

Oklahoma Innovations Radio Show

Air Date: February 6-7, 2010

Guests: **Rex Smitherman**, vice president of operations, i2E

[Music]

From the OCAST Radio Network, this is *Oklahoma Innovations*, a weekly science and technology radio magazine brought to you as a service of OCAST, the Oklahoma Center for the Advancement of Science and Technology. OCAST is the state's only agency whose sole focus is technology, its development, transfer, and commercialization. OCAST mission is to identify and fund promising research in technologies that allow Oklahoma to compete in a global market economy from our own backyard. This program features some of the state's most gifted and talented scientists, inventors, entrepreneurs, manufacturers, and business leaders who all have one common goal, developing technology-based economic growth for all Oklahomans. Now here are your hosts, Gary Owen and Steve Paris.

>> Welcome to another edition of Oklahoma Science Radio Magazine, *Oklahoma Innovations*. And if you didn't have enough moisture, well, hold on. It's gonna be a wet month according to a meteorologist. So it's looking like we could have some beautiful lawns and lush green trees and shrubs this year.

>> Well I'm tired of running the polar bears off my patio.

>> Are you?

>> Oh yeah. I tell you, every morning. It seems that--like it's been that way these last few years.

>> I'm telling you, this has been a strange year for weather.

>> Weather has been and you know what? They said that it happens at least historically for the last so many years. I think for the last three 21 year cycles, we've had weather like this every 21 years. Now, I don't wanna read too much into that, but you know, the sun is actually--

>> Well, let's correct that based on statistics, of course.

>> Well, they do, based upon how much snow we get in and of course, we're on the verge in Oklahoma of approaching, you know, a record number of--

>> We're close to breaking a record, right?

>> Breaking a record here and so, you know, I don't know what kind of scientific background there is behind into these forests being 21 year intervals but that's something I wish somebody would do a study on so I could learn more about that.

>> Well, what kind of things do you have on your plate this morning that you'd like to bring to our listeners?

>> Well, several things. First of all, let's tell them who we're gonna have as our guest today.

>> Well, that's gonna be real interesting.

>> It is. Rex Smitherman, Vice-President for Operations of i2E. That stands for Innovations to Enterprise. And Rex has been around the i2E for some years now. He is--but you know, his history has won a lot of interest and we're not gonna let him talk about that just yet, but many of

you will remember Rex as being the Chief Operating Officer of the Oklahoma Department of Commerce not too many years ago. It's probably been more than we'd care to think of Rex, but it doesn't seem like it's been that far back. And here you are, you are vice-president of operations for i2E. We're gonna be talking about some other things that are happening at i2E. We're gonna be talking about the i2E Fellows Program. We're gonna be talking about the Donald W. Reynolds Governor's Cup competition and I'll tell you what, this has turned out to be one of the bright events in the State of Oklahoma, and we're gonna let you talk about that here in just a little bit. You know, Gary, the--I don't know if you've heard about Bill Gates letter. Have you heard about it yet?

>> I have, but why don't you share it with our audience.

>> Okay. We all know who Bill Gates is.

>> You bet.

>> Well, you know who--Microsoft.

>> Oh, that guy. Okay.

>> That guy, right. Only happens to be one of the richest men in the United States. At any rate, Bill Gates, every year, writes a letter to some of the people who are involved in his charitable foundation and others, and he wrote an interesting letter here about two weeks ago to the group and it involved--well, let me just read this, a couple of things to you. The needs of the poor are greater than the money available to help them. Well, I think we kinda know that. But that's not enough to discourage Bill Gates and his work as co-chair of the world's largest charitable foundation and in his second annual letter, he said investments in science and technology--boy, got my attention. It better got yours too.

>> Every time you see that, it gets your attention.

>> Exactly. But investments in science and technology can leverage those dollars and make more of a difference than charity and government aid alone. And so what that tells me is he's got the picture. He understands that, you know, the future of our country and the future of the world lies in investments in science and technology. You know, not to the exclusion of everything else, but it's so important that we keep that momentum going and it's always a challenge to invest in science and technology, but it's good to know that people like Bill Gates understand that. You know, his Seattle-based foundation focuses most of its donations on global health, agriculture development, and education and since 1994, his foundation has committed to 21.3 billion dollars in grants.

