



## SPEAKER SPOTLIGHT

### AKRON'S MALONE ADVERTISING: WORKING TO BE THE BEST



Fred Bidwell

**Fred Bidwell is President and CEO of Malone Advertising** of Akron, Ohio, a retail and customer marketing specialist agency in business since 1943. The company builds brands from the bottom up by driving trial, traffic, and sales for its national client base. Throughout his 20-year career in the communications business, Bidwell has worked with some of the world's most well-known names, such as GE, BMW, Nestle, Pfizer, Kimberly-Clark, Revlon, Clorox, John Deere, Isuzu, Kmart, and Sherwin-Williams.

According to Bidwell, Malone's work ethic is unique and it is also what makes the company successful. "This business is about the success of our clients, and nothing else." Bidwell notes that the company's mission is "...measurable results, and we do whatever it takes to help achieve that, from the way we run a meeting to the way we write a creative strategy." He believes that it all starts with a deep understanding of how to "enhance and develop brand equity, drive traffic and increase sales."

Bidwell is proud of his team at Malone and

contends that its creativity and individuality make a difference to the success of the company. His people provide a specialty service that makes them the best at what they do. "Our consumer insights team integrates client brand strategies with consumer and retailer insights to develop best-in-class customer marketing programs and platforms," Bidwell says. It is important to Malone that, no matter the size of the client, each one is handled with the same quality of customized service, designed especially to meet that client's needs. "No matter what the assignment, our creative staff is involved in every level of planning, strategy, and execution to ensure our work is on target and successful," he adds.

With offices in Akron, Atlanta, Bentonville, Dallas, Minneapolis, Newport Beach, and Toronto, it is clear that Malone Advertising is indeed working hard to be the best!



James D. Ireland

### Working Towards a Self- Sustaining Venture Capital Continuum in Northeast Ohio

**James Ireland, III, is Managing Director and Chairman of Capital One Partners**, a Cleveland-based private equity investment firm that he co-founded in 1993, which has direct investments in early stage and middle market companies in various

information technology, life sciences, consumer, and service businesses.

Ireland also chairs the NorTech Early Stage Capital Task Force, which was formed in 2002 to help create enough early stage capital in the region to promote growth. The leaders convened with the idea in mind to develop: a venture capital continuum analysis; capital requirements metric by deal stage; inventory of existing investors by stage; and to relate metrics and inventory to NorTech's regional technology strategy. "We wanted to increase deal flow quantity and improve the quality of the deals," Ireland says. In addition, the task force wanted to attract increased venture capital from outside the region as well as inside northeast Ohio.

The group formed several organizations, one of which was JumpStart, which has since reviewed over 375 business plans. They also formed Case Tech Ventures to invest in CWRU-developed technology; these investments have leveraged a further \$1.1 million with 30 deals reviewed and

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**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](mailto:admin@ohioventure.org).

# SPEAKER SPOTLIGHT

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three funded. CCF Innovations was formed as well, with 13 companies spun off since its inception.

Ireland notes that there is a gap between the desired venture capital availability and the existing supply of early stage capital statewide in Ohio. "There is still not enough capital, but it is solidly growing," he contends. There is, however, a list of "needs," which includes examining available data on pre-seed, seed, and early stage funding; reviewing investment activities of principal venture capital groups; and developing a forward-looking demand analysis.

Ireland goes on to say that, when looking at different potential sources of capital (state and federal government, corporations, individuals), he is confident that Ohio can raise the needed funds. "North-east Ohio faces a five-year window of opportunity to create a self-sustaining continuum of pre-seed, seed, and early stage market activity. We must collaborate and enlist the support of key regulatory leaders to expand our grant and investment commitments in order to operate at scale," Ireland concludes.

According to Lammers, the mission of InnoDesk is to bring new and innovative products to the retail stationery and office products marketplace and to reenergize the stale office product market, focusing on retail store like Staples and OfficeMax. Lammers contends that one of the keys to the company's success is that it outsources functions, such as product design and development, engineering, manufacturing (in China), logistics, and sales. "We outsource everything," he says.

