

Caltech/MIT Enterprise Forum
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Beyond the Bubble:
Building Ventures the Old-Fashioned Way

Keynote Address

Joseph D. Lichtenhan, Ph.D. Co-founder of Hybrid Plastics™ and serves as President, and Chief Executive Officer and Chairman of the Board. He is a pioneer and world authority in the field of Nanostructured® Chemicals. His insights into their applications launched the company and the commercialization efforts for the technology. Prior to starting Hybrid Plastics™, he served for seven years as a Technical and Business Area Director for the Polymeric Component Applications Program at the Air Force Research Laboratory. As CEO and COB, Dr. Lichtenhan is responsible for strategic planning and the corporate governance of Hybrid Plastics. He received his BS from Kansas State University and a Ph.D. from the University of California at Irvine. His entrepreneurial activities started at the age twelve and he has actively participated in a number of sole-proprietorships including the co-founding of a national mail order company. He also currently serves on the Advisory Board for the Advanced Technology Program at the Department of Commerce's National Institute of Standards and Technology and on the advisory board of a newly emerging nanotechnology information and marketing company.

Panelists:

Tom Taulli - Author, entrepreneur, financial analyst, and angel investor, specializing in technology business. He is also the founder of ExamWeb.com, which provides online exam test preparations. Tom is a graduate of Whittier School of Law. While in law school, he developed the Multi-State Bar Exam software for West Publishing (now owned by Thomson). As an author, in addition to technical publications, Tom has also written about the stock market for a variety of print and online publications, including Barron's, Research Magazine and Registered Representative, Internet.com, Edgar Online, MSN Investor, CMP's Techinvestor, and Forbes.com. He appears frequently on CNN, CNN and CNBC. He is also quoted extensively in the Wall Street Journal, Forbes, New York Times, LA Times, Fortune, Business Week, US New and World Report, USA Today and Washington Post. His recent book, "Investing in IPO's" was released in April by its publisher, Bloomberg Press and is a top seller. He is currently working on a second book for Bloomberg about employee stock options.

Mike Holland, Chairman and CEO, e-DN.com. Mike directs the corporation while playing an important role in the technical development of cost, effective e-commerce solutions for all small to medium size businesses in multi-tier supply chains. He brings 22 years of recreational vehicle vertical market expertise to the corporation. Mike's deep knowledge of information technology both as a customer and supplier are invaluable to e-DN and its customers. Under his leadership, e-DN.com's mission is to provide easier, cost effective e-commerce solutions for all small to medium size businesses in multi-tier supply chains. Mike has been a recent presenter at the Southern California Technology Forum hosted by the Los Angeles Regional Technology Alliance (LARTA), as well as the VentureOne Forum in San Jose, California. He is a member of the Recreational Vehicle Dealers Association and WDA Aftermarket Association. Mike is also co-founder of RVShop.com, America's Premiere RV web site and EnVision Internet Design, LLC.

Charles Cole, Founder and CEO, Five Ten. Charles has been a “fanatical rock climber” since 1975, in addition to his general interest in outdoor sports. He decided to turn his outdoor joy into a business. Armed with \$20,000 borrowed from “three foolish friends” he started Five Ten in 1985, having had no work experience related to Five Ten’s core business of producing climbing shoes. He learned the technology he believed was required to produce the best climbing shoes and then implemented it in his new company. He describes himself as “hyper-competitive”, a trait often needed to develop a successful company. Charles holds a B.S. in Mechanical Engineering from the University of Southern California and an MBA from the University of Michigan.

Siamak Yaghmai – Founder and Chief Executive Officer, Medical Technology Transfer Corporation. Educated and practicing originally as an architect, Sia Yaghmai has been the Chief Executive Officer of MTT for the last nine years, developing and managing outpatient diagnostic centers, including primary care, imaging, lab, pharmacy and occupational health services, based on leading-edge concepts of patient care management developed at UCLA. That venture has leveraged relationships with corporate purchasers of health care services and financing arrangements from vendors in a fashion so that no outside equity investment has been required. Two years ago, he co-founded Medaxis Corporation, a company devoted to the development and marketing of software implementing those and other concepts in health care and process management, this time requiring equity investment, but not from venture capitalists. Sia holds a Bachelors and Masters in architecture from the University of California at Berkeley.

Moderator:

Ira D. Moskatel, Arnold & Porter. Ira Moskatel’s law practice focuses on the representation of businesses that depend on intellectual property or technology, including computer software and hardware, entertainment, publishing, communications, and electronic commerce, with emphasis in licensing, mergers and acquisitions, joint ventures and strategic alliances. Ira was a founder of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering) and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a past chair of the Caltech/MIT Enterprise forum and has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association. He has lectured and written extensively for major publications on legal aspects of technology, electronic commerce and data security. Ira received a Bachelor of Science in Engineering and Applied Science from the California Institute of Technology and a J.D. from the University of Southern California Law Center, where he was elected to Order of the Coif and the Board of Editors of the Southern California Law Review. He is certified as a specialist in taxation law by the Board of Legal Specialization of the State Bar of California.