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Monitor Newsletter March 19, 2007

Bowling Green State University

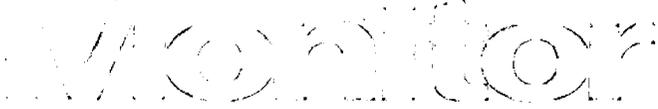
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BGSU



MARCH 19, 2007

B O W L I N G G R E E N S T A T E U N I V E R S I T Y

> Top Stories

In Brief

Calendar

Job Postings

Obituaries

BGSU Research Institute to help bridge concepts and markets

The University recently launched the BGSU Research Institute, designed to help faculty, staff and students develop their research or creative ideas into marketable products. It will also help find outside support to patent and license those products.

According to Dr. John Folkins, the chief executive officer of the newly incorporated nonprofit organization, "The research institute matches the culture of the University to the needs of the public. It builds upon the great work faculty are already doing and gives them the opportunity to take it further."

If you have a discovery you feel has potential as a product, but don't know where to begin in the process of patenting, marketing and licensing it, the institute can help, he said. Likewise, if you are in the early stages of developing an idea you feel is promising, but don't have the resources to take it through to completion, the institute may be able to help find the backing you need, Folkins explained. In addition to patents, some intellectual property may lend itself to copyrights that can be licensed and subsequent products that can be marketed. Faculty, staff and students may be able to benefit from income generated from commercialization of their work.

After six and a half years as provost, Folkins is uniquely positioned to head the endeavor, said Dr. Heinz Bulmahn, vice provost for research and dean of the Graduate College. His knowledge of the faculty will enable him to work closely with them to identify projects that could be taken forward. "There tends to be a cultural mindset in universities that is not used to thinking in terms of commercial potential," Bulmahn said. "Creating the institute is a signal to the community that if you have something promising, we want to assist you in moving it to the marketplace."

Folkins will "encourage faculty to look at opportunities that might have an impact on the economic viability of the region," he said.

"I will be visiting different units and talking about the services we offer," Folkins said. While no one is required to use the institute's resources to promote their endeavors, "we would be pleased to offer our help if they wanted it," he said. He encourages faculty to email him at folkins@bgsu.edu or call him at 2-8024. The institute, which is a nonprofit corporation separate from BGSU, is temporarily located in the Sponsored Programs and Research office in 106 University Hall, but will be moving to new quarters in a University-owned building on East Wooster Street.

While Folkins will work both internally and externally, plans are under way to hire a licensing officer who will deal primarily with external resources. The officer will have the knowledge and background to communicate with the industrial and financial community, not only to "shop around" BGSU intellectual property, but also to find possible links between a company's needs and emerging research at the University, Bulmahn said.

The licensing officer will seek startup capital for projects well under way, licensing possibilities for fully developed ideas and, if a project would be more marketable were it more fully developed, investors willing to fund its development. In addition, the institute can assist in creating spin-off businesses.

A recent article in the Cleveland Plain Dealer noted that since hiring commercialization specialists, Case Western Reserve University and the Cleveland Clinic have seen significant increases in the amount of licensing income and in the number of disclosures about inventions from professors.

BGSU already has a Patent Advisory Committee that offers advice and opinions about the

MARCH 19, 2007

B O W L I N G G R E E N S T A T E U N I V E R S I T Y

> Top Stories

In Brief

Calendar

Job Postings

Obituaries

patentability of ideas; the committee will collaborate with the institute staff in deciding which ideas to pursue.

Also in process is the creation of a board of directors for the institute, since it is a nonprofit corporation. The board will provide advice and direction and set policies. The BGSU Board of Trustees is expected to appoint five board members at its Friday (March 23) meeting. Those chosen will come with experience as business executives. Three BGSU faculty members will also serve as ex officio members of the institute board.

The BGSU trustees recommended the creation of a BGSU Research Institute in 2005 and then approved it in 2006. "We believe there is compelling justification for the University to devote significant attention to promoting, encouraging and commercializing faculty-generated innovations," they wrote in 2005.

