research and entrepreneurship technology advisory boards.

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TIMOTHY BURG

Timothy Burg has extensive experience in industrial applications of robotics and nonlinear control design techniques and the academic investigation of the basis and future directions of these techniques. He moved to Kansas State University in August 2014 from the Department of Electrical and Computer Engineering at Clemson University, where he taught classes and led research on intelligent systems. An intelligent system can be defined as the integration of hardware and software to create a new system that exceeds the capabilities of the hardware alone; for example, adding computer control to an electric motor. Before joining Clemson, he worked for Michelin Americas Research and Development Corp., developing systems for tire pressure monitoring, algorithms for predicting tire performance, and implemented specialized analysis and optimization software. Burg also worked at SE Huffman Corp., where he designed and implemented computer control systems for machine tools, including computer controlled laser welding, waterjet cutting and 5-axis grinding machines. Generally, these activities represent the use of a systems approach to design, fabricate and assemble, manage, analyze and control connections of complex components. Current projects that capitalize on the promise of the intelligent systems approach include haptic trainers for laparoscopic surgery training, force control algorithms for robots, and control of unmanned aerial vehicles.

An important skill honed on past projects is the ability to work with domain experts like bioengineers or psychologists to define interfaces for connecting complex subsystems, i.e., projects that require a multidisciplinary team. An ongoing project centers on the application of controls and robotics tools to fabricate systems of living tissues. He is working with students and other collaborators to build a unique biofabrication system that assembles tissues in an assembly line fashion. The ultimate goal of this work is to assemble blocks of living tissue that can be used for drug discovery and understanding of basic biology. One component of this system, a bioprinter that uses ink-jet printing to place living cells, was developed during an National Science Foundation grant. Burg strives to connect the exciting research at the university level with K-12 students. For example, he was very involved with the Women in Science and Engineering program at Clemson. He requires that all of his graduate students participate in at least one outreach activity.



FRED CHOLICK

Fred A. Cholick is the former president and CEO of the Kansas State University Foundation. The foundation provides philanthropic resources to support K-State's mission of research, teaching, extension and service. As president and CEO, Cholick led efforts to optimize traditional fundraising and institute an entrepreneurial approach to resource development.

Before joining the foundation in February 2010, Cholick served as dean of the College of Agriculture and director of K-State Research and Extension from August 2004 to January 2010. He came to K-State after serving as the dean of the College of Agricultural and Biological Sciences at South Dakota State University.

Cholick received a bachelor's degree in agronomy from Oregon State University and a master's in agronomy and doctorate in agronomy, breeding and genetics from Colorado State University.

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MICHAEL W. DRYDEN

Michael Dryden, DVM, M.S., Ph.D., DiplACVM, is a university distinguished professor of veterinary parasitology, in the Department of Diagnostic Medicine and Pathobiology at Kansas State University. He received his DVM from K-State's College of Veterinary Medicine, and his master's and doctorate in parasitology from Purdue University.

Dryden is the author or co-author of more than 125 journal articles, nine book chapters and more than 100 presentations at scientific meetings. He has lectured in 21 countries, presenting more than 1,000 invited lectures at regional, national and international meetings. Dryden's current research efforts are directed toward flea and tick biology and control, and diagnosis and control of gastrointestinal parasites.

Dryden has received a number of teaching, service and research awards, including the 1995 Pfizer Award for Research Excellence, 2005 Kansas Veterinary Medical Association's Distinguished Service Award, 2006 Bayer Teaching Excellence Award, 2007 Entomological Society of America Recognition Award in Urban Entomology, 2010 American College of Veterinary Dermatology Excellence in Teaching Award and the 2010 Veterinarian of the Year presented at the Purina® Pro Plan® 56th Annual Show Dogs of the Year® Awards. In 2014, he received the Dr. William and Deanna Pritchard Veterinary Service and Outreach Award for exemplary service and outreach.



WENDY ELLIOTT

Wendy Elliott is the Director of strategic alliances (livestock) with Zoetis, based in Florham Park, New Jersey. She has a Bachelor of Science from the University of Saskatchewan and MBA from the University of Guelph. Elliott has spent her entire career in animal health holding positions in sales and marketing in both Canada and the United States. In August 2011, she moved to her current role. Her responsibilities include establishment of research collaborations to develop and commercialize new products and technologies to address unmet needs of veterinarians and people who raise and care for livestock and companion animals.



