SBA ROAD TOUR
MONDAY, AUGUST 12, 2019

Presented by
THE UNIVERSITY OF ARIZONA
CENTER FOR INNOVATION

Powered by
U.S. Small Business Administration

#SBARoadTour | #seedthefuture | @UACInnovation
AGENDA

7:30 – 8:00 A.M. | REGISTRATION AND NETWORKING

8:00 – 12:00 P.M. | ONE-ON-ONE MEETINGS
• One-on-one meetings will run concurrently with agency presentations and panel discussions in the University of Arizona Center for Innovation Collaboration Center.

8:00 – 8:10 A.M. | WELCOME
• Carol Stewart, Associate Vice President, Tech Parks Arizona, University of Arizona

8:10 – 8:45 A.M. | AMERICA’S SEED FUND – SBIR/STTR OVERVIEW
• U.S. Small Business Administration

8:45 – 9:00 A.M. | FEDERAL LABORATORY CONSORTIUM (FLC)
• Rick Shindell, President, Zyn Systems

9:00 – 10:05 A.M. | REVERSE ELEVATOR PITCHES
• U.S. Department of Transportation (DOT)
• U.S. Department of Energy (DOE)
• National Institutes of Health (NIH)
• National Science Foundation (NSF)
• U.S. Department of Agriculture (USDA)
• Department of Defense - Air Force (USAF)
• Department of Defense - Navy (DON)
• Defense Advanced Research Projects Agency (DARPA)
• Missile Defense Agency (MDA)
• U.S. Special Operations Command (SOCOM)
• U.S. Department of Homeland Security (DHS)
• National Aeronautics and Space Administration (NASA)
• National Institute of Standards and Technology (NIST)
• National Oceanic and Atmospheric Administration (NOAA)

10:05 – 10:40 A.M. | FLEXIBLE FUNDING OPPORTUNITIES: THE GRANTING AGENCIES
• Panel discussion with program managers highlighting the unique aspects guiding the SBIR granting agencies. Topics include: agency interest points, investigator-initiated projects, proposal evaluation, agency contacts and commercialization strategies.
• Moderator: U.S. Small Business Administration
  – Chris O’Gwin, Outreach and Assistance Program Manager, U.S. Department of Energy
  – Robert Vinson, Program Manager, SBIR, National Institutes of Health
  – Linda K. Molnar, PhD, Program Director, Industrial Innovation and Partnerships, National Science Foundation
  – Elden Hawkes, Program Specialist, U.S. Department of Agriculture

10:40 – 10:55 A.M. | U.S. PATENT AND TRADEMARK OFFICE (USPTO)
• John Cabeca, Director of Silicon Valley USPTO, U.S. Patent and Trademark Office
10:55 – 11:25 A.M. | SURPRISING OPPORTUNITIES WITH NASA AND DOD
• Panel discussion with program managers highlighting the varied nature of NASA and the Department of Defense (DoD) agencies, which together account for almost half of the SBIR/STTR award dollars each year. Focus areas include: topic selection, evaluation rigidity, proposal assistance, DoD/NASA as an investor and a customer, data rights and transitioning to Phase III.
• Moderator: U.S. Small Business Administration
  – Dr. Quenton Bonds, SBIR/STTR Center Co-Lead, National Aeronautics and Space Administration
  – Anne Neumann, SBPO | Program Manager, Defense Advanced Research Projects Agency
  – Richard McNamara, RRM & Associates, LLC, Naval Sea Systems Command
  – Mario Rios, AF SBIR/CRP Program Support, U.S. Air Force

11:25 – 12:00 P.M. | INSIDE THE HEAD OF AN EVALUATOR: COMMON MISTAKES
• Panel discussion with program managers highlighting the most common and avoidable mistakes made by applicants, as well as candid insights for preparing more competitive proposals.
• Moderator: U.S. Small Business Administration
  – Robert Renner, SBIR/STTR/RIF DPM, Marine Corps Systems Command
  – Linda K. Molnar, PhD, Program Director, Industrial Innovation and Partnerships, National Science Foundation
  – Anthony Aldrich, SBIR Program Manager, U.S. Special Operations Command