"In another sense, this builds on our engagement with the public," Folkins pointed out. "We have a number of civic engagement projects; this is engagement with business and industry. It can bring in money for faculty and the University; it provides services to the public, and it helps the public understand the influence the University has on their lives by connecting products that they desire and are useful with the University."

"We've got to have a more effective way of developing inventions and innovative ideas that have the potential of being a success in the marketplace," Bulmahn said. "There is an expectation on the part of the public that we will contribute to the economic vitality of the state."

BGSU does not expect to see quick results, however. Folkins noted that the average licensing agreement takes seven years to begin generating revenue. Furthermore, the first goal of the institute is to raise awareness among faculty and staff about possible commercialization of their intellectual property and to make connections with the business and industrial community.

"Many new ideas do come from universities," Bulmahn said. "If we don't pursue this, we will leave a segment of the University research enterprise dormant, and we will not be competitive."

BGSU reaches fund-raising goal for Sebo Athletic Center

The University's major fund-raising effort, "Building Dreams: The Centennial Campaign for BGSU," has reached \$110 million and significant milestones with two of its lead projects.

Director of Athletics Greg Christopher recently announced the department has achieved its fund-raising goal of \$7.7 million for the Sebo Athletic Center, one of the major capital projects in the Building Dreams Campaign. The center is the first building constructed exclusively for intercollegiate athletics since Doyt L. Perry Stadium was opened in 1966.

"Successful completion of fund-raising for the Sebo Athletic Center is evidence of what the Bowling Green family can accomplish," said Christopher. "It's also a credit to the vision and support of many people—first and foremost, to Bob Sebo for his leadership and tremendous generosity, and here on campus, President Ribeau and (former Athletic Director) Paul Krebs pushed the facility forward."

Sebo, of Salem, Ohio, pledged \$4.45 million over five years as his commitment to the Building Dreams Campaign. In addition to his \$3.5 million gift to the Sebo Athletic Center, he supported several other University initiatives, including expansion of the Sebo Entrepreneurship Lecture Series, a jazz studies scholarship, a spring concert in the College of Musical Arts and a WBGU-PBS documentary about successful regional entrepreneurs.

The athletic center will be completed this spring, and the official dedication will take place at the first home football game next season.



BGSU

MARCH 19, 2007

B O W L I N G G R E E N S T A T E U N I V E R S I T Y

> Top Stories

In Brief

Calendar

Job Postings

Obituaries

"I think this is a tremendous first step in providing the necessary resources to our athletic program in helping our student-athletes learn about leadership, action and strategy," said Sebo.

The privately funded center, located in the north end zone of Perry Stadium, will become the stadium's new front entrance. At approximately 33,500 square feet, the new two-story building will feature an expanded and state-of-the-art sports medicine and rehabilitation facility and a strength and conditioning area for all University student-athletes.

Football coaches' offices, a video equipment and viewing room, team meeting rooms and conference rooms will enhance currently available facilities. A heritage room and an outdoor pavilion overlooking the playing field also are part of the project.

"To sustain excellence throughout the Department of Athletics, it is essential that we address several pressing facility needs," said Ribeau. "We have outgrown our sports medicine/rehabilitation and strength/training facilities. Our teaching, meeting and coaching space must be expanded and technologically upgraded. The addition of the Sebo Athletic Center will meet both of these needs, and all programs will benefit."

In addition to reaching the \$110 million mark toward its \$120 million overall campaign goal, BGSU also recently surpassed by \$300,000 its \$40 million goal for the campaign initiative targeted at sustaining the University. These funds help ensure the future growth and success of BGSU, funding distinctive classroom, research and extracurricular programs, and enhancing student life and opportunities for students. The Building Dreams Campaign runs through December 2008.

Guy Kawasaki, Fast Company co-founder Alan Webber to speak

How entrepreneurial thinking drives business growth and contributes to economic vitality is the theme for the fourth annual Sebo Series in Entrepreneurship, April 13.

Faculty and staff may attend "Entrepreneurial Thinking—The Catalyst for Business Growth" for the reduced price of \$75. Featured speakers will be Alan Webber, co-founder and former editor of Fast Company magazine, and Guy Kawasaki, managing director of Garage Technology Ventures and author of *The Art of the Start* and *Rules for Revolutionaries*.