JAMES GUIKEMA

James Guikema is the associate vice president for research at Kansas State University. He received his Bachelor of Arts degree from Calvin College in 1973, with a major in biology, and he then attended the University of Michigan in Ann Arbor. He received his doctorate in 1978 in the cellular and developmental biology program of the biology department. He worked for three years at the University of Missouri, Columbia as an NIH postdoctoral fellow, and joined the Kansas State University faculty in 1981 as an assistant professor of biology. In 1990, he became the associate director of the NASA Specialized Center of Research and Training in Gravitational Biology at Kansas State University and was the senior associate director of the Division of Biology from 1994–1998. In 1998, he became the associate dean of the Graduate School and in 2001 was appointed associate vice president for research. Guikema has had a research focus on plant cellular biology, studying the assembly and function of the plastids of higher plants. In the leaves of the plant, the plastids take the form of chloroplasts, and his research examined the assembly of the thylakoid membranes that serve as the primary means by which plants harvest light energy. His work centered on the structure and assembly of the proteins of photosystems I and II. In the roots, specifically in the root cells that perceive the gravitational vector, plastids take the form of statocytes. In his work on examining the processes by which plants sense gravity, Guikema has had numerous experiments aboard the U.S. space shuttle fleet while it was still active. Guikema has been the K-State representative on several state and regional initiatives. He represents K-State as a stakeholder institution to the Kansas City Area Life Sciences Institute, and has been an advocate for a greater K-State presence in the Kansas City area. Further, he is extremely active in various Kansas EPSCoR and EPSCoR-like programs. In his role as associate vice president for research, he plays a variety of ad hoc roles within the Kansas research leadership administration at the institutional and statewide levels.

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RICHARD HESSE

Richard Hesse is the director of diagnostic virology at the Kansas State's Veterinary Diagnostic Laboratory in the College of Veterinary Medicine and is a professor of diagnostic medicine and pathobiology.

Hesse received his master's from South Dakota State University, with a focus on bovine respiratory viruses, and his doctorate from the University of Nebraska, with a focus on porcine rotavirus. He has authored or co-authored more than 70 publications, presentations and/or patents. In addition, he has led the development of at least 12 U.S. Department of Agriculture-licensed vaccines.

His many honors include the Army Distinguished Service Medal for Lassa Fever research, membership in the Gamma Sigma Delta honor society, the Phi Zeta Honor Society of Veterinary Medicine, the Schering Plough Excellence Award for development of a porcine respiratory and reproductive syndrome vaccine, and the Kansas Veterinary Medical Association Distinguished Service Award.

Hesse's scientific career began during his undergraduate education when he assisted in college laboratories as well as at a local medical center. He expanded his laboratory experiences while in the U.S. Army, serving at USAMRIID, the U.S. Army Medical Research Institute of Infectious Diseases at Fort Detrick, Maryland, where he worked with highly hazardous pathogens in total containment facilities, biosafety level 4.

After leaving the army, Hesse immediately began graduate studies with a focus on bovine respiratory viruses at South Dakota State University. The bulk of his career has involved research and development of animal vaccines in the private sector. He obtained his doctoral degree early in his career while employed by an animal health company and has continued to lead research related to infectious disease pathogenesis and vaccine development. Hesse's most recent focus has been on the pathogenesis, improved diagnostic assays and vaccine development for the recently emerged swine enteric viruses; porcine epidemic diarrhea virus, or PEDV and porcine deltacoronavirus, or PDCoV; and continuing work on porcine respiratory and reproductive syndrome, (PRRS), and porcine circovirus-associated disease, or PCVAD. He is also actively engaged in developing rapid diagnostic assays and vaccines for zoonotic, foreign animal and emerging/re-emerging diseases.



TRESA LANDIS

Tresa Landis joined the Kansas State University Research Foundation, or KSURF as its business manager in 1993. She is responsible for all financial functions of the office, including invoicing, receipt and disbursement of revenues associated with licenses; invoicing and receipt of reimbursements from licensees; and payments to vendors (law firms, patent agents, etc.) providing support to the office. She manages the office budget in support of licensing activities and works closely with licensing personnel to ensure licensee compliance with financial terms of agreements.

