

ATMC Announces Entrepreneurship Speaker Series

The Advanced Technology & Manufacturing Center (ATMC) is excited to announce it will resume its Entrepreneurship Speaker Series. The Series is intended to provide current and future entrepreneurs with information that will help them succeed. Scheduled for the 2nd Wednesday of each month from noon to 1:30 pm, ATMC explores subjects of vital concern to startup companies.

The Fall 2008 Series includes:

November 12, 2008

“SBIRs & Government Funds”

“Government Funding Sources for Small Businesses”

Jesse Erlich of Burns & Levinson LLP, in Boston will give an Overview of the SBIR and STTR Programs and Ownership of Intellectual Property Developed under these Programs:

The Small Business Innovation Research (SBIR) Program is part of a billion dollar federal program to help small companies move ideas from conceptual stage to the marketplace. For example, last year the Defense Department alone awarded over \$500 million in SBIR funds to small companies with new product concepts. Approximately 2,000 U.S. companies receive such SBIR awards annually.

The Small Business Technology Transfer (STTR) Program, which is very similar to the SBIR program, enables small businesses to establish cooperative ventures with research institution such as universities in order to access a separately financed program designed to assist small companies and research institutions to commercialize their technology.

Jesse Erlich is a Partner and member of the Intellectual Property / SciTech, Government Contracts and Science & Technology Groups. Mr. Erlich represents a wide array of clients such as universities and small and large technology companies in diverse technological fields. He provides advice on patents and other forms of intellectual property, licensing and government related matters and is also involved with the preparation and prosecution of patent applications (U.S. and foreign).

Jesse is a member and past President of the Boston Patent Law Association and has recently been selected winner of the 2008 Federal Laboratory Consortium Northeast Regional Appreciation Award. Mr. Erlich was selected as a Massachusetts Super Lawyer in 2008, 2007, 2005 and 2004.

December 10, 2008

“Getting Your Foot in the Doors of New Accounts”- Marketing/Sales Tactics

Where is my next customer going to come from? Jay Wallus of Street Smart approaches this issue differently. For him, the more useful question is: “How am I going to get into the office of the President of XYZ inc. and 20 others just like him?”

The focus of his presentation is:

- Establishing specific sales targets,
- “Getting Your Foot in the Door of New Accounts” by developing sales and marketing plans around those targets.

Jay Wallus began his selling career the hard way 19 years ago when he was hired to head out to the streets of Boston and dig up business by door-to-door cold calling in the office equipment industry. Ever since, he has never looked back. He quickly rose to be one of the best sales reps in the country, not because of his great closing skills but because he thought ‘out of the box’ and created truly creative process.

These free programs are held at the ATMC in Fall River, MA and run from noon to 1:30 p.m. **Attendees have the option of purchasing a boxed lunch with a beverage for \$10 or bringing their own lunch. Please RSVP and mention if you would like to purchase a lunch by calling Amit Basnet at 508-910-9815/9867 or by email at abasnet@umassd.edu**

Please visit ATMC’s website: atmc.umassd.edu for directions and other exciting ATMC highlights.