Webber will speak at 9:30 a.m. and Kawasaki at a 12:15 p.m. luncheon, both in the Lenhart Grand Ballroom of the Bowen-Thompson Student Union. In between, from 10:45 a.m. to noon, conference participants will attend one of five concurrent sessions in which executives from several well-known companies will describe how they use entrepreneurial thinking to expand their businesses.

In his talk, Webber will outline how a new breed of companies creates and competes, highlighting new business practices and showcasing teams and individuals who are reinventing business. A former editor of Harvard Business Review, Webber writes a regular column for USA Today and is co-author of *Going Global: Four Entrepreneurs Map the New World Marketplace*.

Kawasaki's *The Art of the Start* draws parallels between entrepreneurs starting new companies and employees in established firms who are trying to create a new product or service. The founder of various personal computer companies, Kawasaki was formerly an Apple Fellow at Apple Computer Inc., where he was among the individuals responsible for the success of the Macintosh computer.

J. Robert Sebo, a BGSU trustee and principal sponsor of the conference, will introduce Kawasaki following welcoming remarks by Dr. Rodney Rogers, dean of the College of Business Administration, and a preview of a WBGU-PBS television show, "Entrepreneurship: An American Treasure."



MARCH 19, 2007

B O W L I N G G R E E N S T A T E U N I V E R S I T Y**> Top Stories**

In Brief

Calendar

Job Postings

Obituaries

Set for other rooms in the Union, the morning concurrent sessions will be:

- "Supply Chain Entrepreneurial Thinking," with Dave Hammerle of Bechtel; Debra Box of Bank of America, and Eric Houser of John Deere, moderated by Dr. Janet Hartley, chair of the management department.
- "Entrepreneurship from the Start," divided into two sessions, with Dave Snyder of Attevo Inc. and Steve Hanson of Hanson Inc. in one, and Terry Terhark of The RightThing Inc. and Keith Trowbridge of Executive Quest Inc. in the other.
- "Innovation in Strategy," moderated by Dr. Gene Poor, Hamilton Professor of Entrepreneurship, and featuring Rocky Daehler of Motorola and Mike McBreen of Nike.
- "Innovative Business Models," with Jack Billi of the University of Michigan Medical School and Bruce Coventry of the Global Engine Manufacturing Alliance, comprising DaimlerChrysler, Mitsubishi and Hyundai. Milt Baker, director of BGSU's Dallas-Hamilton Center for Entrepreneurial Leadership, will be the moderator.

The College of Business Administration and the Dallas-Hamilton Center are hosting the conference. The center was established in 2004 with seed money from BGSU alumnus Bill Dallas, of Dallas Capital and co-founder of Fox Sports Grill, and his neighbor, Olympic gold-medal figure skater and Bowling Green native Scott Hamilton.

Sky Bank provides additional support for the event, which will open with an 8:30 a.m. reception and conclude with another at 2:15 p.m. It is part of BGSU's "Building Dreams Spring Celebration."

The event is free for students. To register, call 2-8181 or go online at <http://pace.bgsu.edu/sebo>. Reservations are recommended by April 2.

For more information about the conference, visit www.cba.bgsu.edu.

Boston Brass to perform at BGSU

The Boston Brass, widely celebrated for its innovative classical arrangements, jazz interpretations and vocal harmony, will appear Friday (March 23) on the Festival Series.

The 8 p.m. performance will be in Kobacker Hall of the Moore Musical Arts Center. The Festival Forum, an informative pre-concert talk, will begin at 7:15 p.m. in Bryan Recital Hall.

The quintet gives more than 120 concerts annually and has dazzled audiences across the United States and abroad.

The ensemble will also participate in a two-day residency, including an open master class with BGSU brass students, as part of its Festival Series appearance. The quintet has previously given master classes at the Eastman School of Music, the University of Florida, Boston University, Yale, Notre Dame and UCLA.

Reserved seat tickets, priced at \$30, \$25 and \$18, are still available. For further information, call the box office at 2-8171.

