



SPEAKER SPOTLIGHT

LIQUID RESOURCES: AN EXCELLENT RESOURCE

Timothy J. Curtiss, Chairman, CEO, and co-founder of Liquid Resources in Medina, OH, leads this innovative biofuels manufacturer which provides destruction services for major manufacturers of soft drinks, alcoholic beverages, and household products, as well as other industries. Liquid Resources converts these liquids into ethanol for sale into the fuel and industrial marketplaces, helping its customers avoid more expensive and less environmentally efficient solutions such as landfills and sewage and incineration. Liquid Resources is the only manufacturer of ethanol in the state of Ohio and one of only two companies in the nation that provides these services. The company also recycles packaging (aluminum, plastic, cardboard, and glass) for “beneficial reuse,” and markets and supports the development of new facilities to serve strategic customers.

Liquid Resources’ customer base includes brewers and their distributors; soft drink bottlers and distributors; syrup manufacturers; pharmaceutical companies; and consumer over-the-counter producers. Key government partners include the US Department of Agriculture, the State of Ohio Governor’s Economic Development Office, and the Ohio Air Quality Development Authority.

The company has a major new customer expansion program. They are pursuing global opportunities in both the domestic

and international markets as well as with distribution and other biofuels.

Curtiss notes that when building a business, good communications are critical. “You must build your board carefully and work closely with the members. Employ the best advisors and use business communications proactively,” he says. With the success of Liquid Resources, it is clear that Curtiss has done just that!

Can Philanthropy Create New Jobs in NEO?



Bob Miller is the **Executive Director of The Generation Foundation**, a grant-making public charity supporting the formation of small technology-based initiatives in Northeast Ohio. He is also president of Robert Miller Associates, a consultancy for nonprofit organizations he formed in 1990. With a strong interest in economic development and public benefit organizations, he has served on the boards of a dozen nonprofits in Cleveland and was chairman/CEO of the Cleveland Institute of Music.

According to Miller, greater Cleveland ranks 23rd out of the 36 comparable metropolitan areas in entrepreneurship. The Generation Foundation was founded as a grant-making public charity in 1997 by Peter Ranney and Herb Strawbridge, with the idea that foundations can collaborate, achieve higher ROI, and reach a critical mass in grants to innovative

economic development nonprofits that can aid the formation of new business and higher paying jobs in northeast Ohio.

The Generation Foundation is set up so that: trustees pay operating expenses, so all contributions are used for new grants; advisors help select startups with greatest economic development potential; other grant makers are enrolled to create substantial funding packages; and \$44M in follow-on grants was added by other funders to its \$1M in startup grants, in addition to capital investments.

Miller says that the initial focus of The Generation Foundation is: (1) regional economic development to restore competitiveness and raise the quality of life in northeast Ohio; and (2) its first grant of \$162,500 for research and a business plan to form BioEnterprise and help establish a cluster of life-sciences companies.

The Generation Foundation’s advisory board is comprised of 18 pro bono experts in technology, venture capital, public policy, and entrepreneurial management.

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SPEAKER SPOTLIGHT

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The board helps to identify potential grants, analyses and critiques proposals, and serves as ambassadors to the community.

Miller notes with pride that the 81 participating organizations gave over \$30M and funded six initiatives along with implementing other key points in the project and 42 other funders have joined in making grants to projects like BioEnterprise; Cleveland Clinic Innovations; Case Technology Ventures; Mt. Sinai Skills and Simulation Center; NASA Glenn Research Center; OneCommunity; Ohio Fuel Cell Coalition; and Nano-Network. So, yes! Philanthropy can help create new jobs!

The Enterprising Institution: Leveraging Technology to Transform the Campus and the City



Lev Gonick

Lev Gonick is Vice President for Information Technology Services & Chief Information Officer in the Office of Research & Technology Management at Case Western Reserve University. In addition to his position at CWRU, Gonick is Chairman of

the Board of OneCommunity, a metropolitan-wide strategy to extend high speed network connectivity to the nonprofit section in northeast Ohio.