12:00 – 1:00 P.M. | LUNCH

1:00 – 2:00 P.M. | UNIVERSITY LEADERSHIP FIRESIDE CHAT
• Elizabeth Cantwell, PhD, Senior Vice President for Research and Innovation, University of Arizona
• Carol Stewart, Associate Vice President, Tech Parks Arizona, University of Arizona

2:00 – 2:10 P.M. | BREAK

2:10 – 2:55 P.M. | SBIR SUCCESS STORIES
• Panel discussion with representatives from two companies that have successfully received SBIR funding.
• Moderator: Eric Smith, Executive Director, University of Arizona Center for Innovation
  – Robert Norwood, PhD, CTO & Co-Founder, NorCon Technologies, LLC
  – Rob Bingle, Vice President of Product Engineering, Lunewave Inc.

2:55 – 3:00 P.M. | CLOSING REMARKS
• Eric Smith, Executive Director, University of Arizona Center for Innovation

3:00 P.M. | TRAVEL THROUGH THE ENTREPRENEURIAL ECOSYSTEM MIXER
• Enjoy appetizers, drinks and desserts as you visit various stations and network with community professionals who have resources available to help you grow your business.

4:15 P.M. | OPTIONAL: TOURS OF THE UA TECH PARK AND THE UA CENTER FOR INNOVATION

4:30 P.M. | PROGRAM CONCLUDES
PROGRAM MANAGERS

Defense Advanced Research Projects Agency (DARPA)

ANNE NEUMANN
SBPO | Program Manager (SETA)
Anne Neumann has been supporting DARPA for over 13 years and is a Program Manager in the Small Business Programs Office focusing on Policy and Outreach for the DARPA SBIR/STTR programs as well as ensuring the office remains focused on creating an environment that considers small business concerns as a primary source of innovative solutions; expanding small business relationships and training opportunities within DoD and other federal agencies; and enabling the small business community to create and transition radical, game-changing technologies. She started her career at DARPA in the Small Business Programs Office and continued onto the Information Processing Technology Office and to the Strategic Technology Office where she was a Business Financial Manager before returning to the SBIR/STTR programs. Ms. Neumann has a Bachelor’s Degree in Business Administration and Economics from Elon University.

Federal Laboratory Consortium (FLC)

CHERYL MONZON
NAVFAC EXWC Intellectual Property and STEM Program Manager
Cheryl is the NAVFAC EXWC Intellectual Property and STEM Program Manager. She holds a Master’s in Business Administration from California Lutheran University and Bachelors in Business Management from University of Maryland. She is a certified Defense Financial Manager with Acquisition specialty (CDFM-A), DOD Business Process Reengineer, and a DoN certified Lean/Six Sigma Black Belt. Her career spans private industry, Local Government, and Federal Service. She has experience in information systems management, data analytics, cost analysis, process improvement, procurement, and project management. She also worked in public policy at the County of Ventura, on projects such as the Living Wage Program and Campaign Finance Reform.

Federal Laboratory Consortium (FLC)

RICK SHINDELL
President, Zyn Systems
Rick Shindell, president of Zyn Systems, is a long time SBIR and federal technology transfer advocate. Rick has been providing support to the small business community and the 11 SBIR agencies for many years. He is editor of the “SBIR Insider” newsletter and host of the SBIR Gateway web site.

He has provided support and outreach services to the Federal Laboratory Consortium (FLC) for 3 decades and has served as a consultant and proposal reviewer for many agencies including the Navy, SBA, and NSF.

In 2017, the Small Business Administration (SBA) honored Rick with a Lifetime Achievement Award for his "extraordinary contribution to the SBIR program". He was named a 2016 Fellow from the Kentucky Science and Engineering Foundation for advocacy services to small businesses in the state of Kentucky, a lifetime achievement award for SBIR Advocacy from the Small Business Technology Council (SBTC), and an SBA Tibbetts Award for excellence in SBIR.

