

Caltech/MIT Enterprise Forum
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MEDICAL DEVICES:
The Age of Entrepreneurs

PRESENTERS

Dr. Herbert D. Zeman

President of CONENHILL, INC.

Prof. Department of Biomedical Engineering

University of Tennessee Health Science Center

Using technology developed at the University, Dr. Zeman has developed the On Target vein contrast enhancer to make vein access easier by capturing an infrared image of veins, enhancing the contrast using software, and projecting the vein image back onto the skin. Applications exist for injections, drawing blood, surgery, and other medical procedures. Dr. Zeman and Conenhill exemplify many aspects of the paradigm of taking university conceived technology to the marketplace.

Gordon Benhard

Chief Operating Officer

Elpac Electronics Inc.

Elpac has recently introduced 28 new medical grade power supplies, porting its prior technology to the medical device industry. After Mr. Benhard and his team came to Elpac Electronics several years ago, he has taken Elpac Electronics through a "restart". Since then, Elpac has relaunched its business and expanded into new markets, including medical device power supplies. He will share a number of lessons for entrepreneurs.

PANELISTS

John Dalfonsi

Managing Director

Roth Capital Partners

Mr. Dalfonsi is a managing director in the investment banking department at Roth Capital Partners, with industry expertise in medical device companies. Mr. Dalfonsi has either closed public and private financings or advised companies on mergers and acquisitions totaling over \$2 billion in value. Mr. Dalfonsi received his B.S in Industrial Engineering from Northwestern University and has MBA from the University of Chicago Graduate School of Business

Roger Zickfeld

Managing Director

Coldwater Associates

Roger Zickfeld brings over 20 years of strategy, financing, and operating experience to Coldwater. His client base consists of emerging and middle market companies that draw upon his experience in the life sciences, high tech, and service industries to formulate corporate strategy and to raise capital. Mr. Zickfeld has been a top executive with established and emerging firms, including a \$220 million life sciences firm where he had broad managerial and P&L responsibility for 13 years. His operating experience is in general management, corporate finance, operations, sales and marketing, logistics, human resources, and information

technology. His management consulting projects are focused on the intersection of business strategy and corporate finance.

Mr. Zickfeld held several executive positions with Karl Storz Endoscopy. He was President of the company's renal lithotripsy division and CFO of the US operations. He was also President of the company's captive finance subsidiary, and a senior executive of each of the company's major distribution entities and fiber optics manufacturing facility. He also has New Economy and Internet experience as Executive-In-Residence with SLO Media, where he was COO of a streaming media start-up. Prior to joining Karl Storz, Mr. Zickfeld was a Consulting Manager with KPMG where he worked in the firm's corporate finance practice and addressed a broad set of strategic and financial management issues. He has also worked at Ernst & Young.

Mr. Zickfeld graduated Magna Cum Laude from the University of Southern California and from UCLA with an MBA.

Jerry Gallwas

The Beckman Foundation

Jerry Gallwas was a member of the original team in the mid 1960s that founded and managed the growth of what became the clinical diagnostic business of Beckman Instruments. The original group known as RAGS (the first initials of team member's last names) pioneered a new technology based on kinetic rate measurements applied to first order chemical reactions for clinically significant blood constituents. A classic entrepreneurial story where management turned down a new product proposal only to have a small skunk works team develop and bring it to market.

Scott R. Carter

Assistant Director

Office of Technology Transfer

California Institute of Technology

Mr. Carter has extensive experience in the transition of university developed technology into the private sector.

Steve Halasey

Group editor

MX: Business Strategies for Medical Technology Executives and IVD Technology.

Steve Halasey is group editor for *MX: Business Strategies for Medical Technology Executives* (www.devicelink.com/mx) and *IVD Technology* (www.devicelink.com/ivdt), both publications of Canon Communications (Los Angeles). Halasey joined Canon in 1992 as managing editor of *Medical Device & Diagnostic Industry* magazine and also served as executive editor of that publication before taking on the role of editor for *IVD Technology*. In 1999 he launched an annual business review of the medical technology industry titled *Medical Device Executive Portfolio*, which has since increased to bimonthly frequency and taken on the title of *MX*. Designed exclusively for top-level executives in medical technology companies, *MX* focuses on issues related to business planning, company finance, governmental and legal affairs, and other topics of importance for company management. Halasey is also a member of the steering team for the Medical Design Excellence Awards competition (www.MDEAwards.com), an annual program that recognizes achievements in medical product development. He holds BA, MA, and

CPhil degrees from the University of California, Los Angeles. Halasey can be reached via e-mail at steve.halasey@cancom.com.

MODERATOR

Russell M. Frandsen

Attorney at Law
Squire Sanders & Dempsey, LLP

Mr. Frandsen is an Attorney at Law at Squire, Sanders & Dempsey LLP. Mr. Frandsen has 24 years experience in business law in Los Angeles. Mr. Frandsen is AV rated by Martindale-Hubbell, the highest rating given. Mr. Frandsen has developed considerable expertise in high technology companies, entrepreneurial businesses and venture capital investing. In this connection, he has handled numerous e-commerce, Internet, and technology start up firms, mergers and acquisitions, federal and state securities law issues, including public and private securities offerings, intellectual property licensing and technology transfers, technology joint ventures, securing and protecting trade secrets and intellectual property and related general business problems. Mr. Frandsen serves as outside general counsel to a number of clients in the high technology field.

Mr. Frandsen attended Duke University School of Law, receiving his Juris Doctorate degree in 1976. He completed his undergraduate studies at Brigham Young University, with a B.A. in University Studies, graduating Magnum Cum Laude with High Honors in 1973. Mr. Frandsen majored in Physics and Math at the university before deciding to obtain his degree in University Studies. The University Studies degree consists of concentrated academic study in six fields including mathematics, physics, philosophy, history, German and religion.

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Christie, Parker and Hale LLP is a Pasadena-based intellectual property law firm. The firm was founded over forty years ago, and now has over thirty lawyers who specialize in the law of patents, copyrights, trademarks, unfair competition, and related technological, licensing and litigation issues. The lawyers of the firm have expertise and experience in a broad range of technologies, including computer hardware and software, semiconductors, electronics, communications, physics, chemistry and chemical engineering, biotechnology, materials science, and mechanical engineering.