

Attendees

Bill Bean, John Brubaker, Lee Beach, Jay Diedzic, Doug Dwoyer, David Forrest, Ben Francisco, Carl Friedrichs, Marjorie Friedrichs, Jim Golden, Alleyn Harned, Troy Hartley, Joe Heyman, Virginia Jones, Steve Kaattari, Rick Lally, Jane Lopez, Doug Meredith, Chris Machut, Dennis Manos, Dave Marsell, Paul Panetta, John van Rosendale, Jim Schultz, Carter Scott, Leonard Sledge, Al Smith, Steve Stanford, Mike Unger, Lyle Varnell, John Wells.

Purpose

The purpose of this meeting was to cover:

- VIMS Updates (John Wells)
- Small Business Innovative Research Program (SBIR) and Broad Area Announcement (BAA) Overview (Bill Bean, Lyle Varnell, Ben Francisco, Paul Panetta, Joe Heyman)

Note: Presentations from Bill Bean, Ben Francisco, Paul Panetta, and Joe Heyman have been posted at: <https://web.wm.edu/economicdevelopment/VIMSIndustryPartnership.php>

Agenda

John Wells chaired the meeting and Jim Golden facilitated the agenda.

ANNOUNCEMENTS:

- It was with deep regret that John announced the death of former VIMS Director, **William Jennings Hargis, Jr.**, who contributed invaluable service to advance VIMS direction and growth.

PRESENTATIONS:

John Wells. (VIMS Updates)

Budget. John announced that **state funding** for William and Mary will be **cut by 7%** and that the school is studying plans now on how to best deal with this funding cut. VIMS was somewhat fortunate because of its role under the Secretary of Education. Other state agencies dealing with natural resources received larger cuts.

VIMS Council. As an important VIMS resource, this advisory council is composed of business leaders and executive retirees with influential political contacts - all anxious to support VIMS continued growth. To further encourage their coordination, John Wells has invited **Advisory Council representatives** to attend future VIMS Industry Partnership meetings.

Strategic Planning. VIMS has recognized the importance of industry collaborations in advancing research and developing new funding sources. VIMS is exploring a formal business structure to participate more effectively with the private sector in a number of fields. The VIMS-Industry Partnership has been very successful in demonstrating the value of such collaborations. The strategic plan will encourage continued collaboration in the technology areas the Partnership is also exploring. The plan will also exploration of collaborations in other technology areas.

Bill Bean. (SBIR/STTR Overview)

Bill explained how SBIRs, STTRs and Broad Agency Announcements (BAAs) can help VIMS find potential partners to bid with for additional R&D funding.

Both SBIR and STTR programs were created by congress and are supported by **11 federal agencies**. Their joint goal is to encourage small businesses to research, create, and commercialize new technologies that meet federal R&D needs. The STTR program **requires** that the company **partner with a university**. The SBIR does not have that requirement, but collaboration with a university is an effective way to expand funding opportunities.

PRESENTATIONS:

Lyle Varnell (VIMS Collaborative Interests)

Lyle continued the discussion by identifying further resources available to help VIMS faculty collaborate with small businesses on initial search selections that match a VIMS specialty. Lyle showed **several helpful sites** including the **SBIR Gateway** at www.zyn.com.

He discussed examples dealing with **ecology, toxicology, aquaculture** and **carbon cycles** that would be of interest to VIMS. **Jane Lopez** noted that VIMS routinely explores opportunities at www.grants.gov and that there are links to search engines on the VIMS website.

Steve Kaattari noted that he and several other VIMS scientists have served on science review panels for SBIRs and STTRs. He suggested that the Partnership assemble a list of VIMS scientists who do that and ask those scientists to serve as consultants on VIMS proposals.

Several participants emphasized the importance of building relationships with program managers – not just in response to specific announcements, but also as a long-term process of helping to influence future proposals.

Bill Bean and Lyle mentioned that they are planning to schedule a session at VIMS to explore various ways of seeking funding support for projects with industry.

EXAMPLES: Industry Partner Opportunities

- **Werner Anderson** (Ben Francisco)
SBIR Proposal: *Predictive Simulations of Chemical & Biological Agents in Potable Water*
Ben discussed Werner Anderson's **focus on modeling and simulation** research. He has initiated a process with **Bill Bean** to search for SBIRs, STTRs and BAAs that could be of interest to VIMS and industry partners.

He noted that WA had submitted an SBIR with VIMS scientist **Jian Shen** concerning predictive simulations of chemical and biological agents in potable water. He thought that such proposals had real promise, but this one was probably put together too quickly.

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- **Luna Innovations, Inc.** (Paul Panetta and Joe Heyman)
Paul and Carl Friedrichs discussed how the research at Luna overlapped with **Carl Friedrichs'** interests at VIMS and the need for sedimentation characterization. They have identified a series of funding opportunities with the Corps of Engineers, NSF, CICCET and ONR in the areas of **seabed floor mapping, water column sediment profiling** and **solids fraction profiling**.

The technologies involve the use of acoustic scattering, Doppler velocimeters and calibrated digital x-radiographs. Luna is doing work on **sediment transport/characterization and sound waves**. Paul has teamed up with Carl to match proposal applications in those areas. There are also applications to biofuel processing and bio-particulate characterization.

Joe discussed how Luna's research on **groundwater and ocean gravity waves** could easily match up with VIMS research in matching proposal opportunities - with a possible submission to the DoD on a new type of sensor. One technology of interest is **acoustic phase locking**.

Joe emphasized that the **key to winning these proposals** is in the "pre-announcement phase" by taking time to **build personal relationships with the agency contacts** that are a stronger source of feedback on agency needs than a brief proposal description.

Agenda, cont.

NEXT STEPS:

The group concluded that the Partnership can assist in developing more effective ways to share information about potential opportunities and to find appropriate matches between industry and VIMS interests.

The discussion highlighted **four potential ways**:

1. **Identify VIMS scientists** who have served on science review panels and ask them to serve as a review panel for VIMS proposals.
 2. **Develop a general screening process** to identify opportunities (Ben Francisco, Lyle Varnell, Jane Lopez, and Bill Bean to explore that).
 3. **Cultivate project managers** in a more systematic way across the Partnership.
 4. **Develop specific VIMS-Industry collaborative teams**, following the Panetta-Friedrichs example, to jointly explore opportunities.
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CLOSING COMMENTS:

Updates at the next meeting will include:

- **Tucker Pierce**, Tellus Applied Sciences - Norfolk Nauticus buoy and CBIBS and CBOS.
- **Jay Diedzic** - alternative energy.

Bill Bean and Lyle Varnell will let the group know about the scheduling of the funding discussion to be held at VIMS next month.

John Wells thanked the group for the great turnout and the excellent discussion.

Next Meeting

Friday, December 12, 2008. VIMS Director's Conference Room, Watermen's Hall. 10:00am – Noon.