Marine Corps Systems Command (MARCOR)

ROBERT RENNER, JR.
Deputy Program Manager for the Small Business Innovation Research Program Office
Mr. Robert Renner, Jr., currently serves as the Deputy Program Manager for the Small Business Innovation Research Program Office at Marine Corps Systems Command. In this role, he executes the Command’s vision of enabling small businesses to explore their technological potential and profit from its commercialization.

Mr. Renner recently joined the Federal civilian workforce after over a decade serving as a government contractor, and has worked for Marine Corps Systems Command’s SBIR program office since August 2016. Prior to joining the SBIR office, he provided strategic communications support to the U.S. Army’s Project Manager Enterprise Services and Project Manager Terrestrial Sensors offices at Fort Belvoir, Va.
Missile Defense Agency (MDA)

**CHRISTINA “TINA” BARNHILL**  
Acting SBIR/STTR Operations Manager

Christina “Tina” Barnhill is the Acting SBIR/STTR Operations Manager at the Missile Defense Agency (MDA). She has 25 years of experience delivering prime results and best practices, and is an experienced, multi-disciplined, Department of Defense (DoD) civilian with extensive focus on small business efforts, Industry, and DoD major weapons systems acquisition for small businesses. Tina develops and executes SBIR/STTR program strategies, best practices for small business resources, and assists small businesses with ways to best market their capabilities to the Missile Defense Agency. In 2013, she established a Commercialization and Transition Office within the MDA SBIR/STTR Program Office, and has extensive experience with the DoD Mentor Protégé Program.

Tina earned her Master of Science degree in Program Management from the Florida Institute of Technology in 2009.

In June of 2015, after having been nominated by a small business, Tina won the 2015 “Champion of Small Business Technology Commercialization” award presented by the DoD National Small Business Association.

National Aeronautics and Space Administration (NASA)

**DR. QUENTON BONDS**  
STTR Center Co-Lead

Dr. Quenton Bonds is currently a CTTL at the NASA Goddard Space Flight Center (GSFC) in Greenbelt Maryland, supporting the Strategic Partnerships Office as the SBIR Co-Lead. Before joining the SPO, his work at NASA has mainly been focused in the design and development of Remote Sensors for Geoscience and various other Space and or Aircraft applications. In particular, he has been very involved in the research and development of radar & radiometric sensors and developing novel radiometer calibration algorithms within Goddard’s Microwave Instruments and Technology Branch (MITB). He has supported the MITB on a myriad of projects, just to name a few; SWESARR – Snow Water Equivalent Synthetic Aperture Radar and Radiometer, WISM – A Wideband Instrument for Snow Measurement, HIWRAP – High-altitude Imaging Wind and Rain Airborne Profiler and CubeRRT – CubeSat Radiometer Radio Frequency Interference (RFI), recently launched May 2018. He has served these projects in various capacities, from Design Engineer & Instrument Lead, to providing Proposal Development and PDL type support.

National Aeronautics and Space Administration (NASA)

**DEREK BRAMBLE**  
Lead SBIR Support

Derek Bramble serves as Lead SBIR Support for NASA Langley Research Center in Hampton, VA, where’s been in the role for more than 3 years now. His time in LaRC’s SBIR office has afforded him a deep appreciation for the grand efforts and accomplishments of American small businesses, the breadth and diversity of technologies being developed across the program, and the awe-inspiring NASA missions these technologies support. Prior to that, he spent 5 years in NASA Langley’s Office of Procurement and also worked in the private sector for a number of years. He holds an MBA from the College of William & Mary in Williamsburg, VA (of which he is also a resident) and a Bachelor’s Degree in Communications-Journalism from the University of Miami. He hails from the Eastern Shore of Maryland.