BGSU

BOWLING GREEN STATE UNIVERSITY

Top Stories

> In Brief

Calendar

Job Postings

Obituaries

IN BRIEF

A & S Forum focuses on combining art and technology

Bonnie Mitchell, chair of the digital arts department, will discuss contemporary performances and works of art that blur the boundary between artistic creativity and technological innovation in "Creative Convergence of Visual and Performing Arts with Technology." Her lecture, part of the College of Arts and Sciences Forum series, will begin at 12:30 p.m. Monday (March 26) in 201 Bowen-Thompson Student Union. A noon luncheon will precede her talk.

Mitchell chaired the art gallery of the 2006 SIGGRAPH (Special Interest Group on Computer Graphics and Interactive Techniques) conference in Boston, Mass., and the digital art exhibition at the third international GRAPHITE Conference on Computer Graphics and Interactive Techniques in Australasia and Southeast Asia, in Kuala Lumpur, Malaysia, in 2005.

These shows exhibited more than 200 works from 18 countries and included algorithmic art, digital imaging, motion paintings, interactive electronic installation art, audio installations, network and screen-based art, rapid prototype and interactive sculptures, robotic art, electronic fiber art, digital animations and electronically mediated performances such as dance, theatre, music, art and hybrid forms.

A lunch of chicken pesto salad, dinner rolls and dessert is available for \$7.95 (plus tax), payable by cash or check. Lunch will be served at noon. Those wishing to attend the free lecture only may come at 12:30 p.m. Students, groups and classes are welcome.

Reservations are required by Tuesday (March 20). Contact the college office at 2-2340 or email mjhitt@bgsu.edu.

Business 2.0 editor to discuss next generation of Web

The next generation of Web-based services will be the topic of a Thursday (March 22) talk at the University by Erick Schonfeld, editor-at-large of Business 2.0 magazine.

Speaking at 2:30 p.m. in the Bowen-Thompson Student Union Theater as part of BGSU's Tech Trends series, Schonfeld will give an overview of the defining characteristics of "Web 2.0." He will also look at some of the startups leading the way and their larger impact on the business landscape.

The term Web 2.0 was coined by O'Reilly Media in 2004. Company founder and CEO Tim O'Reilly has defined it in part as "the business revolution in the computer industry caused by the move to the Internet as platform."

At Business 2.0, Schonfeld covers both major corporations and startups inventing new technologies. He was previously an editor-at-large for eCompany Now and a contributing editor for Fortune, where he wrote about technology and investing for seven years.

The Cornell University graduate, who often appears on CNBC and CNN, won prizes for best information-technology submission at London's Business Journalist of the Year Awards in 1999, and for best space submission at the 2001 Aerospace Journalist of the Year Awards in Paris.

Free and open to the public, the Tech Trends series is sponsored by the Information Technology Committee and the offices of the Executive Vice President and the Chief Information Officer.

See colleagues' innovative approaches at teaching, learning fair

Faculty and students are invited to learn new teaching and assessment techniques, sample innovative learning strategies and find out what various campus groups and organizations are doing at the Teaching and Learning Fair Friday (March 23) in Olscamp Hall.

BGSU

BOWLING GREEN STATE UNIVERSITY

- Top Stories
- > In Brief
- > Calendar
- Job Postings
- Obituaries

Noted teaching specialist Dr. L. Dee Fink will speak on "The Joy and Responsibility of Teaching Well" in his 9:45 a.m. keynote address in 101 Olscamp. Interactive walk-up sessions, poster presentations and forum rooms will be in progress from 11:30 a.m. to 12:30 p.m. and from 1:30-2:30 p.m. around Olscamp.

Part of a two-day "Promoting Student Success" event, the fair is preceded by the Student Achievement Assessment Committee awards reception from 4-6 p.m. Thursday (March 22) in 101 Olscamp.

CALENDAR

Monday, March 19

"After the Waters Recede: Life in the Aftermath of Katrina" Series, "A Sociologist's Perspective on Katrina's Health Impacts on Minority Populations," by Dr. Mark VanLandingham, Tulane University sociologist, 2:30-4 p.m., Bowen-Thompson Student Union Theater.