>> Wow!

>> And of September 30th of 2009, its endowment totaled 34.17 billion dollars. That's a major commitment, but I thought that was interesting to hear from Bill Gates. I mean, you know, he's one of those guys. When Bill Gates talks, people tend to listen to him. So I'm glad to hear he's got that message. How are you doing, bud?

>> I'm doing good.

>> I'll tell you what. I understand you have some things to relate to us, don't you?

>> I do. Of course, I always got some good stuff and, of course, I wanna remind you that we take the show on the road off and on.

>> Yes, we do.

>> Off and on. We're gonna be going on the road here in a couple of weeks and--

>> We'll be going to Tulsa, aren't we?

>> Yeah, we're going to Tulsa, got a couple of interesting shows we're gonna do up there so you KRMG listeners, we'll be in your area. We're coming up pretty soon. What is one of the first place that we're gonna go to?

>> We're going to an organization called Laureate. Yeah. I'm not gonna tell you the whole story but it involves a group of scientists who have pretty much left the National Institutes of Health and have moved to Tulsa, Oklahoma, and they have the latest FMRI and that stands for magnetic resonance that's involved. We're gonna let them tell that story, but that's what we're gonna be talking about. What's interesting to me about this story is they decided to come here because of the way things are in the State of Oklahoma in that we support science and technology and they're looking at coming to Oklahoma as a way of helping them do their business in such a way that they're gonna have a better chance of being successful. And these are very brilliant people. It's the kind of a, you know, we love people moving to Oklahoma, honestly.

>> Sure, sure.

>> But we also, we really wanna see the scientists and the technologists and the people who are involved in this industry move here because they bring high-quality jobs and they bring more people who are part of their research team and they're the kind of people who may move into the community, they add to the community.

>> Yes, they do.

>> And they're contributors to the community and, you know, that and I used to hear the governor talk about, you know, we wanna attract more retired people then people would kind of curl their eyebrows at that. But he said they don't commit crimes. They don't cause this. They add to the community instead of taking away from it. And these are those kinds of people. They're good, solid, you know, people who are gonna create quality jobs and we're always for quality jobs.

>> Outstanding. It's time now for our science and technology news from around the globe. And by now, those of you who are hardcore Apple fans and Mac fans, and iPhone fans, I bet you're just fit to be tied over the new iPad. Well, late last month, Bloomberg News reported that the Taiwan-based Acer would may--wade in to the eBook in applications market and were presumably intended to counter the buzz surrounding Apple iPad, but according to DigiTimes, Acer Taiwan President Scott Lin announced that while Acer had the capability to build a tablet, it would focus instead on ultralight laptops in 2010, then it's reasoning had everything to do with the popularity of iTunes and the ability of the Apple iPad to attract hordes of third-party developers. Translation, going head to head with Apple iPad could leave Acer badly scarred. Well, those of you who have been hearing all the news and the hoopla about whether or not talking on the cell phone is going to make you a safer driver, listen to this. This story says and I'm gonna credit Christian Science Monitor for this. They say--they released a story here that says new data from the Highway Loss Data Institute finds that laws requiring hands-free devices for cell phones don't change accident rates. Now here's the shocker. That Bluetooth appendage on your ear isn't doing anything to make you safer either. This comes from the, again, the Highway Loss of Data Institute which study such things. More precisely, its study found that

crash rates in places with bans in place like California, Connecticut, New York, and Washington D.C. stayed the same when those bans were implemented. The laws aren't reducing crashes even though we know that such laws have reduced handheld phone use with several studies have-- when several studies have established that phoning while driving increases crash risk and I just thought that was pretty interesting from Adrian Lund who is the Insurance Institute's president. So there you go folks, you know.

>> Who's to say?

>> Who's to say?