National Institute of Standards and Technology (NIST)

**MARY CLAGUE**  
NIST SBIR Program Manager

Mary Clague is the Small Business Innovation Research (SBIR) Program Manager at the National Institute of Standards and Technology (NIST). She has worked in NIST’s Technology Partnerships Office since 2001 and has been with the SBIR Program for the past 14 years. Prior to working at NIST, she held corporate information positions with Lockheed Martin, COMSAT Corp., and CALCULON. Ms. Clague graduated from the University of Maryland with a degree in Technology Management.
National Oceanic and Atmospheric Administration (NOAA)

**DR. PETER B. ROOHR**
Meteorologist

Dr. Peter B. Roohr is a meteorologist managing the science and technology planning for NOAA lightning detection and fire weather forecasting, NWS COMET Partner’s and Small Business Innovation Research programs within the Science and Technology Integration Office at Headquarters National Weather Service in Silver Spring MD. He is also a subject matter expert in topics of atmospheric electricity, winter weather and volcanic ash, and serves as NWS member of NOAA Research and Development Enterprise Committee. He grew up in Alexandria VA and obtained a B.A. degree in Environmental Science at the University of Virginia (minor in Astronomy), and M.S. (1991) and PhD (1999) degrees in Atmospheric Science from Colorado State University. His thesis and dissertation concentrated on the incorporation of lightning data into nowcasting of phenomena such as intense bands of snow and ice. From 1986 to 2007 he was a U.S. Air Force officer managing major weather system program acquisition and technology transition, as well as directing the diverse operations and policy development of four major weather squadrons/divisions in Korea, within AF Materiel Command, at AF Weather Agency and at the Pentagon.

National Science Foundation (NSF)

**LINDA K. MOLNAR, PhD**
Program Director, Industrial Innovation and Partnerships, Engineering Directorate

Linda K. Molnar, PhD, is a US-based scientist and entrepreneur with more than 20 years of experience in the life science and chemical industries, integrating her scientific research and engineering background with commercialization for startups, and international, government, and business environments. Recently, she joined the US National Science Foundation (NSF) as a Program Director in the Engineering Directorate, Division of Industrial Innovation and Partnerships. Previously, she was co-founder and CEO of Simpatica Medicine, Inc., an artificial intelligence precision medicine company based in San Francisco, California. Linda has founded and worked with life science startup companies from many universities. She has also provided strategic consultancy to venture capital firms, public companies, non-profit institutes, and the federal government. Her background includes positions as Managing Director in the Life Sciences Merchant Banking group and Venture Group at Burrill & Company, Executive in Residence at Momentum Biosciences, Program Officer for the National Cancer Institute in the Office of the Director (Center for Strategic Scientific Initiatives), and research and business development roles at Caliper Life Sciences, NASA Ames Research Center, and Rohm & Haas Co. Linda completed the University of Pennsylvania’s Wharton Executive Management Program and holds a Ph.D. from the Program in Polymer Science and Technology (Materials Science and Chemical Engineering) from Massachusetts Institute of Technology and a B.S. in Chemistry (Biology) from the University of Pittsburgh.

National Institutes of Health (NIH)

**ROBERT VINSON**
Program Manager, SBIR

Mr. Vinson serves as a Program Manager for the National Institutes of Health (NIH) SBIR/STTR Program in the Office of Extramural Programs, Office of Extramural Research (OER). In this role he is responsible for providing resources to Federal staffers and access to critical information for the small business community seeking early-stage Federal funding. His duties include serving as the Contracting Officer’s Representative for the NIH Niche Assessment Program and the Commercialization Accelerator Program. These programs provide technical assistance, market analysis, and commercialization guidance for NIH SBIR/STTR Phase I and Phase II awardees. Rob is also the OER Task Manager for the NIH Performance Outcomes Data System.