Open Forum, "Still Confronting Race: From Dialogues to Action," with Dr. Bai-Yin Chen, Counseling Center; Dr. Carlos Adams, ethnic studies; Dr. Richard Anderson, psychology, and Laura Saavedra, Latino Cultural Arts Organization, moderated by Dr. Jeannie Ludlow, women's studies, 7:30-9 p.m., Union Theater.

Tuesday, March 20

Life in the Aftermath of Katrina Series, "Bringing Katrina into the Curriculum," with sociology graduate students, 1-2:15 p.m., 201A Union.

Baseball vs. Youngstown State, 2 p.m., Steller Field.

BGSU Firelands 34th Annual University Business Symposium, "Aligning the Firelands to the 21st Century," keynote speech by Ed Barlow, 6-9 p.m., Cedar Point Center Auditorium.

Film Screening, "Metamorphosis: The Remarkable Journey of Granny Lee" (2000), directed by Luiz DeBarros, 7-8:30 p.m., Gish Film Theater, Hanna Hall. Sponsored by Transcendence.

Concert, Clarinet Choir, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center.

Movie, "The Pursuit of Happiness," 9:30 p.m., Union Theater.

Wednesday, March 21

Brown Bag Luncheon, "Women and Art in the Wake of Hurricane Katrina," by Dr. Vikki Krane, women's studies, and Dr. Laura Sanchez, sociology, noon-1 p.m., Women's

Center, 107 Hanna Hall. In recognition of Women's History Month and part of Life in the Aftermath of Katrina Series.

Baseball vs. Oakland, 2 p.m., Steller Field. Art History Association Film Series, "Waking Life," 9 p.m., 204 Fine Arts Center. March's theme is the Dream Series.

Thursday, March 22

Life in the Aftermath of Katrina Series, "Healing through Sport: Gender, Race and the Superdome," by women's studies and HMSLS students, 9:30-10:45 a.m., 223C Eppler Complex.

Tech Trends Series, "Technology Trends and Web 2.0," by Erick Schonfeld, editor-at-large, Business 2.0, 2:30-3:30 p.m., Union Theater.

International Film Series, "Xiao cai feng (Balzac and the Little Chinese Seamstress)" (2002), directed by Sijie Dai, China, 7:30 p.m., Gish Film Theater, Hanna Hall.

Creative Writing Program MFA Readings, by Matt McBride, poetry, and Seth Fried, fiction, 7:30 p.m., Prout Chapel.

Concert, Tuba and Euphonium Ensemble, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center.

Friday, March 23

Teaching and Learning Fair, 9:30 a.m.-3:30 p.m., Olscamp Hall. For more information, visit www.bgsu.edu/ctlt/index.html.

Baseball vs. Eastern Michigan, 3 p.m., Steller Field.

Life in the Aftermath of Katrina Series, "Watching the Waters Rise: An Insider's View of the Effects of Katrina on Health Care," by Janet Krane of Tulane University Hospital, and "The Erosion of Civil Liberties in the Aftermath of Hurricane Katrina," by Beckett Warren, American culture studies, 3 p.m., Union Theater.

Women's History Month Event, "Transgender Warriors, Trailblazers and Pioneers:

BGSU

March 19, 2007

BOWLING GREEN STATE UNIVERSITY

- Top Stories
- In Brief
- > Calendar
- > Job Postings
- Obituaries

In Honor of Women's History Month," 5:30 p.m., The Women's Center, 107 Hanna Hall. Sponsored by Transcendence.

Movie, "Pursuit of Happyness," 6:30 and 9:30 p.m., Union Theater.

Festival Series, Boston Brass, 8 p.m., Kobacker Hall, Moore Musical Arts Center. Tickets are \$18, \$25 and \$30. To order, call the center box office at 2-8171.

Saturday, March 24

Young People's Concert Series, "Percussion!" by Dr. Roger Schupp and the BGSU Percussion Ensemble, 11 a.m., Bryan Recital Hall, Moore Musical Arts Center. Admission is \$1 for children and \$2 for adults. The center box office will open at 10:30 a.m.