Gonick says that OneCommunity connects the region's public and nonprofit institutions to a world-class digital infrastructure and advanced technology provided by our local technology businesses. "It enables enhanced, innovative services that can transform the quality of life, economic opportunities, and reputation of northeast Ohio," he adds. Northeast Ohio's research universities are uniquely positioned to leverage core competencies in networked research to support innovation, entrepreneur-

ship, and commercial activity. "Northeast Ohio's research universities are the gold standard in how to use technology," he contends.

OneCommunity serves 13 counties with new statewide and national access. Its leadership is directed by serial entrepreneurs, with unprecedented regional public and private sector support. "These institutions are working together in ways that were unimaginable in the past," Gonick says, because "libraries and museums, for example, are now able to network in ways that didn't exist in the past."

Technology enables collaboration among these major institutions and high schools; for example, a high school AP biology class can link to a hospital via technology. OneCommunity is connected to statewide resources and to broadband leaders nationwide and beyond. There are over 1,000 sites and over 300,000 people connected to the infrastructure.

OneCommunity has secured agreements with the region's cable and telecommunications players to enhance reach and cost effectiveness of the network. It offers new and enhanced services from wireless access to computing to applications to data intensive searches. Gonick also touts improved access to lifelong learning resources, enhanced connections, and access to community services. In addition, there is enhanced access to quality health care, all of which attract investments, talent, and new businesses.

Its local network includes NorTech, CCC, CCF, UH, CWRU, CSU, RTA, WVIZ, MetroHealth, City of Cleveland, Progressive, Cleveland Municipal School District, Cuyahoga County, Cuyahoga County Public Libraries, and Ideastream.

OneCommunity is also working on: a community portal for centralized access to community services and new applications; hosted and managed solutions for small non-profits; workforce development; RHIO; wireless services (RTA and homeland security); attracting substantial new investment from global technical leaders; business attraction; and more!

OVA MEETINGS

OVA meets monthly for lunch at The Union Club, 1211 Euclid Avenue.

The usual meeting schedule is:

- 11:30 Networking**
- 12:00 Lunch and Introductions**
- 12:45 Five-Minute Forum**
- 1:00 Main Speaker**
- 1:30 Adjourn**

Check the calendar on page 4 for dates and speakers. For reservations, call the OVA office at (216) 566-8884, or e-mail to: admin@ohioventure.org.

SEPTEMBER 8 MEETING:

JBYS Systems of Beachwood, OH, offers a drawerless point of sale system that targets the cash management process. It seeks to improve the bottom line through the utilization of business process automation products. JBYS's selling points include: decreased cash management time; decreased errors and employee theft; increased productivity; and elimination of loss due to counterfeit currency. Although IBM, NCR, and Diebold are considered competitors, there is actually no direct competition for JBYS's product.

The company is seeking equity for complete prototype development within three-six months. For information, contact **Bruce Tabachnik** at (216) 533-4671 or via email at jbysystems@yahoo.com.

Michael Porter Event

The OVA hosted a lecture by **Michael E. Porter**, Bishop William Lawrence University Professor at the Harvard Business School, on October 30, at the Ohio Theatre. Porter is one of the most influential economic experts of our time. He speaks widely on the topics of competitive strategy and international competitiveness to audiences throughout the world. He also leads the Institute for Strategy and Competitiveness, and is founder, chairman, and CEO of The Initiative for a Competitive Inner City (ICIC) a non-profit, private-sector initiative. His work is the foundation of Harvard's required course on strategy and appears in the course content of virtually every business school in the world.

Porter is a member of the Executive Committee of the Council on Competitiveness, and has written 17 books and more than 100 articles. His latest book, *Redefining Health Care: Creating Value-Based Competition on Results*, examines the future of the healthcare industry, was the focus of his presentation.