Before joining the SBIR/STTR Program Office, he was a Senior Grants Policy Analyst at the National Heart, Lung, & Blood Institute (NHLBI). In that role, he managed initiatives and special projects on a variety of grants and administrative policy issues. Rob had been with NHLBI since 1993 where his career began as a Grants Management Specialist and rose to the positions of Team Leader, Grants Management Officer, and Branch Chief. Prior to joining NIH Rob was a commercial loan officer, with an emphasis on small business development and community revitalization.
National Science Foundation (NSF)

MURALI NAIR
Program Director for Electronic Hardware, Robotics, and Wireless Technologies with the SBIR/STTR Program

Murali S. Nair is a Program Director in the areas of Electronic Hardware, Robotics, and Wireless Technologies with the SBIR/STTR Program. Prior to joining NSF, he was the Founder CEO of a Bluetooth wireless product company. In this capacity, he raised equity capital for worldwide operations in the U.S., China and India. He designed, planned and implemented the product development cycle, and managed the marketing strategy, strategic alliances and business development processes. Before that, he was a Senior Systems Engineer at L-3 Communications where he provided strategic advice to the Executive VP for a complete re-plan of the Hughes contract for real-time, embedded ground control software for the $350M PANAMSAT communications satellite.

Prior to joining L-3 Communications, he was a Mission Planner at Motorola Iridium where he was involved in all aspects of satellite operations including orbit determination, generating guidance targets and orbital slot placement. Before joining Iridium, he was a faculty member at Embry-Riddle Aeronautical University, where he developed an entire Space Systems Design Lab from concept inception to fully operational mode and national prominence, and supervised five (5) space system designs, three (3) of which were winners in the National AIAA/Loral Design Competition.

He is a recipient of a number of awards including NSF’s second highest award for meritorious service and the President’s Innovation Award for Space Systems Design courses while at Embry-Riddle. Murali is a graduate of the Indian Institute of Technology and the University of Texas. He is a registered professional engineer in the State of Florida.

U.S. Air Force (USAF)

DAVE POPE
Program Outreach AFRL/SB - Peerless Technologies Corp.

Dave Pope currently serves as the Program Outreach Specialist for the Air Force SBIR/STTR Program. His background consists of technical writing, audio/visual engineering, as well as communications and marketing as a contractor for the Air Force. He has held positions including technical writing and database manager for the BigSafari contract on the Predator and C130 variants. He has also worked recording graduate level classes for students at the Air Force Institute of Technology in their distance learning program. Supplemental and other course material recorded has been used at the campuses of University of Dayton and Virginia Tech. In his current position, Mr. Pope helps prospective SBIR companies get in contact with Air Force directorates, attends SBA and SBIR events for matchmaking sessions, gathers metrics, and works as a key grip for SBIR success story and seeding the future videos.

He has a Bachelor’s Degree in Mass Communications from Wright State University. Prior to his current assignment, Dave Pope was an audio/visual engineer at the Air Force Institute of Technology at Wright-Patterson AFB, OH.

U.S. Air Force (USAF)

MARIO RIOS
Air Force SBIR/STTR Portfolio Manager

Mario Rios currently serves as the CRP Portfolio Manager for the Air Force SBIR/STTR Commercialization Readiness Program (CRP). He currently resides and supports the Air Force Sustainment Center and other organizations at Hill AFB. He has active duty and Industry experience. Mario started his career as an active duty Officer for the ICBM Sustainment Wing holding several Program Management and Logistics positions in that organization. As an Officer, Mario supported the Rocket System Launch Program (RLSP), Emergency Response Program and the Propulsion System Rocket Engine (PSRE) Replacement Program. After leaving active duty, he served in the Air Force Reserves as the Mission Manager for the Experimental Launch and Test Division of Space and Missile Systems Center (SMC). His industry experience includes working for Raytheon in support of Supply Chain Procurements from DLA and as a supervisor for the Army’s Sentinel Readiness Program. He has been part of the Air Force Association (AFA) for many years and has held various State and National committee positions within the association.

He has a Bachelors Degree in Industrial Engineering with Administrative Systems from ITESM University in Mexico. While in the AF Reserves, Mario attended Space 200 course in residence, as well as completed Squadron Officer School (SOS). He was selected to represent Utah in the 2017-2018 Emerging Leader Program of the AFA.
U.S. Department of Energy (DOE)

CHRISTOPHER O’GWIN
Outreach and Assistance Program Manager

The mission of the DOE SBIR/STTR Programs Office is to manage the administration and evaluation of about 2,000 Phase I and Phase II grant applications each year. The annual budget of the DOE SBIR/STTR programs is $205M and enables the DOE to award approximately 400 Phase I and II grants every year.