The company started with four products: a paper shredder, a pencil sharpener, a letter opener, and a dust blower. It expanded to seven products the next year by including scissors, a stapler, and a tape dispenser. It then moved on to specialty items, such as executive desk sets and "S'cool Tools."

Lammers notes that he and his team have learned to "think and act big." It is important, he adds, to "specify a target, solve a problem, prepare for business, and then deliver." Quite obviously, the company delivers because its customers include some of the leading mass market retailers in the country, such as OfficeMax, Office Depot, Staples, Wal-Mart, QVC, and Radio Shack, to name a few.

In addition, Lammers says that startup companies in Cleveland can absolutely become a success; in fact, the consumer products market is huge and offers a tremendous opportunity. "It is sometimes easier to get funded without a product idea than with one. But, perfect is the enemy of the good." Sounds like InnoDesk is much better than good. Sounds like a perfect idea!

## The Innovation of InnoDesk

Tony Lammers is President and CEO of InnoDesk, Inc., a Cleveland-based, venture-backed, new product development company specializing in bringing new and innovative products to the retail stationery and office products marketplace. Since its inception in 2001, InnoDesk has launched 11 new products, including the award winning hand-held battery operated Paper Shredder and the incredible Thermo-Cut™ Tape Gun, which is revolutionizing the packaging tape and tape gun marketplace. InnoDesk has been issued five utility patents, 14 design patents, and has at least 30 other pending patent applications on its products.



**BENEFITS**

- up for easy storage
- ergonomic design
- to fit easily in backpack or desk drawers
- studded with each

# FIVE~MINUTE FORUM

## OCTOBER 14 MEETING:

**DragonShark Cutlery** offers a complete line of new and improved kitchen cutlery, sports and folding knives. The cutlery is designed to make it up to 30% easier to cut all types of foods due to its patented 15-degree raked blades-to-handles. The cutlery also gives 50% more increased control with its patented ergonomic handles that double the hands' natural pressure points for ease of holding the knife. The new DragonShark Cutlery line makes obsolete every known kitchen cutlery set in the marketplace and will forever change the way that consumers purchase regular knives.

The company is seeking funds to continue to build its business. For information, call **Michael Stevens, President**, at (216) 541-6000.

**ProPractica, Inc.**, formed in 2004, provides clinical information tools to help physicians streamline their practices. The company offers the guidance, training, and support that doctors need for the successful adoption of new information technologies—in particular electronic medical records and related clinical information services. ProPractica offers three basic tools: *StreamlineMD™* Administrative (basic tools for e-prescribing, automated laboratory orders and results, charge capture, insurance verification, and more); *StreamlineMD™* Clinical (additional tools for patient clinical records and document management); and *StreamlineMD™* Data (tools for performance analysis, clinical trial support, and patient communication).

The company is seeking funds to continue to expand its business. For information, call **Ben Lieblich, CFO**, at (216) 373-7392.

## NOVEMBER 11 MEETING:

**DimpleDough, LLC** of Chagrin Falls, is a retail software and web application with the ability to personalize gift cards and to make them a “must have” item. The company plans to take advantage of the fact that personalized products, digital photography, and online shopping are trendy and popular. Both the giver and the receiver are rewarded with personalized cards and the retailer sees increased loyalty and sales. Printing is done by Current Cards printers and easily integrates into e-systems. DimpleDough has filed for patent protection and is seeking funds for sales, marketing, and continued development. It is also looking for experienced people to serve as members of its board. For information, call **Shawn Barrieau, President**, at (440) 708-3297.

**Spartica** is an international consulting and management group which plans to open a health and wellness center at University Circle. The business offers services to commercial, residential, and private customers. It assists with the real estate, architecture, interior design, human resources, training, programming, advertising and more. The University Circle location will focus on health and wellness, as well as socialization and fitness. Services to be offered include massages, facials, nails, aromatherapy, yoga, pilates, body treatments, reflexology, reiki, meditation, kickboxing, acupuncture, acupressure, and retail sales. Pricing will be in the upper mid range.

