



Creating Innovation  
Leadership Solutions

**Location:** Hyatt Regency Louisville  
311 S 4<sup>th</sup> Street  
Louisville, KY 40202  
(502) 581-1234

**New Business Development Network**  
Spring 2016 Meeting Agenda  
Monday, March 7 – Tuesday, March 8  
\*\*\*Draft Agenda, Subject to Change\*\*\*

**Monday, March 7<sup>th</sup>**

7:30 am – 8:00 am <i>Keeneland</i>	<b>Breakfast</b>
8:00 am – 9:00 am <i>Cherokee</i>	<b>Introductions and Roundtable</b> <i>Network members will introduce themselves and talk about what they do.</i>
9:00 am – 10:00 am <i>Kentucky Suite</i>	<b>The Lunar IceCube Project</b> <i>Dr. Malphrus will discuss the Lunar IceCube space probe, which was selected by NASA as a secondary payload to hitch a ride to Earth Escape in 2018 on the maiden voyage of NASA's Space Launch Program. The session will also cover technology management practices that fit best with the unusual circumstances of space-based sciences.</i>  <b>Presenter:</b> Dr. Benjamin Malphrus (Morehead State University)
10:00 am – 10:30 am	<b>Break</b>
10:30 am – 11:00 am <i>Cherokee</i>	<b>IRI's Sustainability Process &amp; Tools Research Team</b> <i>The team will introduce their topic, embedding sustainability processes and tools into NPD, and explain how the network can help them complete their research project (surveys, case study interviews, etc.).</i>  <b>Presenter:</b> Sue Burek (Newell Rubbermaid)
11:00 am – 12:00 pm	<b>Business Development Group Responsibilities and Functions</b>  <b>Presenters:</b> TBD
12:00 pm – 1:00 pm <i>Keeneland</i>	<b>Lunch</b>

<p>1:00 pm – 5:00 pm Seneca-Iroquois</p>	<p><b>ROR Collaboration – Networks Joint Session</b> <i>This session is open to all network members. Participants must commit to staying for the entire session.</i></p> <p><i>IRI’s Boundariless Collaboration Research Team will hold an interactive session with attendees to address a real-world technical challenge faced by IRI members. IRI member companies were asked to submit their company’s problem in advance and at least one was chosen to be addressed. A representative from the selected company will attend to present the problem, and attendees will work to develop a creative solution, using a variety of methods developed by the Boundariless Collaboration team and their partner, Carnegie Mellon University’s Human-Computer Interaction Unit. It’s a great opportunity to put your expertise to use and network with R&amp;D experts from a broad range of industries.</i></p>
<p>6:00 pm – 7:30 pm The Spire</p>	<p><b>Networking Dinner and Team Trivia Showdown</b> <i>Meet your fellow Network members and go head-to-head against them for the title of Trivia Champion! NBDN members will also have a gift exchange following the trivia game. Please bring a company logoed gift (valued under \$25).</i></p>

**Tuesday, March 8**

<p>7:30 am – 8:00 am Park Suite</p>	<p><b>Breakfast</b></p>
<p>8:00 am – 9:00 am Hialeah</p>	<p><b>How to Expand to New Markets with Current Products</b> <b>Presenter:</b> John Sirman (Praxair)</p>
<p>9:00 am – 10:00 am Hialeah</p>	<p><b>Planning the Next Meeting</b></p>
<p>10:00 am – 10:30 am</p>	<p><b>Break</b></p>
<p>10:30 am – 12:00 pm Hialeah</p>	<p><b>Legal Agreements to Move Fast</b> <i>In this interactive session, participants will learn how to turn your business development leads into signed and closed contracts as quickly and as painlessly as possible. The group will review and discuss tools for efficiently and effectively managing the contract lifecycle and you will participate in mock negotiations related to critical contract provisions. Participants will also learn about some of the important business issues contained in many standard legal “boilerplate” provisions.</i></p> <p><b>Presenter:</b> Henry Thoman</p>
<p>12:00 pm – 1:00 pm Park Suite</p>	<p><b>Lunch and Learn: “Transitioning Lean Startup Principles to Larger Companies”</b> <i>This presentation will examine the potential for companies to adopt Lean Startup methodologies, outline where and when to apply it, discuss modifications needed to work in a corporate structure, and underscore a list of issues which occur when companies don’t fully understand and invest in the disciplines required.</i></p>

	<b>Guest Speaker:</b> John Bacon (Founder and CEO of iP2Biz)
1:00 pm – 2:30 pm <i>Keeneland</i>	<b>Creating a New Technology Scouting Function</b> (joint session with Innovation Leaders Network and New Business Development Network) An interactive session to help companies develop a toolkit for creating a new technology scouting program. <b>Presenters:</b> Jeff Cope (RTI International), Tom Culver (RTI International), Dan Gleitman (Halliburton), Jim Jindra (J.M. Smucker), Werner Kaufmann (BASF)
2:30 pm	<b>Meeting Adjourns</b> (Optional: Grab a snack and proceed to shuttle for the tour)
2:30 pm – 5:00 pm <i>Optional</i>	<b>Tour (Space is limited; please register in advance)</b>  <a href="#"><u>FirstBuild microfactory</u></a> – GE Appliance partnered with Local Motors to give entrepreneurs a place to develop ideas, build prototypes and test out their new products.  <a href="#"><u>Louisville Slugger Museum &amp; Factory</u></a> – A world-famous landmark where visitors can explore the history of this family-owned global company and tour the factory floor to see how the bats are made.
6:00 pm – 7:30 pm <i>The Spire</i> <i>Optional</i>	<b>Reception</b>