Landis coordinates information flow between KSURF, its board of directors and administrative committees and serves as recording secretary for all administrative meetings. In past years, she served as the coordinator for the annual K-State Spotlight on Intellectual Property, which honors university inventors. She has also produced internal marketing material for the campus community.

Currently, as KSURF staffing is in transition, she is assisting its president and the KSU-IC licensing team in facilitating the protection and commercialization of K-State intellectual property, including engaging patent counsel and reviewing and approving agreements. In addition, she is spearheading the implementation of a comprehensive enterprise software system for the office.

Landis received her bachelor's in accounting from K-State. In 1986, she began her career with the FDIC's Division of Liquidation and also has experience in public accounting and the construction industry.

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PAUL LOWE

Paul Lowe is the assistant vice president for research and director of the Office of Research and Sponsored Programs PreAward Services at Kansas State University. Lowe has served K-State for 27 years in the areas of policy development and institutional compliance, managing proposal development, contract development/negotiation, subcontracting and export control compliance operations over a period of sponsored funding growth exceeding 300 percent. He assumes day-to-day management and oversight of all aspects of sponsored project proposal development and submission and contract development, review and negotiation, assuming delegated university signature authority for these assignment areas. Lowe has responsibility for developing and nurturing K-State's sponsored university-industry research partnerships and for developing best practices for expediting the negotiation process through contract execution to secure a portfolio of diverse partnerships. Before assuming central administration responsibilities, Lowe was the fiscal officer for the Division of Biology from 1987-1993.

Lowe has served as the K-State University representative to the University-Industry Demonstration Partnership, or UIDP since 2006. UIDP is an organization of universities and companies that seek to build a stronger university-industry interface. UIDP provides a unique forum for university and industry representatives to meet and discuss operational and strategic issues such as contracting, intellectual property and compliance matters. He has served on the UIDP Finance Committee and served on the UIDP board and continues to co-chair the UIDP Academy, the umbrella activity within the UIDP that manages the UIDP training initiatives. Lowe has coordinated and has presented numerous negotiation agreement workshops with industry co-presenters for the UIDP across the nation.

Lowe has a degree in finance from Eastern Illinois University and has held continual certification as a certified research administrator since 1996. Prior to pursuing a career in higher education, Lowe worked in various management positions in the private sector.



DIRK MAIER

Dirk Maier is a professor of grain science and industry and administrative director and lead of Kansas State University's Feed the Future Innovation Lab for Reduction of Post-Harvest Loss. Maier was head of the grain science and industry department from 2008 to February 2015. As department head, he was responsible for leading the department's teaching, research and outreach programs. He was the director of K-State's International Grains Program Institute, which aims to educate foreign business leaders, industry professionals and government officials about U.S. grains and oilseeds through technical training and assistance programs in storage, handling, milling, marketing, processing and utilization. He also served as the director of the GEAPS-KSU Grain Operations Distance Education and Credentialing Program which provides continuing education to grain industry professionals around the world. He has traveled extensively throughout the world as a speaker and participant in many national and international industry meetings and scientific conferences. Maier's research and extension education programs focus on food security, postharvest engineering, stored product protection, structural fumigation, value-added processing and quality assurance of agricultural crops and biological products.

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MARY LOU MARINO

Mary Lou Marino is a development director in Kansas State University's Office of Research and Sponsored Programs. She assists faculty in developing proposals, particularly large interdisciplinary submissions. Specifically she helps assemble proposal teams; develop goals and objectives; set overall proposal strategy, themes and logistics; and writes management plans. She also assists principal investigators with the initial management of large centers when they are first funded until their management teams are in place. She also helps with statement of work development both pre-and post award. Dr. Marino publishes the weekly Funding Connection and manages the limited submissions program. She also organizes the office's training sessions on proposal writing, agency/program specific submission strategies/requirements, funding databases and research performance assessment tools. Prior to joining Kansas State University, she was a principal at DPRA Inc., a national environmental consulting firm. She oversaw five offices and was responsible for the business development, management and strategic direction of the company's Environmental Policy and Enforcement Group. Her clients included the Environmental Protection Agency, the Department of Defense, Department of the Army, and the U.S. Postal Service. She holds a doctorate in ecology, a master's in resource development and economics and a bachelor's in environmental science, all from Michigan State University.



