



# B & F Brick

The Office of Business & Finance

## Great Things are Happening at the Technology Commercialization and Knowledge Transfer Office

In early April, the TCO celebrated the official opening of the new Technology Commercialization and Knowledge Transfer Office. Faculty, staff, researchers, students, and business community members participated in the open house event which involved interactive TCO displays, food, and ping pong. Significantly, there was an awards ceremony for the day-long student hackathon the

*Hacktastic for Health.* The

'hackathon' was an event where students came together to brainstorm and build an iPhone or iPad app for the health and wellness space. Over 25 students and mentors participated in the all-day hackathon.

The same day at TCO, The Ohio State University and Ohio University announced their partnership to create a new venture capital fund. This new

fund is designed to meet the need for early-stage funding. Both universities committed to \$35 million. Resources will also be leveraged to attract top talent, additional funding and facilities in an effort to perpetuate entrepreneurial activity in Ohio.

Innovative space spurs innovative ideas. In the new TCO office there are many open meeting and brainstorming areas that students and faculty regularly use. The new "Gateway" space is symbolic of an entry point on campus for business, students, researchers, and the community with the mindset that all good ideas need a partner and all partners need a place to flourish. There is an open door policy at the TCO, so please feel free to stop by any time!

Big plans with even bigger impacts are in store this summer at the TCO!



Issue 8

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### FOOD FOR THOUGHT

The great thing in the world is not so much where we stand, as in what direction we are moving.

- Oliver Wendell Holmes

**B&F Annual Summer Picnic:** Please join us on July 19th at Beekman Park on Kenny Road from 11AM—3PM  
**Volleyball, Food, Fun, Live Music!!!**



## From the Desk of Geoff Chatas

As we end the fiscal year for 2012, I find I am reflective of what we collectively have accomplished this year. Above and beyond the successful performance of our core operations, FY 2012 has been a busy one for the Office of Business and Finance as we:



- Were the first public university to issue century bonds, valued at \$500 million.
- Closed an affinity agreement with Huntington at excellent terms for employees and students and an upfront payment of \$25 million.
- Opened an Office of Technology Commercialization and Knowledge Transfer Office and are undertaking significant change in our tech transfer processes across the university.
- Changed auditors and obtained a clean opinion with our new external auditors, PwC.
- Facilitated all financial aspects of Semester Conversion.
- Implemented a large-scale electronic medical record and business application system and went through a strategic name change at the Wexner Medical Center.
- Changed how we deliver packages across campus from routes to systems.
- Improved and simplified process through implementation of various e-tools.

Requested proposals and held countless communication forums surrounding the topic of leasing our parking facilities.

This reflection on FY 2012 accomplishments leads to looking forward and planning goals for the next fiscal year. Fiscal 2013 is lining up to be as dynamic and interesting as FY 2012 has been. Now is the time for meaningful counseling and goal setting sessions with your leadership teams. We will share B&F goals with you as soon as they are finalized. As always, if you have any questions or comments, please reach out to me at [chatas.1@osu.edu](mailto:chatas.1@osu.edu).

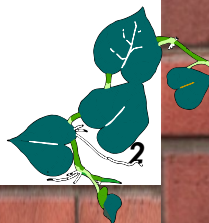
## Phoenix—The New Logistic Management System

Central Receiving, in a joint effort with BFAP-IT, has developed and implemented a new logistic management system, Phoenix. This package tracking system is designed to maintain visibility of all items from the moment they are received at Central Receiving until the final delivery to university departments.

OSU Delivery Drivers are equipped with a handheld computer scanner used to manage delivery information about each package and record receipt signature of the customer. Items for pick-up can also be scheduled and tracked (real-time), while the drivers are in-process of completing daily delivery routes. The new system interfaces with PeopleSoft to acquire Purchase Order information including each of the comment sections. The transfer of receipt information back to PeopleSoft has been automated increasing data processing efficiency and reducing keying errors.

Phoenix will allow Central Receiving the opportunity to provide best in class logistics service. This in turn will allow our faculty and staff more time in addressing their core responsibilities.

Phoenix allows for timely service with enhanced visibility and reporting to the university community. This new system will be instrumental in supporting the ever increasing number of goods received and delivered by Central Receiving.



## Launch of TCO Student Commercialization Board (SCB)

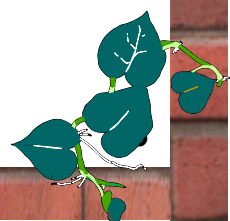
For the first time in Ohio State's history, students have come together to form their very own board focused on innovation, commercialization, and entrepreneurship. The SCB's goals include providing the Technology Commercialization Office with recommendations, creating innovative programs for students, and partnering with existing entrepreneurship-centered organizations both internal and external to Ohio State.

Students, faculty, staff, and local entrepreneurs gathered on May 22<sup>nd</sup> to officially kick-off the SCB at the Comingle Networking and Launch event at TCO. All attendees participated in various networking activities as students facilitated discussions at several mingling "stations."