>> Well, Haiti should be preparing for another major earthquake. That could be triggered by the catastrophic one of last month which killed up to 200,000 people and of course left the capital of Port-au Prince in ruins. This according to geophysicists. The team of them who have been tracking movements in the fault line that slashes across Haiti and the Dominican Republic head to the nation about a week ago to measure changes on the earth's crust after the 7.0 magnitude quake on January 12. What they say is that increased pressure on the fault after the quake could unleash another of the same size or bigger although scientists acknowledged they have no way of knowing when or where it will hit. Man, oh man. Well, if you haven't heard, President Barack Obama has killed NASA's 100 billion dollar plans to return astronauts to the moon. The move came on the 7th anniversary of the space shuttle's tragedy that triggered the return to moon plan.

>> The White House said the program was too much like the 1960's Apollo mission and may require a large budget increases just to get astronauts back on the moon by 2030. Here's an interesting story, those of you who have children allergic to peanuts, listen to this. Many children who test positive for sensitivity to peanuts may not actually have full-blown allergies to the food. This is a new study. UK researchers found that among 79 eight-year-olds who were deemed peanut sensitive by standard allergy testing, only 7 turned out to have true allergies when they underwent more extensive testing that is less commonly used in routine practice. The limitation of these two tests is that they gauge peanut sensitivity which refers basically to the immune system response to peanut proteins, but not everyone who is sensitive to peanuts has a true allergy which means that a person has specific symptoms like wheezing, hives, swelling, or digestive problems after eating peanuts. They say this limitation becomes a problem when doctors are trying to diagnose a peanut allergy on a child with no clear history of symptoms. So there you go. Steve has our Innovations in History.

>> Thank you Gary. It was on February 1st, 1788. Isaac Briggs and William Longstreet patented the steamboat. On the same date in 1793, Ralph Hodgson of Lansingburgh, New York patented on the world's greatest inventions. It was oiled silk. RCA unveiled the first multiple play 45 RPM record changer on February 1st, 1949 about just a few months before I was born. William Painter of Baltimore, Maryland patented the crown-corked bottle cap on February 2nd of 1892.

>> Say that real fast.

>> Yeah, said--I tried to. On the same day in 1935, Leonarde Keeler conducted a test to the polygraph, the lie detector machine in Portage, Wisconsin, that marked the first time that one of the mysterious boxes was used. And it was on February 4th, 1895, the first rolling lift bridge opened over to Chicago at Van Buren Street. The bridge used steel presses or girders across the navigable channels supported by and originally connected to large steel rollers. It has curve steel bases like rocking chairs weighted in the rear to counterbalance the span. You know, we funded

some bridge research in Oklahoma in the past. To open, the bridge rolled back on its rockers until upright. It looked like a jack knife. Louis Perlman of New York City received a patent on February 4th, 1913 for his famous demountable tire-carrying rims. We call them wheels. And the first electric typewriters went on sale on February 4th, 1932. What is a typewriter anyway?

>> I don't know.

[Laughter]

>> February 5th, 1861, Samuel Goodale of Cincinnati, Ohio patented the moving picture peep show machine. One put in a coin and turned a crank on the side of the ornately decorated a box and voila, a flickering movie appeared.

>> Amazing.

>> That is our Innovations in History.

>> And coming up, we're gonna be talking with Rex Smitherman, vice-president of operations of i2E when we return on *Oklahoma Innovations*.

[Music]

>> Imagine not being able to see your daughter on her wedding day or experiencing your grandchild's first smile. An estimated one and three quarter million Americans over age 50 have developed a lost of vision or blindness due to age-related macular degeneration. And of the more than 200,000 Oklahomans leaving with diabetes, 90 percent will develop eye disease. With the support of the Oklahoma Center for the Advancement of Science and Technology, an Oklahoma company is developing innovative treatments for blinding eye diseases. The research will improve the lives of people across the nation, create new treatments that are more comfortable for patients and prevent vision loss. OCAST is looking for Oklahoma researchers serious about investigating new treatments and products that improve the quality of life and the economy for Oklahomans. For more information call OCAST toll free at 866-265-2215 or visit their website at ocast.ok.gov. Investing in science and technology, it's good for your health.