ASHLEY MARTIN

With more than seven years' experience in higher education marketing, Ashley Martin has created integrated communications strategies executed across a variety of markets for both private and public institutions. Martin currently serves as the director of marketing services for Kansas State University's Division of Communications and Marketing. Earlier in her career, Martin served as a marketing consultant for Educational Marketing Group, a full-service branding agency based in the Denver metropolitan area. She also led online marketing initiatives for Regis University's College for Professional Studies, creating and managing search engine optimization strategies, pay per click advertising, email marketing, and lead generation tactics. Martin earned both her bachelor's in journalism/mass communications and master's in mass communications from Kansas State University.



MICHAEL OETKEN

Michael Oetken began his career in the communications and marketing field as a graphic and web designer for Kansas State University in 1999. He received his Bachelor of Fine Arts degree in graphic design from Fort Hays State University in 1999 and his Master of Liberal Studies degree, specializing in digital media, from FHSU in 2011. After working 10 years on the K-State Salina campus as art director, webmaster and assistant director of marketing, Oetken took on the role as creative director for the university in the Division of Communications and Marketing in 2013.

As creative director for K-State, he provides leadership, oversight, coordination and creative/art direction for various communications and marketing entities throughout the university system. A major focus of work is improving brand integration and consistency throughout all marketing mediums for the university. Over his 15 years at Kansas State University, Oetken has been recognized for his work in design and marketing with numerous CASE and UCDA awards, including a 2013 National Circle of Excellence gold award.

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RICHARD POTTER

Richard Potter brings more than 30 years of marketing, communications and resource development experience to his position as director of Kansas State University's Office of Corporate Engagement. As director, he oversees the campuswide strategy for all university interactions with business and industry, matching K-State assets with the needs of corporate partners.

Before joining K-State, he served as vice president for development and communications with Nonprofit Leadership Alliance, formerly American Humanics, a national alliance of universities and nonprofits working to educate the next generation of nonprofit leaders. He holds a bachelor's degree in marketing from the University of Iowa and a master's degree in business administration from the University of Dubuque in Iowa.



MARY REZAC

Mary Rezac is the Phillips66 professor of sustainable energy and professor of chemical engineering at Kansas State University. She joined K-State in 2002 and served as head of the chemical engineering department from 2004–2009. In 2007, she became the founding director of K-State's Center for Sustainable Energy, which is home to the university's first NSF IGERT award and provides educational program development, shared research facilities and research project coordination for over \$10 million in projects supporting more than 40 faculty and graduate students. She received a bachelor's in chemical engineering from Kansas State University in 1987. Subsequently, she worked for the Phillips Petroleum Co. in its research and development division before returning to graduate school at the University of Texas, Austin, where she received a master's and a doctorate in chemical engineering. In 1994, she joined the faculty of the Georgia Institute of Technology's School of Chemical Engineering. She was promoted to associate professor in 1998 and served on numerous administrative capacities for the school and the college. Her research focuses on improved separation systems and their incorporation with reactors. Applications have included energy, chemicals and pharmaceuticals. She has directed more than 30 graduate students. She received research and teaching awards at both Georgia Tech and Kansas State. She has served on numerous policy-making groups, including the Council for Chemical Research, the American Institute of Chemical Engineers, and the National Research Council. Dr. Rezac holds multiple patents and has authored over 200 publications and presentations.

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MITZI RICHARDS

In 1998, following a career in non-profit home health care, Mitzi Richards became director of development for the College of Engineering at the Kansas State University Foundation. While directing the advancement programs, the college endowment tripled and an industry partnership strategy was begun to resource the college research strengths and support student scholarships, organizations, competitions teams and diversity programs.

In 2006, Richards was promoted to senior director for corporate and foundation relations. In this role, she has collaborated with campus stakeholders to transition the university from a traditional to holistic corporate engagement model. Richards and Mary Lou Marino, director of development in the Office of Research and Sponsored Programs, co-authored "Corporate Engagement: Recommendations for a Holistic, Single Portal Approach for Kansas State University Corporate Relations." This white paper recommended the establishment of the Office of Corporate Engagement at Kansas State University, which occurred in 2012.

Richards is an initial member of the Network of Academic Corporate Relations Officers, or NACRO, established to strengthen academic/corporate relations by bringing together practitioners from across the country to compare and refine ideas and strategies, increasing the value of relationships between industry and higher education. She serves on the NACRO board of directors and is the immediate past co-president.

