



Kent State University and Entrepreneurial Engagement Ohio invite the students and teachers of Northeast Ohio to participate in a Northeast Ohio Innovates program

**STEM Commercialization, Entrepreneurship and Innovation Forum
At Kent State University**

Kent Student Center Ballroom, 1075 Risman Dr, Kent, OH 44242

Tuesday, February 27, 2018, 9:30 am – 1:00 pm

Attending students will participate in an extraordinary program that will open their eyes to new possibilities, inspire them to 'think outside the box', and provide them with an opportunity to interact with Kent State University faculty members and students who are STEM entrepreneurs and researchers working on ideas, who will discuss how their ideas will shape the future:

- Dr. John West will speak about "STEAM and Entrepreneurship"
- Dr. Tatiana Stettler will speak about "Design Thinking and Entrepreneurial Thinking: Why Not Only Designers and Entrepreneurs Need To Care?"
- Mr. Jim Cossler will speak about "Embrace Entrepreneurship: Disruptive Technologies in the Workforce of Tomorrow"
- Mr. Justin Hilton will speak about "Designed To Choose To Choose To Design"

At this Forum, students will hear the speakers discuss how innovations will help create the future. After listening and interacting with the speakers, students, assisted by college mentors, will be tasked to work in teams to develop a new product, service or problem-solving innovation idea that they will later pitch "Shark Tank style" to their peers.

The Forum will begin at 9:30am and end at 1:00 pm, with students attending as part of a teacher or parent chaperoned group. Ohio high school and middle school students (grades 7 -12) are invited to attend. As capacity is limited, registrations will be accepted, as space is available. Transportation subsidies of \$100 are available on a first-come first-served basis to schools that bring 15 or more students.

Sincerely,

John Klipfell

John M. Klipfell, Executive Director
Entrepreneurial Engagement Ohio

Lynn Buchinsky

Lynn Buchinsky, Venture Advisor
LaunchNET
Kent State University



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Timetable of Student Activities

Time	Location	Program
9:00	Kent Student Center Ballroom	Check-in begins
9:30	Kent Student Center Ballroom	Program begins – Introduction and Opening Session <ul style="list-style-type: none"> • Opening video – “Are you ready for the future? Do you believe in Ohio?” (6 min) • Introduction – Why students are here, review agenda – John Klipfell (6-7min) • Kent State University Welcome (10-12 min)
9:55	Kent Student Center Ballroom	Dr. John West will speak about “STEAM and Entrepreneurship” <ul style="list-style-type: none"> • Speaker presentation (15 min) Q& A (5 min)
10:15	Kent Student Center Ballroom	Dr. Tatiana Stettler will speak about "Design Thinking and Entrepreneurial Thinking: Why Not Only Designers and Entrepreneurs Need To Care?" <ul style="list-style-type: none"> • Speaker presentation (15 min) Q& A (5 min)
10:35	Kent Student Center Ballroom	Short break
10:40	Kent Student Center Ballroom	Mr. Jim Cossler will speak about “Disruptive Technologies Affecting Tomorrow’s Workforce” <ul style="list-style-type: none"> • Speaker presentation (15 min) Q& A (5 min)
11:00	Kent Student Center Ballroom	Mr. Justin Hilton will speak about “Designed To Choose To Choose To Design” <ul style="list-style-type: none"> • Speaker presentation (15 min) Q& A (5 min)
11:20	Kent Student Center Ballroom	Working lunch & Brainstorm Session (Mentors join students at tables) <ul style="list-style-type: none"> • Social pizza and soft drink lunch & break (10 min) • Mentors lead high school students in brainstorm sessions to develop new products, services or problem solutions or opportunities using Believe in Ohio Roadmap (25 min)
11:55	Kent Student Center Ballroom	Student groups present their ideas to their peers using their Roadmap (1 min each)
12:45	Kent Student Center Ballroom	Brief closing program – Program ends at 1:00pm

Funding for this event has been provided by Burton D. Morgan Foundation

Kent State University STEM Forum Speakers Bios

Dr. John West will speak about “STEAM and Entrepreneurship“



John West is a Trustees Research Professor at Kent State University. Since December 2016, he has been serving as Interim Director of the Liquid Crystal Institute and Chemical Physics Interdisciplinary Program. West holds a bachelor’s degree in chemistry from the College of William & Mary, and a master’s in chemistry and Ph.D. in physical chemistry from Carnegie Mellon University. He joined Kent State in 1984 as a senior research fellow of the Liquid Crystal Institute (LCI). He served as director of LCI and the National Science Foundation Science and Technology Center for Liquid Crystalline Optical Materials (ALCOM) from 1996 to 2002, and served as vice president for research and dean of graduate studies at Kent State from 2003 to 2010. During that time, he worked with NorTech to establish FlexMatters, a collaboration designed to support the growth of the flexible electronics industry in Ohio.

Dr. Tatiana Stettler will speak "Design Thinking and Entrepreneurial Thinking: Why Not Only Designers and Entrepreneurs Need To Care?"



Tatiana Stettler completed her doctorate at the University of Bern (Switzerland) in 2014. Her research interests include strategic entrepreneurship and management in various contexts. She explores strategic orientations (entrepreneurial, marketing, learning) of business firms as well as their impact on firm performance. Dr. Stettler currently teaches the following undergraduate courses: Introduction to Entrepreneurship, Strategic Dilemmas in Entrepreneurship, New Venture Creation.

Mr. Jim Cossler will speak about “Disruptive Technologies Affecting Tomorrow’s Workforce”



Jim Cossler is the Huntington Bank Entrepreneur in Residence for the Youngstown Business Incubator. From his position as Senior Vice President for Corporate Services of the Regional Chamber of Commerce, Jim joined the organization in 1998 as its CEO when YBI was positioned as a traditional “mixed use” incubator, and became the primary architect of its transformation into the nationally known incubator, accelerator and managed technology cluster that YBI is today. In May 2017, Jim stepped down from his role as YBI’s CEO to devote himself to his passion, coaching startup companies. Today, as Entrepreneur in Residence, his primary role is to serve as a mentor and entrepreneurial expert to YBI’s portfolio of companies, as well as to build and manage the internal and external relations and networks necessary for their growth and success. Jim has been recognized as one of the Top 10 Technology Evangelists in Northeast Ohio by the Cleveland Plain Dealer newspaper. He has also been recognized as one of the 100 most influential business leaders in Northeast Ohio by both Inside Business magazine and Crain’s Cleveland Business.

Mr. Justin Hilton will speak about “Designed To Choose To Choose To Design”



Serves as the senior administrative officer responsible for the Division of University Relations in the absence of the vice president. Oversees the day-to-day coordination of planning and administrative activities across the division’s three units: University Communications and Marketing; the Center for Corporate and Professional Development and WKSU, an NPR-affiliated radio station. Partners with other university divisions to assess and implement collaborations with external organizations that provide value-added benefits to multiple divisions through the engagement of diverse audiences and unique programming. Leads the University Relations division’s initiatives to promote the downtown Kent development as Ohio’s rising college town through visitation events that attract members from major Northeast Ohio leadership organizations.