

Ceramics Corridor®

Ceramics, Glass & Advanced Materials Newsletter

Third Quarter 2002



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The Ceramics Corridor® runs along I-86 in the Western and Central Southern Tier of New York State

Where Ideas & Success Meet – CCIC 10 Years Later...



Why is one company successful...and another not? While there are many possible answers to that question, they can all be summed up by the word “advantage”. Whether it’s access to networks, expertise, tools, or something else, entrepreneurs who recognize and effectively utilize these resources are those who ultimately generate successful ventures. That’s where business incubation often plays a key role.

While the term “business incubation” is a lot more widely known than it was 10 years ago when the Ceramics Corridor Innovation

Centers (CCIC) program was launched, what isn’t commonly known is exactly what business incubators do for their clients, and how they do it. (According to the National Business Incubation Association, there are more than 900 of these programs in the United States today, compared to just 480 in 1992.)

The common starting point for the concept in the 1980’s was that all business incubators would provide affordable space and shared amenities, such as office equipment and common areas, in a synergistic environment where everyone else would be dealing with the same challenges, and all would have the same commitment to overcome them. And, in keeping with today’s business challenges, successful technology-based business incubation programs have become, more often than not, conduits to R&D resources and technology transfer programs. The clear majority (75%) of the 900 incubators in the U.S. are not-for-profit, and 40% are technology-focused. Another 30% are mixed use, with the remaining percentage focusing on services or light industrial, or on assisting targeted populations.

Most successful incubation programs are supported or subsidized by nearby universities, which by their very nature are the producers and keepers of large amounts of technology. By entering a business incubation program and partnering with a university research or technology transfer center, entrepreneurs and industry can utilize resources and information that may already exist or be synthesized, to resolve technical difficulties with a process or technology. Usually, the net result is introducing a product to market in a shorter period of time.

At the same time, technology-based business incubation programs provide colleges and universities with an outlet for their research by licensing new technologies to industry that can adequately commercialize them, while reinvesting licensing royalties into further R&D efforts. It’s a “win-win” situation for everyone involved.

“The Ceramics Corridor Innovation Centers has, from its inception, been based on this premise,” executive director Jon Wilder explains. “With 10 years of experience in technology-based business incubation, CCIC continues to meet the changing needs of its ceramics, glass, and advanced materials based clients”.

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“Our technology-based community is fresh, dynamic and constantly evolving, and the CCIC program has evolved along with it,” Wilder



Jon M. Wilder

continues. “CCIC’s close working relationship with stakeholder Alfred University, and with the New York State College of Ceramics’ various technology centers, provides incubator clients with superlative academic and business resources and an unparalleled scientific knowledge base.”

In the midst of its 10th anniversary celebration, the Ceramics Corridor Innovation Centers program has launched a new logo and tag line, “Where Ideas and Success Meet,” both presented in this issue.

“We have also developed a CD-Rom presentation that includes useful links and information on business start-ups and the incubation process for both entrepreneurs and corporations,” Wilder explains. “We’ve also given our Web site, ceramicscorridor.org, a whole new look that includes an on-line application for the program.”

For the future, “we are making an even more concentrated effort to emphasize to both corporations and entrepreneurs that the best method for developing successful start-up projects and companies is by utilizing the incubation method.

“Our first decade has been very rewarding,” Wilder concludes, “and we feel strongly that the best is yet to come.”

For more information, or to request a copy of CCIC’s informational CD-Rom, please e-mail: lquick@ceramicscorridor.org or phone: 607-587-9444.

Company Notes...

Research Microwave Systems: RMS is now established at the Ceramics Corridor Innovation Centers’ Alfred facility. A spin off company from EPL Ceramic Materials of Youngstown, NY, RMS will market a new piece of equipment, the ThermWAVE®, a small microwave furnace, as well as some accessories.

RMS was created to launch a new laboratory scale microwave sintering system, according to Eugene Lunghofer, President of EPL. One of the systems is located in Ceralink’s Microwave Testing Center, situated at the CCIC’s Alfred facility.

“The ThermWave® is capable of achieving temperatures of more than 1400 degrees C in less than 30 minutes,” adds Gary Del Regno, a research scientist with Alfred’s Center for Advanced Ceramic Technology. “Its applications include rapid prototyping capability, rapid sintering of ceramic samples, production of dental prosthetics and melting small volumes of precious and non-precious metals.”

