



## AGENDA • MAY 16TH CUB: Butch's Den

### GETTING STARTED ON YOUR ENTREPRENEURIAL ROAD TRIP

- **Session 1:** 8:30 – 9:30 am  
Avoiding Road Hazards
- **Session 2:** 9:40-10:40 am  
Navigating the Patent and Copyright Process
- **Session 3:** 10:50-11:50 am  
A Fork in the Road: Now that I have a Protected  
Commercially Viable Technology What Should I Do with It?

#### Panelists

Zeinab Abouissa, Technology  
Licensing Associate, WSU OC  
Asa Brown, Technology  
Licensing Associate, WSU OC  
Rob Keegan, Faculty, WSU CVM  
Katrina Mealey, Faculty, WSU CVM

Brett Nelson, Patent Attorney,  
Lee & Hayes  
Jon Oatley, Faculty, WSU CVM  
Sita Pappu, Director, WSU OC  
Bryan Slinker, Dean, WSU CVM  
John Wenz, Faculty, WSU CVM

- 11:55 am – 12:55 pm  
Lunch informal discussions with members of the Office of  
Commercialization

#### Panelists

Zeinab Abouissa, Technology  
Licensing Associate  
Asa Brown, Technology  
Licensing Associate  
Norman Ong, Technology  
Licensing Associate

Sita Pappu, Director  
Scott Steiger, Technology  
Licensing Associate

### COMMERCIALIZATION IN THE WILD

- **Session 1:** 1:00 – 2:30pm  
What Are the Potential Paths for Commercialization?
- **Session 2:** 2:40 – 3:50pm  
Who's Going to Take this Trip with Me?
- **Session 3:** 4:00 - 5:00pm  
Financing Early Round Companies

#### Panelists

Joe Harding, Faculty, WSU CVM and  
CSO, M3 Biotechnology  
David Haworth, President,  
PetSmart Charities  
Scott Maloney, CEO, BowTie

Bruce Montgomery, CEO,  
Genoa Pharmaceuticals  
Rich Thayer, Managing Partner,  
Halteres Associates and CEO,  
The Catalysis Foundation

*Post Workshop information and updates will be available at  
[go.vetmed.wsu.edu/Entrepreneurs](http://go.vetmed.wsu.edu/Entrepreneurs)*



## AGENDA • MAY 17TH CUB: Butch's Den

### OPERATING STRATEGY AND TACTICS

- **Session 1:** 8:15-9:15 am  
Managing, Leading, and Finding Your Fit
- **Session 2:** 9:25-10:25 am  
Outside the Company or Venture: How to Productively and  
Constructively Partner, Sell, Buy, Grow, and Interact in the  
Context of Business
- **Session 3:** 10:35-11:35 am  
Resources: Investment, People, Technology  
How and When to Use Them

#### Panelists

Pat Arensdorf, CEO, Bluestar  
Genomics  
Joe Harding, Faculty, WSU CVM  
and CSO, M3 Biotechnology  
David Haworth, President,  
PetSmart Charities  
Scott Maloney, CEO, BowTie  
Bruce Montgomery, CEO,  
Genoa Pharmaceuticals

Wendy Ortman, METER  
Group, Inc.  
Tom Simpson, Co-founder/  
Chairman, etailz  
Rich Thayer, Managing Partner,  
Halteres Associates and CEO,  
The Catalysis Foundation

- **Keynote Address:** Noon - 1pm  
CUE 203  
A. Bruce Montgomery, MD & CEO of Genoa Pharma  
Lessons Learned from a Serial Entrepreneur: Navigating the  
Entrepreneurial Ecosystem