Chris is principally responsible for managing the DOE SBIR/STTR Outreach and Assistance program. In this capacity, he facilitates a nationwide effort to develop and increase its underrepresented small business research and development base in search of SBIR/STTR grant opportunities.

Chris has worked for the DOE since November 1987, holding positions of leadership in both administrative and technical organizations. He received a BS in Business Education from Longwood University and an MS in Government from the Johns Hopkins University.

U.S. Department of Homeland Security (DHS)

DUSTY LANG
SBIR Management and Program Analyst

In 1998 Dusty began working at Patuxent River Naval Air Station at the Hazardous Materials Warehouse. After subsequent positions in the Information Resource Management Office and PMA-207, in 2006 she moved to the Naval Air Systems Command Small Business Innovation Research (SBIR) office. During her time in the NAVAIR SBIR office, she served as the Small Business Technology Transfer (STTR) Lead, with a brief intermission, from 2015-2016, as the Department of the Navy STTR/STP Program Manager. In 2016 she moved to the Department of Homeland Security SBIR program.

U.S. Department of Transportation (DOT)

CLARE MASUCCI
Operations Research Analyst

Clare Masucci is an Operations Research Analyst at the U.S. DOT Volpe National Transportation Systems Center in Cambridge, MA, which administers the DOT’s SBIR program. Clare has been with the DOT SBIR program for two years, assisting with program management, contracts, and outreach. In addition to her SBIR work, Clare is a part of a variety of transportation research projects for U.S. DOT operating administrations, including the Intelligent Transportation Systems Joint Program Office and the National Highway Traffic Safety Administration, on topics ranging from data exchanges to law enforcement as well as procurement support.

U.S. Department of Agriculture (USDA)

ELDEN HAWKES
Program Specialist

Elden is a Program Specialist and coordinates and implements the procedures for the USDA National Institute of Food and Agriculture (NIFA) related to the Small Business Innovation Research (SBIR) program. This includes planning, developing, and providing logistical expertise for competitive SBIR grants and applications and special projects related to the advancement of the SBIR program.

Prior to joining NIFA, he served as the Policy and Development Coordinator for the American Fisheries Society. He holds a B.S. in Environmental Science and Marine Science and an M.S. in Food and Agriculture with a concentration in Natural Resource Management both from the University of Maryland Eastern Shore.
RICHARD McNAMARA
RM & Associates, LLC.

Mr. McNamara had a distinguished forty year career with the Department of Navy culminating in eight years as a member of the Senior Executive Service (SES) -- four years as the Deputy Program Manager for the Virginia Class Submarine and four as Executive Director PEO Submarines. In 2008 he retired and established RRM & Associates, LLC.

He has more than 22 years in senior program and executive management positions in acquisition and procurement and is a recognized leader in the Navy acquisition community. He is Level III certified in two Acquisition Professional competencies – Program Management, and Research and Systems Engineering. He has been awarded the DOD Small Business Program Manager of the Year in 2002 and holds the distinction of having managed over $1 Billion in successful Small Business Innovative Research [SBIR] transitions to the fleet. As a Legislative Fellow, he worked on Capitol Hill in the United States Senate.

Throughout his career he has been in the forefront of innovation and introducing new capabilities to the submarine fleet including the Tomahawk cruise missile, Open Architecture Rapid COTS processing for all submarine combat system elements and overseeing successful execution of the SSGN conversion program. More recently he has been invited to participate on a variety of special study teams here and abroad.

A graduate of Northeastern University with a degree in Mechanical Engineering, he has been recognized by both public and private sectors, being awarded a Presidential Rank Award, Distinguished Civilian Service and Medal, the Naval Submarine League Distinguished Civilian, the SBIR Career Achievement Award and industry’s NDIA VADM Weakly Award among others.