Spartica is seeking funds for startup capitalization. For information, call **Marc Abraham, President**, at (216) 671-2710.

## DECEMBER 9 MEETING

**DMRH, Inc.**, of Mason, OH, provides high speed medical imaging and analysis targeted to radiologists, doctors, surgeons, and technicians. This “next generation” software dramatically increases the imaging and patient throughput by improving the productivity of healthcare workers. Because the medical imaging market is growing and the processing demand is going up, DMRH plans to move into this market niche. Its sources of revenue are from software licenses, and support and services. Sales growth results from the distribution of new equipment with the company's unique software. DMRH plans an exit strategy of selling to a top medical imaging company or a competitor.

The company is seeking funds for marketing and research and development. For information, call **Rendell Hughes, CEO/Vice President of Operations**, at (513) 290-8382, cell, or (513) 701-1826, office.

### Please Note:

The April meeting will be held on Friday, April 26, in the evening and combined with a game with The Lake Erie Captains. Details will follow from the OVA office.

# PRIVATE EQUITY INVESTMENT SUMMIT

# CALENDAR OF EVENTS

The Ohio Venture Association is hosting a *Private Equity Investment Summit* on Friday, February 24, 2006, at Corporate College, 4400 Richmond Road, one-half mile south of the Tri-C campus. The focus of the event is *Investment Conditions and Opportunities Today in Northeast Ohio*. The summit begins with an 8:00 am registration and continental breakfast. Breakout sessions include: (1) **8:30—9:30 am, “Issues and Opportunities for Investing in Northeast Ohio”**; Moderator is Mike Stubler, Managing Director of Draper Triangle Venture; Panelists are Lynn Ann Gries, Chief Investment Officer, JumpStart; Don Gustavson, Founder, Laboratory Casework; and Jamie Ireland, Managing Director, Early Stage Investors; Sam Gerace, Serial Entrepreneur; (2) **9:35—10:35 am, “The Technology Transfer Process in Northeast Ohio and Making it Pay Off for Investors”**; Moderator is Mark Coticchia, Vice President of Research and Technology Management, Case Western Reserve University; Panelists are Chris Coburn, Executive Director, CCF Innovations; Ray Leach, President, JumpStart; and Baiju Shah, President, BioEnterprise, Inc.; and (3) **10:50—11:50 am, “Leveraging Public Initiatives and Private Equity in Northeast Ohio”**; Moderator is Ben Calkins, Partner, Kahn, Kleinman, L.P.A.; Panelists are Michael DeAloia, Senior Executive for Technology Development, City of Cleveland; John Huston, Member, Ohio Tech Angels Fund; Clay Rankin, Co-founder, Sycamore Partners; and William Trainor, Managing Director, C&T Access Ventures.

A buffet lunch is provided from 12:00—12:45 pm. The cost is \$65 for members and \$85 for non-members. Applications can be found at the OVA website at [www.ohioventure.org](http://www.ohioventure.org), or participants may call (216) 566-8884. The summit is co-sponsored by Brockman, Coats, Gedelian & Co., Key Entrepreneur Development Center, Meaden & Moore, and The Gordian Organization.



## Speakers for Upcoming Meetings:

<b>February 10</b>	Carol Latham <i>Thermagon</i>
<b>February 24</b>	Private Equity Investment Summit
<b>March 10</b>	Scott Granneman <i>East of Chicago Pizza</i>
<b>April 26</b>	Peter Carfagna <i>Lake Erie Captains</i>
<b>May 12</b>	Mike Wojno <i>Summa Enterprises</i>
<b>June 9</b>	John Osher <i>Entrepreneur</i>

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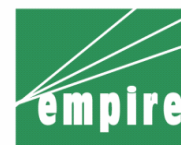
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