



Great Lakes Biomedical Conference

<http://www.eng.mu.edu/glbc/>

31ST ANNUAL GREAT LAKES BIOMEDICAL CONFERENCE FROM IDEATION TO PRODUCT DEVELOPMENT

THE GREAT LAKES BIOMEDICAL CONFERENCE WILL BE HELD ON APRIL 20, 2007 AT THE GOLDEN RONELLE THEATRE OF JOHNSON WAX IN RACINE, WI. THE THEME OF THIS YEAR'S CONFERENCE IS "INNOVATION". Innovation has become increasingly global. This conference will discuss tools that can help productivity and will include how to make innovation work. Techniques for taking innovation in academic research to new product development will be presented. Related discussions, including a student poster session and prizes as well as a comprehensive view of innovation in areas of research, small start-ups & big companies with topics of intellectual property, patents, knowledge enabled innovation, and inventive problem solving,

The Speakers and Topics at GLBC 2007 include:

- 1- ***"Exploring Patent Protection: A Discussion of Business Rationales for Pursuing Patent Coverage on Innovations"***
Jonathan M. Fritz, J.D., M.S., B.S.
- 2- ***"Operating Systems for Innovation: What Roles do they Play in Technology Management and How Do They Increase the Value of Intellectual Assets?"*** Zion Bar-El and Valery Prushinsky
- 3- ***"Knowledge-Enabled Innovation: The Integration of Inventive Problem Solving with Semantic Concept Retrieval"***
Stephen Brown
- 4- ***"Ideation and Invention, A moderated discussion"***
Dr. John Gassert
- 5- ***"Customer Intimacy for Customer-Centric Engineering and Development"*** Kate Foss
- 6- ***"Developing Products for Global Markets: New Products and Product Adaptation, Can your product be sold internationally?"***
George Tesar
- 7- ***"Lessons from the Global Healthcare Marketplace"***
Dr. David Deaven
- 8- ***"Product Development Methods and Resources A moderated discussion"*** Shajan M. John
- 9- ***Film: "What's Wright with Racine"***

Agenda updates, registration forms, poster calls, and other information are on the web at <http://www.eng.mu.edu/glbc/>. University & Industry participants will be on hand for discussions

31ST Annual Great Lakes Biomedical Conference CALL FOR POSTERS

A poster session and student poster contest will also be held in conjunction with this conference. Posters describing preliminary or completed research or applications in any area of biomedical engineering or bio-medical innovation are now being solicited. Cash awards will be given to the top three student posters. First authors of accepted student posters will also have their registration fees waived.

Posters should be limited in size to 3' x 4' and mounted on rigid foam board so as to be self-supporting. Abstracts, limited to one page or less, should be submitted as a Word document using 12 pt. Times New Roman font and emailed to: Larry Fennigkoh, Ph.D. at the Milwaukee School of Engineering (fennigko@msoe.edu). Poster acceptance will be based on the submitted abstracts. Posters will be judged on: scientific / applied significance, clarity, visual and oral presentation.

ABSTRACT DEADLINE IS FRIDAY APRIL 10, 2007

Call for Posters: Posters describing original research or new applications in the areas of biomedical sensors, biomedical engineering and innovation and related fields.

Awards of \$100/ \$50/ \$25 will be given to the three best posters presented by students.

Supporting Organizations:

IEEE Milwaukee, EMBS Society
Marquette University
Medical College of Wisconsin
Milwaukee Section of IEEE
Milwaukee School of Engineering
Product Development and Management
S.C. Johnson Wax

Sponsors

Diagnostic Visions

IEEE Milwaukee, Computer Society
Further Information call: LL Hause, Conference Chair at 262-894-3968.

GLBC 2007 Agenda:

- 7:30 Poster set-up
- 8:00 Register & Poster review & Continental Breakfast
- 8:50 Assembly & conference Preview *by LL Hause, Diagnostic Visions*
- 9:00 Exploring Patent Protection: A discussion of business Rationales *for Pursuing Patent Ccoverage on Innovations by Jonathan M. Fritz, JD, MS, BS, Whyte Hirschboeck Dudeck S.C.*
- 9:30 Operating Systems for Innovation: What Roles do they Play in Technology Management and How do they Increase the Value of Intellectual Assets? *by Zion Bar-EI – Ideation International & Valery Prushinsky, Ideation International*
- 10:30 Break, networking & poster review
- 11:00 Business Plans for Technology Spinouts; Telling the Story Through Pictures, Numbers and Words *by Brian Thompson, UWM Research Foundation.*
- 11:30 Knowledge-Enabled Innovation: The Integration of Inventive Problem Solving with Semantic Concept Retrieval *by Stephen Brown, Invention Machine*
- 12:30 Ideation and Invention: A Moderated Discussion *by Dr. John Gassert, Milwaukee School of Engineering*
Movie: *What's Wright with Racine?*
- 1:15 Lunch & networking
- 2:00 Customer Intimacy for Customer-Centric Engineering and Development *by Kate Foss, CCH, a Wolters Kluwer business*
- 2:30 Developing Products for Global Markets: New Products and Product Adaptation. Can Your Product be Sold Internationally? *by Dr. George Tesar, PhD, Professor of Marketing and International Business, UW*
- 3:00 Lessons from the Global Healthcare Marketplace *by Dr. David Deaven, GE Healthcare*
- 3:30 Awards for Posters
- 3:45 Product Development Methods and Resources: A Moderated Discussion *by Shajan M. John, MSOE*

REGISTRATION FORM

**31ST ANNUAL GREAT LAKES BIOMEDICAL CONFERENCE
" FROM IDEATION TO PRODUCT DEVELOPMENT "**

**April 20, 2007, at the Golden Rondelle Theatre
S.C. Johnson Wax in Racine, WI**

Name: _____

Title: _____

Company/Institution: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____ IEEE# _____

Charge Card # _____

Type (Visa, Master..) _____ Exp Date _____

Signature _____

Fees (by check or charge card):

	<u>Before April 16, 2007</u>	<u>After April 16, 2007</u>
_____ General (\$120)		_____ General (\$145)
_____ Student (\$25)		_____ Student (\$35)

**IEEE and PDMA Members: \$20 discount for General Registration Free
NO Charge for First Author of Accepted Posters**

Mail Registration Form(s) with appropriate fee(s) by check or charge card to:

Dean Jeutter
Marquette University, Department of Biomedical Engineering
PO Box 1881, Milwaukee, WI 53201-1881

Email: "Dean Jeutter" dean.jeutter@mu.edu