JOHN CABECA
Director of the Silicon Valley USPTO

John Cabeca is the Director of the Silicon Valley United States Patent and Trademark Office (USPTO). In his role, John carries out the strategic direction and advances the policies of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. He established and leads the USPTO’s west coast regional office located in San Jose, and oversees stakeholder engagement on IP policy matters and IP education for the seven state region. John ensures the USPTO’s programs and initiatives are tailored to meeting the needs of the region’s unique ecosystem of industries and stakeholders. He is a veteran of the USPTO for over 29 years and has dedicated much of his career to the USPTO’s outreach and education programs focusing on small businesses, startups and entrepreneurs.

BRITTANY SICKLER
Outreach and Partnership Strategist, Office of Innovation

Brittany Sickler serves as outreach, training, and partnership strategist for the SBA’s Office of Investment and Innovation. Her primary duties support the advancement of the Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) programs, which enable small businesses to explore their technological potential and profit from its commercialization. She oversees initiatives to increase understanding of SBIR/STTR opportunities with SBA offices and partner networks across the country, as well as manages the agency’s Federal and State Technology (FAST) Partnership Program. Brittany spent almost four years in SBA’s North Dakota District Office as an Economic Development Specialist, building and strengthening connections throughout the state, particularly with regional startup networks and rural communities. She also served as Special Advisor in SBA’s Office of Entrepreneurial Development, advancing strategic initiatives and coordinating SBA’s first Virtual Conference.

Prior to SBA, Brittany served in Guatemala as a Peace Corps Volunteer and Volunteer Leader in the Sustainable Community Tourism program, a combination of economic development and environmental conservation. She was a Masters International Fellow, completing a Master’s in International Community Economic Development from Southern New Hampshire University. She also holds degrees in Business Administration and Spanish from Indiana Wesleyan University. Her career in economic development started in Southern Florida with microlender ACCION USA, providing small business loans to individuals who could not access traditional credit.
U.S. Small Business Administration (SBA)

STAR WILBRAHAM
Senior Advisor, Office of Intergovernmental Affairs

Star Wilbraham is on detail to SBA’s Office of Innovation assisting with several projects/programs including the SBIR Road Tour. In her regular role, she is the Senior Advisor for SBA’s Office of Intergovernmental Affairs serving as a liaison to elected and appointed officials of state, county, local, and tribal governments, the organizations that represent them, as well as to other federal agencies. While at SBA, Star has also worked with the Office of Government Contracting and Business Development and the Office of Disaster Assistance’s Program Policy and Evaluation team.

In addition to her SBA experience, Star has worked extensively with community development financial institutions (CDFIs) and other organizations supporting underserved and underrepresented communities across the country. She worked for several years with the U.S. Department of the Treasury’s CDFI Fund and as an independent consultant. Star has a Master of Science in Policy and Program Management from Carnegie Mellon University and a Bachelor of Business Administration from James Madison University. She also completed the Coro Fellows Program in Public Affairs (Los Angeles). She currently lives and works in the Washington, D.C. area.

U.S. Special Operations Command (SOCOM)

ANTHONY ALDRICH
SBIR Program Manager for Special Operations Forces, Acquisition, Technology & Logistics (SOF AT&L)

Mr. Anthony J Aldrich is the Small Business Innovative Research (SBIR) Program Manager for Special Operations Forces, Acquisition, Technology & Logistics (SOF AT&L), Special Operations Command (USSOCOM), MacDill Air Force Base, Florida. He is responsible for all USSOCOM SOF AT&L SBIR funded activities. Mr. Aldrich has over 14 years of civilian Federal service.

Mr. Aldrich entered Federal Service in 2002 as a Physicist at Eglin Air Force Base in Fort Walton Beach, Florida where he served in the Guided Weapons Evaluation Facility as a Hardware-In-the-Loop Test and Evaluation engineer. In 2005, he transferred to the Eglin Range Support Squadron serving as an Electronics Engineer and Program Manager for the threat radar, tracking radar and telemetry systems. Mr. Aldrich transferred to Us Army Program Executive Office for Simulation, Training and Instrumentation in 2009, where he supported the Range Radar Replacement Program as a Project Director.