Baseball vs. Eastern Michigan, 1 p.m., Steller Field.

Concert, University Men's Chorus and Miami University Men's Chorus, 8 p.m., Kobacker Hall, Moore Musical Arts Center. Tickets are \$5 for students and senior citizens and \$8 for other adults. To order, call the center box office at 2-8171.

Sunday, March 25

Baseball vs. Eastern Michigan, 1 p.m., Steller Field.

Women's Tennis vs. Ferris State, 1 p.m., Keefe Courts.

Sunday Matinee, "Nell Gwyn" (1926), directed by Herbert Wilcox, England, introduced by film historian Dr. Jan Wahl, with piano accompaniment by Michael Peslikis, 3 p.m., Gish Film Theater, Hanna Hall.

Movie, "The Pursuit of Happyness," 9:30 p.m., Union Theater.

Monday, March 26

College of Arts and Sciences Forum, "Creative Convergence of Visual and Performing Arts with Technology," with Bonnie Mitchell, digital arts, 12:30 p.m., 201 Union. The free talk is preceded by a noon luncheon, at a cost of \$7.95 plus tax. Reservations should be made by Tuesday (March

20) by calling the college office at 2-2340 or emailing mjhitt@bgsu.edu.

Art Exhibition, "Women, Art and Culture," by Marnie Pratt and other students, 6-8 p.m., 108 Eppler North.

Guest Artist Series, jazz pianist Helen Sung, 7 p.m., Bryan Recital Hall, Moore Musical Arts Center.

**Continuing Events
March 22-23**

Nexus for Change Conference, 7 a.m.-5 p.m. Thursday (March 22) and 8 a.m.-3 p.m. Friday (March 23), Lenhart Grand Ballroom, Union. To register, visit <http://pace.bgsu.edu/registeronline>.

March 24-25

Dance Marathon, 10 a.m. Saturday-6 p.m. Sunday, Student Recreation Center.

Through April 4

Art Exhibition, "Florilegium: Cameraless, Filmless Images," by Kim Kaufman, Little Gallery, BGSU Firelands. Gallery hours are 9 a.m.-5 p.m. Monday-Friday.

Through April 4

Art Exhibition, BFA Senior Thesis Exhibition, Dorothy Uber Bryan and Willard Wankelman Galleries, Fine Arts Center, and Union Galleries. Fine Arts Center gallery hours are 10 a.m.-4 p.m. Tuesday-Saturday and 1-4 p.m. Sundays. Union gallery hours are 8 a.m.-9 p.m. Monday-Saturday and 10 a.m.-9 p.m. Sundays.

Through April 6

Planetarium Show, "Nine Planets and Counting," 8 p.m. Tuesdays and Fridays and 7:30 p.m. Sundays, BGSU Planetarium, 112 Physical Sciences Lab Building. \$1 donation suggested. Stargazing follows planetarium show on Fridays and Sundays if weather permits.

JOB POSTINGS

FACULTY

Communication Studies. Instructor (three positions). Call Laura Lengel, 2-8725. Deadline: April 5.

Labor Postings

<http://international.bgsu.edu/index.php?x=facinfohires>



MARCH 19, 2007

B O W L I N G G R E E N S T A T E U N I V E R S I T Y

Top Stories

In Brief

Calendar

> **Job Postings**> **Obituaries**

Contact the Office of Human Resources at 419-372-8421 for information regarding classified and administrative positions. Position vacancy announcements may be viewed by visiting the HR Web site at www.bgsu.edu/offices/ohr/.

Employees wishing to apply for these positions must sign a "Request for Transfer" form and attach an updated resume or data sheet. This information must be turned in to Human Resources by the job deadline.

CLASSIFIED**On-campus classified:**

www.bgsu.edu/offices/ohr/employment/BGSU_only/page11151.html

Off-campus classified:

www.bgsu.edu/offices/ohr/employment/cl_staff/page11145.html

ADMINISTRATIVE

www.bgsu.edu/offices/ohr/employment/adm_staff/page11137.html

OBITUARY

Leona Hoelter, 92, died March 4 in Pemberville. She had retired from the University as a clerk-typist.