RMS also offers a high performance unit of the ThermWave®, capable of achieving a maximum temp of 1600 degrees C, which comes equipped with a thermocouple assembly that allows for the introduction of inert gases during operation.

RMS can be reached at 607-587-9050, fax 607-587-9535, or e-mail thermwave@infoblvd.net.

Ceralink: This ceramic consulting and R&D services company has just officially launched their new Web site, www.ceralink.com, in conjunction with celebrating their second year anniversary. Services include a Microwave Testing Center in Alfred New York, to assist the uptake of a breakthrough technology.



Moore-Merkowitz Tile Ltd.: This maker of distinctive decorative ceramic tile, located in the Ceramics Corridor Innovation Centers’ Alfred, NY facility has issued a new 20-page catalog and is preparing to officially launch its new Web site, mooremerkowitz.com.

“The catalog features installation shots and all of our designs,” according to Neil Merkowitz, who with partner and spouse Susan Moore operate the company. “We have distributed about 1,000 of them to high-end distributors.

“We sell our product directly to distributors,” Merkowitz continues. “Once our Web site is finished, it will provide convenient on-line support to our distributors.”

XYLON Ceramic Materials: The former *XYLON Ceramic Materials* has received a grant of more than \$493,000 from the New York State Energy Research and Development Authority for work on low-cost ceramics for solid oxide fuel cells. XYLON was acquired earlier this year by **Refractron Technologies Corp.** of Newark, NY. While its production will relocate to Newark, it will maintain an R&D center at CCIC’s Alfred facility under the direction of XYLON founder Dr. Nicholas Burlingame.

The Ceramics Corridor® newsletter is published quarterly by the Ceramics Corridor® Innovation Centers for ceramics, glass and advanced materials entrepreneurs and corporations.

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For additional copies of this newsletter, or to add your company to the mailing list, please call (607) 587-9444, or e-mail us at corridor@ceramicscorridor.org

What’s Up?

If you have brought any new staffers on board recently, or introduced any new products or services, or won any awards, patents or other honors, we want to know about it. The next issue of Ceramics Corridor® is just around the corner and we’re collecting news right now. Please submit your items to Laura Quick, Managing Editor, Ceramics Corridor® Newsletter, 200 N. Main Street, Alfred, NY 14802, or e-mail corridor@ceramicscorridor.org.

Raymond Family Foundation Grants \$1 Million to Institute



Dr. Carol Wittmeyer

The George & Robin Raymond Family Business Institute, located in the Alfred facility, has received a \$1 million grant from the Raymond Family Foundation of Greene, NY. Founded two years ago, the Institute creates and sponsors activities designed to help family-owned businesses. The not-for-profit organization also supports interdisciplinary research and teaching initiatives regarding family business issues.

The Raymond Family Foundation, meanwhile, was created back in 1962 to fund worthy projects in Upstate New York. The family's business, the Raymond Corp. of Greene, NY, which makes a range of forklifts and other materials handling equipment, was sold to Sweden's BT Industries in 1997 but still operates out of Greene.

"As trustees of the Raymond Foundation, my siblings and I share the honor of carrying out our father's and grandfather's commitment to service," according to Steve Raymond, spokesman for the Foundation and owner of a Raymond Corp. dealership in California. "Because we worked for decades with our Dad at the company, we know first-hand the distinct challenges that family firms face."

"We are grateful for this very significant, generous gift," says Dr. Carol Wittmeyer, president of the Raymond Family Business Institute. "This generosity will provide a major boost to the international and national family business research and networking programs that are so integral to the Institute's mission."

Did You Know...

...that the New York metro area is one of the country's top four places, and New York State ranks 6th overall for potential economic growth for the nano-technology and Microsystems industry, according to a recent issue of *Small Times* magazine?

...that New York State Inventors set a patent record for the second year in a row? Last year, 8,633 utility, design and plant patents were issued to inventors in New York, up 3.2 percent from the previous record of 8,362 patents issued in 2000, as reported by the U.S. Patent and trademark Office.

Is Your IT Security Up to Speed?