Richards has made numerous state and national presentations, including nonprofit, fundraising and corporate relations topics focused on the value of collaborative partnerships between university and industry.



REBECCA ROBINSON

Rebecca Robinson is the director of economic development at the Kansas State University Institute for Commercialization, where she leads the organization's partnership with Knowledge-Based Economic Development LLC in Manhattan. Robinson focuses on recruiting or expanding businesses to the region that have a research-based relationship with Kansas State University. She has participated in numerous university and community committees and boards, including the Flint Hills Economic Development District governing board, the North Campus Corridor Master Planning Task Force and the K-State 2025 Research Themes Committee. Prior to joining the Institute for Commercialization, she worked in marketing, sales and corporate retail planning. Robinson earned her master's degree in business administration and her bachelor's degree in marketing from Kansas State University.

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KIRK SCHULZ

Kirk H. Schulz currently serves as the 13th president of Kansas State University. Before his appointment as president, he served as vice president for research and economic development at Mississippi State University. He has also served on the faculty at Michigan Technological University and the University of North Dakota.

Schulz is active in the Boy Scouts of America and serves on the Executive Board of the Coronado Council. Kirk also serves various roles on the boards of Commerce Bank of Kansas City, the Greater Manhattan Community Foundation, the Kansas Bioscience Authority and as chairman of the NCAA board of governors.

Schulz is a member of several professional societies, including the American Institute for Chemical Engineers and the American Society for Engineering Education. In recognition of achievements in the field of Chemical Engineering, Schulz was selected as a fellow in both the American Society of Engineering Education and the American Association for the Advancement of Science.

He is married to Noel Schulz, who serves as the associate dean for research and graduate programs and the director of the Engineering Experiment Station, as well as the Paslay professor of electrical engineering at Kansas State University. They have two sons: Timothy and Andrew.



KATIE SMALL

Katie Small began her career in research administration as a graduate student in the technology entrepreneurship specialization track of the Master of Business Administration program at Kansas State University. As a graduate student intern in PreAward Services, Small was immersed in learning and researching best practices for negotiating a wide range of contracting vehicles on behalf of the university to help facilitate sponsored research and the technology transfer process, and was also involved in patent searches and market feasibility analyses in her role at the College of Engineering's Advanced Manufacturing Institute, another rotation in the technology entrepreneurship internship program. Upon graduation, Small was hired as K-State's first dedicated contract negotiator in PreAward Services and now, four years later, she is the manager of contract negotiations and serves K-State by facilitating the contract negotiation process in PreAward Services, where she is tasked with reviewing and negotiating the final terms and conditions for sponsored project agreements and numerous other types of contracts, agreements and grant awards with various federal, industry, university and nonprofit agencies.

Small is a Certified Research Administrator, or CRA, 2014 graduate of the James R. Coffman Leadership Institute, and she is involved in representing K-State through the university's role in the University-Industry Demonstration Partnership. She earned her bachelor's in business administration from Fort Hays State University and her MBA from Kansas State University.

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KEN WILLIAMS

Ken Williams is the director of licensing at the Kansas State University Institute for Commercialization. He is a two-time graduate of K-State, where he received his bachelor's degrees in agricultural business and economics, and MBA with an emphasis in technology transfer and entrepreneurship. Williams helps to commercialize new K-State developed innovations via the marketing of the technologies and the facilitation of resultant intellectual property licenses with corporate partners, as well as the vetting, launch and provision of management assistance to startup companies and joint ventures emanating from the Kansas State University Research Foundation IP portfolio.



MICHAEL YOUNG

Michael Young began his career as a computer scientist out of the University of Illinois in 1984 with a specialization in artificial intelligence. He received his master's in computer science in 1990 and a doctorate in experimental psychology from the University of Minnesota/Twin Cities in 1995. After spending 12 years at Southern Illinois University at Carbondale, Young joined Kansas State University in 2012 as the head of the Department of Psychological Sciences.

Young's primary research program involves the study of decision making in dynamic environments. He is currently studying (a) the variables that influence the identification of causes in continuously unfolding environments and (b) the situational and individual variables related to impulsive and risky choice in video game environments. He continues to integrate his background in computer science with his interest in psychology through the development of computational models of environment-behavior relations. Young's love of mathematics also is revealed by his occasional side project evaluating various statistical and design methods using Monte Carlo simulation.