OCTOBER 13 MEETING:

Polyflow Corporation of Akron, OH, has a revolutionary process technology that will recycle mixed and dirty plastic and rubber trash into monomers and solvents. Polyflow is an alternative to crude oil and natural gas for feedstock for engineering polymers, and can reduce the USA's dependence on foreign oil by 3.5% (and up to 7%) when fully implemented. It hopes to be the worldwide process of choice for the disposal of plastic and rubber waste, eliminating a growing environmental problem.

The company is seeking strategic equity as "gap" funding. For information, contact **Joseph Hensel** at 330-253-5912 or via email at info@polyflowcorp.com.

E CITY's mission is to teach entrepreneurship to low-income young people in the **Cleveland** area by improving their academic, business, technology and life skills so that they can become economically productive members of society. E CITY reaches out to 14-21 year olds in low-income communities and teaches them the skills of entrepreneurship as a path toward economic self-sufficiency. It inspires these young people by showing them that their innate street smarts, mental toughness, and creativity can be turned toward viable business ideas. E City has a long list of corporate supporters and is seeking funds to continue to build upon its business plan. For information, call **John Zitzner** at (216) 881-0735 or via email at info@ecitycleveland.com.

NOVEMBER 10 MEETING:

OKM, LLC (also known as **Ohio Knitting Mills**) is seeking to promote and sell its vintage stock, which it calls "Virgin Vintage," because it is untouched and unworn, through trade events, trunk shows, and a recently opened store in Brooklyn, NY. As vintage inventories deplete, OKM wants to continue the brand through "created" products based on its heritage pieces. This means designing and manufacturing new goods, then leveraging the brand and cultivating retail accounts.

OKM is seeking funds for product development and marketing. For information, contact **Steven Tatar** at (216) 272-6375 or via email at steven@steventatar.com.

The OVA is currently seeking speakers for its 2006-2007 year. If you have any suggestions, please contact Lloyd Bell Meaden & Moore (216) 241-3272 or lbell@meadenmoore.com

MEET BOARD MEMBER

Jonathan P. Murray



Jonathan P. Murray

Prior to joining **Early Stage Partners** as **Managing Director** in late 2000, **Jonathan P. Murray** was President of Incubation Services, a strategy consulting firm that provided strategy development, business planning, and financial consulting to early stage companies in life sciences and information technology. Among his clients were Athersys Inc., Aelita Software, ThinkUniversity.com, Party411.com, LearnFree.com, ConnectSpace, IdeaStar, and the Edison BioTechnology Center (EBTC).

Before forming Incubation Services, Murray was President of Volk Optical, a Mentor, Ohio manufacturer of lenses used by ophthalmologists and optometrists to examine eyes for disease. While there, he focused on product branding and marketing programs, reorganized the sales department, implemented enhanced regulatory programs, and contributed to sales increases of 30% per month over the prior year.

From 1991 to 1997, Murray served in a variety of capacities for Spectra Laboratories, a Silicon Valley-based provider of clinical testing services to kidney dialysis clinics, rising to the position of Director of Marketing. During his seven-year tenure there, he simultaneously built and managed the marketing and the software development departments, and directed the telecommunications department on an interim basis. Murray contributed to a shift in strategy for the company towards being an information services provider and developed a series of products that were instrumental in the company growing from 55 employees and \$7 million in annual sales to 550 employees and \$65 million in sales, while dramatically changing the competitive dynamics of the industry.

Murray is a graduate of George Washington University (BA, 1980), where he studied Biology and English Literature, and the University of Michigan (MBA, 1988). In addition to his new duties with the OVA, he serves on the boards of portfolio companies Imalux, Ayalogic, TOA Technologies, and Unitask, and of Northeast Ohio's Singing Angels, a children's choral group. The OVA welcomes Jonathan Murray.

CALENDAR OF EVENTS



Speakers for Upcoming Meetings:

January 12	Mark Heesen <i>NVCA</i>
February 23	Private Equity Summit
March 9	Tony Dennis <i>OMERIS</i>
April 13	Phil Alexander <i>Brand Muscle</i>
May 11	TBA
June 8	Award Event

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