>> Now in its 14th year, this is *Oklahoma Innovations* on the OCAST Radio Network.

[Music]

>> Today our program is gonna feature one of OCAST's strategic partners. Of course OCAST was really, I guess, one of your brain child, wasn't it? Wasn't it OCAST kind of get i2E which originally was the Oklahoma Commercialization Center?

>> Well i2E is a private sector organization that responded to one of our RFPs about--we're looking back about 19--let me get my year straight--1997 and it's operated marvelously in taking a lot of the research. Not just that came out of OCAST, but research that comes out of other parts of--that may or may not be connected to OCAST. We take all comers and, of course, they have to qualify. And what i2E has done has helped them commercialize. That was the missing piece that we had 10, 11 years ago. You know, we had most of our pipeline already built, but we didn't have anything at the end to help companies that need to commercialize. If it was one thing to develop the technology, it's quite another to make a business out of it.

>> Gotcha.

>> And that's what the expertise at i2E does is take these folks and help them. We're gonna hear more about that here in just a moment.

>> Well, you know what. Now, imagine if we have this innovation, Steve, but didn't have time. We have this one innovation in history that I wanted him to mention. We ran out of time for that. I've never heard of this, but I thought this was really funny. Listen to this.

>> Okay. It was on February 7th, 1893. Elisha Gray, of Highland Park, Illinois, patented a machine called the telautograph. The telautograph. It automatically signed autographs to documents freeing up those who would be autographing these things so that they could take care of other matters.

>> Okay. I need one of those now.

[Laughter]

>> A telautograph.

>> Whatever, okay. Well, let's talk up to our guest, Rex Smitherman, if you will.

>> Love to. Love to. I mentioned, you know, Rex a little bit ago is Vice-President for Operations for i2E that stands for Innovations to Enterprise. Rex has done a lot of things, but one of the things he has done has served as the Chief Operating Officer for the Oklahoma Department of Commerce and I'm gonna let him tell the years because I remember the time, but you know, getting in the years straight, Rex has been one of these Oklahoma treasures. He's been around for sometime, and he's not that old, but he's been around for sometime working in economic development and we're very fortunate to have him at i2E now, been there for a couple three years now. And he's gonna be talking with us today about some of the new things that are coming down the pike at i2E, but I'd like to give you the opportunity, Rex. Tell us about just who Rex Smitherman is.

>> Hi Steve, Gary. Thanks for having me today. Pleased to be here. I've been around a long time, 25 years in economic development.

>> Yeah. That is long.

>> And I was at the Commerce Department for many of those years. You know, I am old. It's okay.

>> No, you're not. You can say.

>> But you don't look old.

>> You can say.

>> You don't look old.

>> But you've got hair.

>> I do. Not much, but thanks. Yeah, I've been around awhile and economic development has been kind of something that I really have a passion for.

>> Sure.

>> And i2E is an organization that can--lets me fulfill that passion. It's a great organization. It's a private non-profit organization as you said. We help technology companies commercialize

their new technologies in a nutshell. That's what we do. And--

>> And there are a lot of examples of that, a lot of companies that are up and running, hiring people, bringing in receipts, bringing in sales tax, helping Oklahoma be all that it can be.

>> We have a nice list of clients over the years and as you mentioned, i2E is 11 years old and started out as the Oklahoma Technology Development Center and changed our name several years ago to i2E for Innovation to Enterprise, and we've been helping companies for now 11 years.

>> Yeah. I had the privilege of working there for about two and a half years in the early years, back in the early days and fairly enjoyed it. A great group of people and, of course, it's a different group now. You got some new people come along and others have come and gone, and it's just an entirely upgraded new kind of organization really responding to the needs of Oklahoma business.

>> We are and we evolve just like the private sector companies that we helped over time and we've done really well. We do, I do wanna say though that we do manage two specific programs for, with, through OCAST. One is our technology business finance program which provides proof of concept funding for these new technologies and we also manage the Oklahoma Seed Capital Fund which invests equity in those technology companies and that's an OCAST-funded program as well.

