

# ALUMNI NEWSLETTER

November 9, 2007

## **Crossing the Chasm** by Dr. Gary M Cadenhead

Professor Kate Mackie introduced many of you to Geoffrey Moore's book, *Crossing the Chasm*. From my perspective, Moore's construct has relevance to understanding where our MSSTC Program is today and where we need to go. While the Program is clearly beyond survival, it has not crossed the chasm and become mainstream. To achieve the prestige and impact that many of you want for the degree, the Program needs to cross the chasm. Simply put, the Program is never going to have impact or be widely recognized if we only graduate 40 candidates each year. We need to grow the Program both in the number and quality of our MSSTC graduates. I ask you to join me in taking the Program across the chasm.

First, we need to increase the number enrolled in the Program. I would like to have sufficient enrollees to allow us to have a second cohort this coming April. We are actively exploring offering a cohort with a bioscience orientation in Houston as early as January 2009.

Second, we need to increase the quality of the applicants along three dimensions:

1. **Experience.** We want our candidates to have sufficient experience to be able to participate meaningfully in the class discussions.
2. **Communication Skills.** Making significant contributions to the class discussions also requires a certain fluency in English and a willingness to raise one's hand and offer an opinion.
3. **Brain power.** We want bright professionals in the class.

Our degree educates and trains individuals to make contributions as technology commercialization professionals in at least three areas:

1. **Technology Driven Corporations.** We have graduates making significant contributions in IBM, Applied Materials, Dell, Freescale, and 3M, for example. Many are involved in new product development.
2. **Entrepreneurial Ventures.** Our graduates are taking new technologies to market through new ventures.
3. **Technology Transfer Offices.** Universities, federal labs, and economic development agencies all have technology transfer offices dedicated to commercializing new technologies. Our graduates are working in these offices. These three areas are not only sources of jobs for our graduates but also where many prospective candidates are currently working and considering how a master's degree could propel their professional development.

I am asking you to assist Lara and me in recruiting. Specifically, I would like two individuals from each class to coordinate their class' recruiting efforts. Please email [me](#) if you would be willing to be one of the co-chairs for your class. I am not asking you to spend a great deal of time on this effort. Most likely, your time would be spent organizing an information session in your community or corporation. Sharing the value of your MSSTC experience with a friend or colleague may be sufficient. Doug Baum and Kevin Enders have already agreed to be co-chairs for the Class of 2007.

To encourage your active participation, I am offering free drinks at the next alumni dinner to the class that recruits the most candidates and to all classes that recruit five or more accepted applicants.

Let us cross the Chasm!

# MSSTC Develops New Logo

Building brand awareness is an important factor in marketing a product or service. Not only is it one of the key steps in promoting a product, it also maximizes recognition. Brand awareness for the MSSTC Program can best be served through keeping a consistent and cohesive look that will be used across the board in all advertising.

The creation of the logo has been the first

accomplishment of the many efforts to brand

University or Texas at Austin, the UT word mark



THE UNIVERSITY OF TEXAS AT AUSTIN  
MASTER OF SCIENCE  
Science & Technology Commercialization

the MSSTC Program. Because the program confers an MS from The

has been utilized in conjunction with the MSSTC graphic.

# Alumni Conference



**4th Annual Alumni Conference October 12th, 2007 Sullivan's Restaurant**

The "It's Easy Being Green" alumni conference which was held on October 12th-13th was enjoyed by many. It was action packed beginning

with a social hour, a delightful welcome by Dr. Robert Peterson. and dinner held at Sullivan's Restaurant. Saturday's conference

began with a wonderful start by Dr. John Butler and Dr. Gary Cadenhead delivering their scope and future goals of the MSSTC

Program and the IC2 Institute. Many presentations were given by fellow alumni, industry officials, and the keynote speaker, Mayor Will Wynn.

## MSSTC Program

Director [Dr. Gary M Cadenhead](#)

Program Coordinator [Jacquelin R. Courtney](#)

Marketing Coordinator [Lara Horowitz](#)

Training Specialist [Erin Harris](#)

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## University Of Texas At Austin, South Korea Province Team Up To Promote Entrepreneurship

The University of Texas at Austin and the Gyeonggi Province of South Korea are taking the first steps to launch a program to promote entrepreneurship, identify promising technology start-up companies and introduce them to the United States market.

