

MSTC Newsletter

JUNE 2008

**INSIDE
 THIS ISSUE:**

Graduation	2
New CEO	3
Ph.D.	3
Meeting Update	3
Upcoming Events	4
We Want You!	4

We Have a New Name! by Gary M Cadenhead Ph.D.

I am pleased to announce that our Degree and Program have just received a new name: Master of Science in Technology Commercialization. When I became Director some 10 months ago, I found lots of dissatisfaction among current students, alumni, and faculty concerning our name; much of it focused on the second “science.” While dissatisfaction was high, many feared that an attempt to change it would take an inordinate amount of time and ultimately fail. Then Professor Bob May stepped in.

Bob masterfully steered the name change through the labyrinth of required approvals. I quote from his initial proposal:

“We wish to make this change to avoid the inherent awkwardness in using the current names and a misconception fostered by them. It is difficult for people to remember and say, “Master of Science in Science and

Technology Commercialization.” The name simply does not “role off the tongue.” Moreover, in print, the second “science” in the names often is interpreted as a misprint. Even when the names are properly interpreted, the mention of both science and technology commercialization is confusing. Generally, most people who are active in the field agree that when science is finally ready for commercialization it properly can be classified as technology. To imply otherwise causes confusion about the stage at which we mean to commercialize science.”

We are all indebted to Bob for taking this task on and managing it to a successful conclusion. The name change became effective immediately, and we have updated our materials including the website. The Class of

2008 will have the new name on their diplomas. Unfortunately, the University does not reprint diplomas after a name change, so we are unable to get new diplomas for the earlier classes.

Response to the name change has been overwhelmingly positive. Here are a few of the ones that I have received:

“Hallelujah. BTW, this is already what I tell people my degree is except in the most formal settings! I am glad you did this.”

“Congratulations on getting the name changed! The concept of the program itself takes enough explaining to outsiders without the complexity of stumbling over the old name as well!”

“Excellent change!”

“Gary, that's great news. Will this appear on our newly minted diplomas?”

“I think it's a good and much needed change.”

Graduation Celebration!

Over 200 people were in attendance to celebrate the MSTC Class of 2008 on Saturday, May 17th. The commencement address was given by Mark Ellison, Executive Director, Texas Emerging Technology Fund. Each graduate received a certificate, graduation gift and had their picture taken as they walked across the stage. Special awards were presented and a warm-filled reception was held in the dining room after the ceremony.

Class of 2008

Award Recipients

George Kozmetsky
Award for Academic
Excellence –
Robert “Trey”
Mebane III

Outstanding Student
Award-
Robert “Trey”
Mebane III

Outstanding Student
Award-
Blake English

Outstanding
Professor Award-
Dr. Kate Mackie



Don Carroll, 2008 MSTC Graduate Named CEO

Heelys Inc., which makes wheeled shoes and other products, recently named Don Carroll as president and chief executive. Don had been senior vice president of marketing since January 29, 2008. He has replaced former FootAction USA President and Chief Executive Ralph T. Parks, who served as interim chief executive since January 29th, when Michael G. Staffaroni resigned. Before joining Heelys in January, Don was managing director of Vector2Group, a Dallas-based management consultancy firm that he co-founded. Prior to that he was chief marketing and brand officer for RadioShack Corp. [View official press release here.](#)

**Congratulations Don on your promotion and may
you have continued success in the future!!**

Ph.D. in Technology Commercialization by Gary M Cadenhead Ph.D.

Several MSTC graduates have recently inquired about how to earn a doctorate in Technology Commercialization. One can earn a Ph.D. in Technology Commercialization from The University of Texas at Austin. The IC² Institute cannot offer a doctorate because it is not an academic department. However, several academic departments are available to offer an interdisciplinary doctorate in Technology Commercialization. John Butler, Director of the IC² Institute, would be available to chair such a degree as would many of the MSTC faculty.

Ph.D. degrees from The University of Texas at Austin are primarily research degrees and secondarily teaching degrees. Even with the MSTC degree, earning a doctorate would probably take four years. If your interest is in teaching at the university level in an adjunct capacity, you should consider one of the online degrees. This path will take less time and can be pursued while still working. If any of you have experience with such a program, please [contact me](#) about it and we will describe it in the next MSTC Newsletter.

Alumni Meeting

The MSTC Alumni Association-Austin met on May 27th at the Campus Club. A total of 10 alumni and three staff were in attendance while Dr. Cadenhead discussed several exciting topics over lunch. Included in these topics were the program's new name and an in-depth description of the new 2009 class. Additionally, he announced the upcoming program starting in September with CIMAV in Monterrey, Mexico. The next meeting date will be announced in the July newsletter.

Questions? Comments? Suggestions? Please contact [Jacquelin.](#)

Upcoming Events

Information Sessions

If you would like to provide a short testimonial at any of the upcoming information sessions, please [contact us](#).

July 17, 2008

August 13, 2008

September 18, 2008

October 22, 2008

November 13, 2008

December 10, 2008

January 15, 2009

All information sessions are held in the Global Classroom at the IC² Institute. Food and refreshments are served. The information sessions begin at 6:30 p.m. and conclude at 8 p.m.

Remember, to gain entry to the Referral Rewards Program, you may provide a testimonial at an upcoming information session, support MSTC at a conference or annual meeting, arrange an information session at your company or refer an applicant to the program.

Conferences

The MSTC Program is attending various conferences, annual meetings and trade shows this year. If you are interested in attending or providing your support, please [contact us](#).

State Bar of Texas Annual Convention

June 26-27, 2008

George R. Brown Convention Center
Houston, Texas

Texas Association of Mexican-American Chambers of Commerce (TAMACC)

July 30-August 2, 2008

Austin Convention Center
Austin, Texas

National Instruments Week

August 7-9, 2008

Austin Convention Center
Austin, Texas

nanoTX USA '08

October 2-3, 2008

Hyatt Regency Convention Hotel
Dallas, Texas

InnoTech

October 16, 2008

Austin Convention Center
Austin, Texas

Texas Conference for Women

October 16, 2008

George R. Brown Convention Center
Houston, Texas

Association for Women in Technology - Business Conference

February 2009

Location: TBD

We Want You!

The MSTC Program and the IC² Institute are interested in documenting a few settings in which graduates of the program are making a difference at the local, regional or large corporation level.

Members of the alumni group could greatly enhance this process by alerting the staff of the MSTC Program to situations in which teams or individuals have been a catalytic force for product breakthroughs, regional spikes in economic activity or similar situations.

Please send suggestions to [Lara Horowitz](#). The MSTC Program would like to feature your story on the Alumni Spotlight page of our Web site as well as in the Austin Chamber of Commerce monthly newsletter, and TechBytes.