>> Very unique. Both programs are very unique.

>> They are.

>> TBFP, Technology Business Finance being a program I think starts out with about a million dollars a year. That may have changed over the years, but roughly your awards are in the area of a hundred thousand dollars.

>> A hundred. Yes.

>> And they come to companies at a very specific time in their history.

>> Yes.

>> Early and one of the good things about it is those companies are successful, they pay that money back.

>> That's right.

>> Plus some other money.

>> Yeah, it's been really successful over the years. About 30 to 40 percent of the funds that we use to go to companies come from repayments from companies that have gotten the money in the past.

>> And, well, some people say why it isn't 100 percent comeback. Well, there's no guarantee if your company is gonna be successful.

>> This is a very risky part of the life cycle of a new technology startup company. This is probably the riskiest part of it and there's a big gap, a funding gap there and that's why OCAST and the state have come in to try and fill some of that.

>> Well, I think 30 or 40 percent. To me, that's a great number.

[Laughter]

>> It's tremendous. I think when this program was first set up 10 years ago, 11 years ago, the thought was if we could get 10 percent back that we'd be off the charts and we're getting almost 40 percent and that's fantastic.

>> And seed capital fund. People voted on that more than 20 years ago.

>> Yes.

>> Wow. That long?

>> Well, yeah but the thing about it is it was almost 20 years and just a little less than 20 years before it was ever funded.

>> Yeah, that's right.

>> And that hasn't been that long ago.

>> No, just two and a half years ago.

>> Exactly.

>> And we've got seven companies that have received investments from the seed fund since then.

>> There you go. We've got just a little bit left in this segment, but I wanna talk just a little bit, very briefly, your time at the Department of Commerce, and you were involved in several things along with other people and even involved in quality jobs, I think.

>> Yes, Quality Jobs Act was passed when we were there and we developed that program. We established the Oklahoma Manufacturers Alliance, a part of that, and also the Oklahoma Quality Award was established from that time as well.

>> Yeah, exactly. I remember that. We announced that.

>> I'll tell you what, if you're interested in learning more about i2E, while you're listening to the program if you're at home or perhaps maybe working in your office today on a weekend day and you wanna check this out. For more information, very simple, it's i2e.org. Just check it out and it's a wealth of information. It will show you their client portfolio and show you many of the programs available and contact information, the whole nine yards, so check it out, i2e.org. More to come with Rex Smitherman when we return on *Oklahoma Innovations*.

[Music]

>> This is Oklahoma's Science Radio Magazine, *Oklahoma Innovations* with Gary Owen and Steve Paris on the OCAST Radio Network.

>> When people think about science and technology, they imagine the future. Although researchers are developing the technology and treatments of tomorrow, results can be seen today. An investment in OCAST yields immediate return to our state through increased salaries, higher productivity, and a diversified economy. Oklahoma is an emerging global leader in science, technology, research and development with the workforce that continues to improve both in incomes and education levels. Oklahoma can achieve a dynamic economy with the culture of innovation and new opportunities that attract and retain bright creative people. Creating

opportunities, improving the economy, and investing in our future, that's what OCAST is all about. For more information, call OCAST toll free at 866-265-2215. Or visit our website at ocast.ok.gov. An investment in OCAST is an investment in Oklahoma for today and tomorrow.

>> As you drive across Oklahoma, you can see thousands of gas wells sprinkled throughout the countryside. Many of these wells don't produce enough natural gas to justify pipelines. But without this access, thousands of well sites are abandoned. With the support of the Oklahoma Center for the Advancement of Science and Technology, one company is creating a portable device transported on a flatbed truck to process natural gas at well sites. This technology optimizes the amount of gas that can be captured and releases no byproducts into the atmosphere. This idea provides new opportunities for small oil and gas producers while bringing us one step closer to energy independence. Supporting innovation, that's what OCAST is all about. OCAST is looking for small business owners serious about investigating new products, services, and processes. For more information, call OCAST toll free at 866-265-2215. Or visit their website at ocast.ok.gov. Investing in research and development, it pumps new life into Oklahoma's economy.