University and Gyeonggi officials today (Tuesday, Oct. 30, 2007) signed a preliminary agreement for the three-year project, called the Gyeonggi Innovation Program. A final agreement is expected in early 2008. Dr. Juan Sanchez, vice president for research, signed for the university and Governor Moon-Soo Kim signed for Gyeonggi.

As part of the program, the university will develop a presence in South Korea. This involves launching academic programs in entrepreneurship and technology transfer conducted by the university. Additionally, work will begin toward expanding fields of cooperation through operating joint programs with other University of Texas System institutions.

The Gyeonggi government will finance the Innovation Program and additional projects to be launched by the university in the province.

The program will be operated through the Global Commercialization Programs unit of the IC<sup>2</sup> Institute, which is part of The University of Texas at Austin.

"The University of Texas at Austin's proven expertise in technology commercialization and entrepreneurship can help Gyeonggi's start-up companies to quickly find their footing in the United States," Sanchez said.

"We look forward to a strong and fruitful relationship with The University of Texas at Austin," Kim said. Gyeonggi is in northwest South Korea and surrounds the national capital, Seoul. The province has a population of 10.6 million people.

The program is an example of The University of Texas at Austin's commitment to global solutions. The university has several programs that have relationships with institutions in other countries. Global Commercialization Programs operates projects in entrepreneurial education and commercialization around the world including in India, Hungary and Mexico, said Sid Burback, director of Global Commercialization Program.

"Our presence and operations in Korea around technology commercialization and fostering entrepreneurship is the first important step toward a stronger University of Texas partnership in Korea," said Paul Zukowski, assistant director and project leader for the Korean project.

—Press release source: <http://www.ic2.utexas.edu/global/images/gyeonggipressrelease.pdf>

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## Message from the President

I am very excited to say that our 4th Annual Alumni Conference this past month was a huge success. I think everyone would agree it was our best ever. I want to extend my thanks to all the alumni who made the effort to come out to the dinner and conference. Everyone was very satisfied with the return on their investment of time. We had in excess of 60 participants between the events, and beat our old attendance record by at least 25%.

The MSSTC program is currently coordinating a holiday event with the current class so you can meet them and welcome them into our association. Keep an eye out for the announcement of the date which should be sent soon.



## UPCOMING

### INFO SESSIONS

*Held at IC<sup>2</sup> Institute*

November 28 6:30 pm

December 12 6:30 pm

### UPCOMING TECH EVENTS

November 13

ATC CxO Best Practices  
Seminar-Index Edge  
Corporate 401k  
Development

November 14

Clean TX Forum-Solid  
State Lighting Austin  
Technology Council  
(ATC)

November 15

National Venture  
Forum, The Yale Club  
New York

November 15

Swing Exchange,  
Networking and Music  
Extravaganza, Business  
District Magazine

November 15

EO Accelerator  
Recruitment Luncheon,  
The Triangle-  
Community Room

## ALUMNI SURVEY

In order to build an accurate Alumni directory, the MSSTC program is currently updating our Alumni database. Please assist us in this process by completing and returning the survey that was emailed on October 25th. If you did not receive the survey, please send an email to [Jacquelin](mailto:Jacquelin) containing the following information:

Name	Grad Year
Email	Secondary Email
Employer	Cohort (Online or In-Class)
Phone	Military Affiliation (if applicable)
Address	Completed Advanced Degrees (if applicable)

# REMINDERS

## ALUMNI REFERRAL REWARDS PROGRAM

The next Referral Rewards drawing will be 12/1/07 – don't miss your chance to win! To gain your entry to the drawing, simply:

- Provide a student testimonial at an upcoming information session – we need you!
- Arrange an information session at your company or in your community
- Refer an applicant to the program
- Contact [Lara Horowitz](mailto:Lara.Horowitz) to be featured in our upcoming Alumni Spotlight on the MSSTC website
- Insert your idea here! Email [Jacquelin](mailto:Jacquelin).

## CALL FOR STUDENT SUCCESS STORIES

The MSSTC Program and the IC<sup>2</sup> 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 MSSTC Program staff and director to situations in which teams or individuals have been a catalytic force for product breakthroughs, regional spikes in economic activity or similar situations. We would be grateful for research leads and will reward our intelligence agents who provide timely tips in an appropriate manner. You could even find your name on an academic paper. Please send suggestions to [Jacquelin](mailto:Jacquelin).

**Comments? Suggestions? News? Questions?**

**Please contact [Jacquelin Courtney](mailto:Jacquelin.Courtney), Program Coordinator**