Prior to entering Civil Service, Mr. Aldrich worked at various small businesses designing Industrial Control Systems, Medical Equipment and Aviation Electronics.

EDUCATION: University of Oklahoma, Norman, OK - Bachelor of Science degree in Physics, 1984.
ELIZABETH CANTWELL, PhD
Senior Vice President for Research and Innovation, University of Arizona

Elizabeth “Betsy” Cantwell leads the UA Office of Research, Development and Innovation, which includes the Corporate Engagement Program, Tech Launch Arizona and the UA research parks. She is responsible for expanding the university’s capacity for knowledge creation and discovery; integrating efforts by faculty, students, staff and executive leaders to move inventions and technologies to the marketplace; increasing the UA’s connectivity with external collaborators; spearheading industry and public partnerships; and increasing total research funding as the UA pursues its goal of being the premier innovation center in the Southwest.

Cantwell joins the UA after serving as the CEO of Arizona State University Research Enterprise, a nonprofit organization dedicated to advancing the university’s applied research and development, and as a professor of practice in engineering. Previously, she served as ASU’s vice president for research development. During her tenure in that role, annual research expenditures grew by more than $150 million to a total of $610 million.

CAROL STEWART
Associate Vice President, Tech Parks Arizona, University of Arizona

Carol Stewart, a long-standing authority on research parks, is the Associate Vice President for Tech Parks Arizona at the University of Arizona. Stewart leads the UA Tech Park at Rita Road and is developing the UA Tech Park at the Bridges. She is also president of the University of Arizona Center for Innovation, a technology business incubator serving the University of Arizona and Tucson community.

Stewart’s expertise in university research parks spans decades and nations with more than 20 years of experience working with research parks, technology commercialization, business incubation, governmental relations and business development.

ROB BINGLE
Vice President of Product Engineering, Lunewave Inc.

Rob Bingle currently serves as Vice President of Product Engineering for Lunewave, a machine sensing company with applications across automotive, drones, robotics, security and wireless communication industries. The company’s current leading product is the next generation automotive radar sensor that addresses the needs of ADAS and Self Driving cars. The company spun out of the University of Arizona and formally established itself in 2017. Since securing SBIR Phase I & II grants, Lunewave successfully completed its $5 million Seed Round in 2018 and is currently in the process of executing its Series A fundraise. The company is currently backed by 6 VCs and 3 strategic investors, including BMW iVentures, SAIC Ventures and Baidu Ventures.

ROBERT NORWOOD, PhD,
CTO & Co-Founder, NorCon Technologies, LLC

Robert Norwood has had an illustrious career in academia and industry. He has been a full professor in the College of Optical Sciences at the University of Arizona since 2009. Since joining the University in 2004, Bob has been a principal investigator (or co-PI) on programs that have garnered over $100 million. NorCon Technologies is commercializing technologies in infrared (IR) polymer optics and photonics. These innovations increase functionality and improve performance in fields such as imaging, sensing, spectroscopy, night vision, renewable energy, and high-speed communications. Breakthroughs in high index polymers, which target applications from 0.7 µm to 12 µm, dramatically reduce size, weight, and cost, while enabling performance previously available only at shorter wavelengths.

ERIC SMITH
Executive Director, University of Arizona Center for Innovation

Eric Smith is the executive director for the University of Arizona Center for Innovation. Smith is responsible for the daily operations and growth of the UA Center for Innovation, which includes administration, budgeting, financial management, grant submissions & sponsorships, client recruitment, building mentor & advisory networks, community outreach and staff management. Smith has almost a decade’s worth of technology commercialization experience and a passion for entrepreneurship. Smith previously served as the commercialization network manager for Tech Launch Arizona (TLA), the UA’s office responsible for moving UA research and technological innovation into the marketplace.
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