>> Research and development, technology transfer, and commercialization, creating high-paying jobs in Oklahoma is what OCAST is all about. This is *Oklahoma Innovations* on the OCAST Radio Network.

[Music]

>> Those of you who have been long-time listeners of *Oklahoma Innovations*, you would recognize many of the clients that i2E handles because they've been guests on our show in the past, Lifetone, InterGenetics. Gosh, let's see, Steve. There's SWeNT.

>> You're gonna find a long list there.

>> And my gosh, I mean that's just some of this. What's fun about their current website is that you get--there's a block on here. You just click on their portfolio and it links you to all of their clients. And you just highlight one of them--

>> In those clients are rapidly becoming, you know, the companies who represent captains of industries especially as it relates to technology in the State of Oklahoma.

>> Impressive list.

>> A great group.

>> They are.

>> You know, we wanna talk about a very important program that you all have had for--I forgot how many years it's been.

>> Six.

>> Six years.

>> It goes by quickly, doesn't it? The Donald W. Reynolds Governor's Cup and that has become, well, again, like this is our custom. It's become kind of an Oklahoma standard even though the program emanates from Arkansas.

>> That's correct.

>> Tell us about the Donald W. Reynolds Governor's Cup.

>> Well the Governor's Cup is a collegiate business plan competition. Students from all across the state can enter into this competition and put forth a business plan for a technology. It doesn't have to be their technology. It can be a technology that a university is working on. It could be brought to them by a private sector company, whatever. But--

>> With those partnerships.

>> Yes. And those students build a business plan around that technology and then they come and compete, and those business plans are judged, written, and then they make an oral presentation. And the winners, there's about a hundred thousand dollars in prize money at stake out there.

>> Wow.

>> And so it is a very big deal and it is very well done.

>> And it was begun actually, of course i2E has taken on the task of doing it in Oklahoma, but the funding comes from the Reynolds Trust.

>> That's correct.

>> For those of you who don't know, Donald W. Reynolds was a newspaper magnate. He's no longer living but he left the trust and he had several newspapers in Oklahoma. I think one of the first ones was that--is it the Bartlesville or [inaudible] and I can't remember which.

>> It's in eastern Oklahoma. I think--

>> I think he was involved but of course, he had a lot of interest around Fort Smith, Arkansas area for our listeners over there.

>> And this competition also takes place in Nevada, in Arkansas, and Oklahoma, and then at the end of the competition, the winners, the top two winners from each state go to Las Vegas, for a tri-state competition and--

>> Now, they don't go in the casinos. They go there for competition.

>> Of course.

>> Right.

[Laughter]

>> And we've had very successful teams out in Las Vegas over the last several years. We're really proud of this competition.

>> Oh yeah. It's been a tremendous success. Let's talk about some of those successes. Some of that have come out at the Governor's Cup and I know you have some examples.

>> Yeah, over the years, out of all the winners, actually 15 companies have been formed out of these business plan competitions.

>> You're kidding me.

>> Fifteen?

>> Fifteen companies and it's--that are run or started by students. It's a real interesting list. I had a couple of examples I brought today. I thought you might be interested in.

>> Yeah, love to hear about that.

>> One that we're really following closely is a company called PreDent. PreDent began as a Governor's Cup team from the University of Oklahoma writing a business plan around a--

>> Is it a dental plan for dogs?

>> It's a periodontal disease vaccine for dogs.

>> For dogs and we all love our pets.

>> And they built their business plan and in fact, they've started the company and they're in the process of commercializing that vaccine--

>> Awesome.

>> --across the country and--

>> Veterinarians all over the country and eventually the world are gonna be looking to Oklahoma technology.