Remarks were given by Brian Cummings, Vice President of Technology Commercialization, Vijay Gadepally, Chair of the TCO Student Commercialization Board, and Brian Zuercher, local entrepreneur and founder of FlyMuch, Inc. and VenueSeen. Brief remarks were also given by Dan Rockwell, TCO's Director of the Software Prototyping Center, and other members of the Student Board.

In addition to hosting CoMingle, The SCB created a series of workshops called CoStart. The first workshop in the CoStart series, "Introduction to Commercialization", was presented by Ray Atilano, TCO's Director. The second CoStart workshop, "What's a Commercializable Idea?" was presented by Dan Rockwell. Future workshops are planned for the series.

For more information on the TCO Student Commercialization Board please contact Vijay Gadepally, Board Chair at [gadepally.1@osu.edu](mailto:gadepally.1@osu.edu) or Chris Balzer, Vice Chair, at [balzer.15@osu.edu](mailto:balzer.15@osu.edu).



# Performance Management—Coaching Tips!

## The Value of Coaching

One of the strongest components of the new Performance Management instrument is the emphasis on *coaching*. Under Performance Management Policy 5.25, supervisors are required to have a minimum of two documented coaching sessions with each employee, during the performance cycle. These coaching sessions are intended to review: *progress toward objectives, feedback on behaviors identified in values, and progress towards professional development goals*. Effective supervisors use coaching as a tool to communicate strengths as well as areas of improvement with employees **on a regular basis**, not just for performance management purposes.

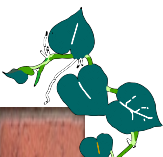
Successful coaches are engaged listeners who ask powerful questions that help the employee better understand their own thinking and behaviors. To become more successful in a coaching role, first ask yourself:

- Did I ask clear, open-ended questions?
- Did I listen without interrupting?
- Did I allow the coachee to come to his/her own conclusions?
- Did I encourage ownership and accountability?
- Did I ask for feedback?

A major distinction between coaching and feedback is that coaching is proactive and focused on future potential or goals, while feedback is reactive and focused on past performance. Other unique characteristics of coaching include: engaging, 2-way communication; listening, questioning and exploring; and developing clarity. Keep the following coaching tips, in mind, before communicating with employees...

- Practice! Deliver lots of *appreciative feedback* ("I noticed you did ...Thank you!...This matters because...").
- Provide more *constructive feedback* ("You could be even more effective if..."). Don't assume employees know better, they may not. Follow up and catch them doing it right!
- Consult with a peer, mentor etc. about a recent coaching conversation. Ask them how they would coach the employee.

Finally, while coaching generally refers to interactions between supervisor and employee, anyone can provide coaching, e.g. to a colleague etc., as long as you assume positive intent and utilize the tips outlined.



# Spotlight on B&F Employee: Erin Bender

Erin Bender, Senior Licensing Officer of Technology Commercialization & Knowledge Transfer, enjoys her job for many reasons. She likes interacting with faculty & staff, learning about new inventions, and determining how to move an invention into the marketplace. Additionally, she appreciates the culture of camaraderie and teamwork. Erin feels that “the most exciting part is when a license negotiation is completed. Telling an inventor that their invention has been licensed by a commercial partner is wonderfully rewarding. Through commercialization, one idea can impact the world.”

Erin completed her undergrad in Environmental Sciences at Wright State University, later earning a law degree at Capital University.

Erin and her husband, Dustin, own and operate a 68 acre cattle farm near Lexington, OH with grass-fed and registered Angus. They also have two children, Amelia and Mathias.

## JOB TITLE

Senior Licensing Officer

## DEPARTMENT

Technology Commercialization & Knowledge Transfer

## TIME AT THE UNIVERSITY

6 years

## JOB RESPONSIBILITIES

- ◆ Manage a portfolio of inventions in the Agbiosciences and General Life Sciences
- ◆ Evaluate inventions, determine viability in the marketplace, and manage necessary protection for those inventions
- ◆ Market technologies to commercial partners and define the appropriate path to market
- ◆ Strategize on how to create the appropriate deal structure for a technology, and negotiate and finalize the agreements necessary for licensing the most promising technologies in the portfolio
- ◆ Oversee and manage the contracts and invention intake team to support the transfer of materials and protection of confidential information



**Fun Fact:** Erin volunteers with 4-H Camp Ohio's adventure programs as an instructor of high ropes, zipping, rappelling, climbing and team challenge activities for youth and adult groups.

## Employee Self-Service—Take Control of Your Info!

Employee Self Service (ESS) was launched on April 30<sup>th</sup> and offers a single, secure source for staff to manage personal information. ESS has two components: eProfile and eBenefits. eProfile allows staff to update personal demographic information (i.e. phone number, address, race and ethnicity). eBenefits allows staff to enroll in and manage benefit elections when eligible (i.e. at hire/rehire, due to qualifying status change, or during open enrollment). Take a moment to log on to ESS, verify personal information, and become familiar with the system. To log on, go to [eProfile.osu.edu](http://eProfile.osu.edu) and enter your name.# and Ohio State Username password. Click on the Personal Information Summary Icon to view information. Any questions can be directed to Teri Goldammer ([goldammer.3@osu.edu](mailto:goldammer.3@osu.edu)) in the B&F HR Service Center.