"Information security is the process of protecting data from accidental or intentional misuse by persons both inside and outside of your organization," explains Gregory H. Smith, President and CEO of the Petra Technology Group, an IT solutions company located in Corning, NY. "A breach in security can involve anything from a computer virus, to an employee who inadvertently discloses a password, to a former employee who sabotages or steals a customer database, to corporate spies who find out how many widgets your top customer bought last month. Surprisingly, most successful hacks come from people inside the company or from former employees. The security problems at large, well-known companies attract the most attention, but all kinds of companies need to protect their reputations and their financial and productivity losses, not to mention possible downtime."

Which information assets should you protect? "Anything that has value," Smith emphasizes. National statistics indicate that less than 0.0025 percent of company revenue on average is spent on information-technology security. Such complacency leaves networks connected to the Internet in danger of attack.

Beyond that, "companies should be concentrating on the entire security architecture," he continues. "A firewall can protect you, but there are many ways firewalls can be exploited. The process really means making security part of every aspect of your business, and not relegating it to the business as an afterthought."

Smith outlines two key steps to putting a plan in place. "First, put someone in charge. A growing number of larger companies are handing over primary responsibility to a high-profile chief security officer (CSO) or chief information security officer (CISO). Smaller companies can rely on their network consultant or even outsource a security audit."

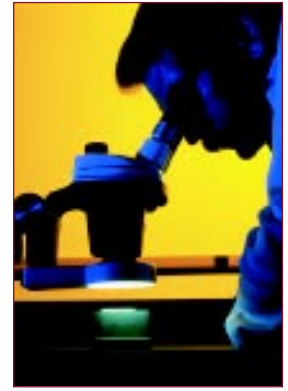
The second step, according to Smith: "Make sure that you have a good disaster recovery plan just in case something does happen. And don't forget to test it," he concludes.

Greg Smith can be reached at gsmith@petragroup.com.



Business Notes...

- The *Southern Tier Central Regional Planning & Development Board*, Painted Post, will have a new program as of January 1, 2003. The Internet Map Server will be able to put together coverage from various State and Federal Web sites such as the NYS GIS Clearinghouse and CUGIR (Cornell University).
- *Corning Incorporated* has announced that AB Stokab and Foco 16 AB, Stockholm-based telecommunications carriers, will deploy almost 50,000 km of Corning optical fibers in a new network that is designed to enable a high-capacity link between Sweden and Latvia in northern Europe. It will be the first major installation of Corning's Vascade L1000 cabled optical fiber in an undersea link and the largest deployment of its SMF-28e cabled fiber in Europe.
- The *Alliance for Manufacturing and Technology*, Binghamton, has achieved ISO 9001:2000 quality certification. The award caps a one-year preparation process by the organization, which provides consulting and business improvement services.
- The *Federal Laboratory Consortium for Technology Transfer* is offering a free service to help navigate the Federal lab system. The Technology Locator can be accessed at its Web site, www.federallabs.org, or by phone at 856-667-7727.
- *Ceramic Services, Inc.*, Philadelphia, PA informs us that it has introduced a new automatic, humidity-controlled, cart-type dryer. The Pottery Pro 2000, which is designed to solve a number of existing problems in the industry, joins the company's expansive line of kilns and dryers. Specifically, the company's Susan Giraldi explains that the new unit "lowers the incidence of losses due to warping, cracking or hidden stresses. The controlled environment also promotes aster drying."



Institute Names New Board Member

The *George & Robin Raymond Family Business Institute*, based at CCIC's Alfred facility, has named **Leonard C. Green** as a trustee. Green and his family operate four New Jersey-based companies, including an accounting and consulting firm, a real estate company, a thoroughbred racing and breeding operation and a family-business consultancy.

Green is also an adjunct professor of family business at entrepreneurship at Babson College in Wellesley, MA. He has authored several case studies in family business activities.

"We are extremely pleased to add Len Green as a trustee," says Dr. Carol Wittmeyer, president of the Institute. "In addition to his hands-on business experience, he teaches hundreds of students each year at Babson, which enrolls one of the highest percentages of students from family firms in the country.

"Len's expertise, talent and enthusiasm for family business are tremendous assets to our board," Wittmeyer continues.

"When I first learned about the Raymond Institute last year, I knew that George and Robin Raymond's dream of being a global authority on family would become a reality," says Green, who has degrees from New York and Rutgers universities and is a graduate of the Harvard Business School's owner/president management program. "I'm exceptionally pleased to join this board."



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