>> And a couple of students, James Haddock and Mallory Vanhorn took that and ran with it after the competition. So it's pretty good. Another example is Tulsa-based gameRNA. They're a software development company for the videogame industry in Tulsa and that began as a Governor's Cup business plan and a student by the name of Ted Goodrich is a finalist in 2007 in the undergraduate division with a business plan called Elite Engines which he renamed to gameRNA when he turned the concept into a business and they're moving ahead.

>> Really.

>> And those two are kind of interesting, different, completely different products and technologies but they are a good example of what can happen.

>> Go back to the, for just a minute, you talked about the PreDent program. A lot of people may look at that and say, you know, for animals, for dogs? Well, let's remember, Americans spend billions and billions of dollars every year on their pets and everyone wants their favorite pet to be very healthy. It's something we may not have done 50 years ago but we do it today and so it's a business model that has a potential of bringing lots of wealth to Oklahoma.

>> I knew I should have been a veterinarian instead of a radio personality.

>> See? There you go.

>> I knew it.

>> Yeah.

>> We think the vets will like this.

>> That's right

>> You bet.

>> I tell you, one of things, a side note here, one of things while we're on this, you're talking about business plan and so forth. On the website, the i2E website, under the resources box, you will find those of you that are, no matter what kind of business you're in, perhaps you're starting about--thinking about starting up a business, guess what? On their website, there is actually a business plan checklist and a business plan pitch. There is a business risk assessment. I mean, some great resource information here to kind of help you get started.

>> Great resources.

>> It is.

>> And you're right. They could be used for any business but of course, we're focused on advanced technologies.

>> Technologies, but it's still a good--

>> Absolutely.

>> If you're thinking about starting a technology business, some great resource information here.

>> Yeah, and Rex wouldn't mind if you look at the website and use some of that information to improve your business in Oklahoma.

>> Absolutely.

>> Whether you become a client or not.

>> That's correct.

>> That's right.

>> Exactly. It seemed like you have expanded over the last six years that the new prizes and awards are available. I mean, these aren't just small prizes and these do go a long way in helping the students develop their technology.

>> They do, Steve. It's been a really--it has, again, it's evolved like i2E has evolved, the Governor's Cup competitions has evolved. We got some great help from sponsors and supporters. In fact, this year, we've got several, a couple of new things and we're continuing some things that just started a couple of years ago. We've got, this year for the first time, we have the OGE Positive Energy Award.

>> We're talking about the electric company, Oklahoma Gas and Electric.

>> OGE Positive Energy Award. It's a 7,000 dollar cash award for the team, the student team that enters a business plan with the best alternative energy proposal.

>> Okay.

>> Ooh.

>> Five thousand goes to the team, 2000 to the faculty adviser from the university and this is a brand new award and we'll be announcing that at the competition in April, at the end of the competition.

>> Compliments to OGE for participating.

>> Yes. We're very pleased and proud to have them as a part of that. We also have the Oklahoma Business Roundtable Don Paulsen Award. It's a scholarship. In fact, they're going to be three Paulsen awards given at this year's competition of 5000 dollars each and the business roundtable has been a great sponsor of this event and they pretty much understand the need to retain the best and brightest in Oklahoma.

>> Exactly. And that's a big part of it. You mentioned Don Paulsen, of course he preceded you by several years as head of the Department of Commerce.

>> He was. He was a secretary of commerce and executive director of the commerce department for many years.

>> Yes, an outstanding gentleman.

>> He is and he also was head of the Oklahoma Business Roundtable for nine years.

>> Exactly.

>> And then we named the award after Don but this is a wonderful award. Also in addition, we have another new award this year called the Al Tuttle Business Incubation Award.

>> Okay.

>> This is--Al Tuttle. I guess I should tell you who Al Tuttle is.

>> Yes.

>> Al Tuttle is a long-time supporter of Oklahoma's career and technology centers across the State.

>> Okay.

>> And--

>> Many years ago with all this voc tech, but now we call it career tech.

>> It's career tech.

>> That's correct.

>> That's correct name, career tech.

>> And this award provides one year of residency at one of four participating business incubators to the winning graduate level team. The award includes rent, utilities, furnished space, plus all the standard services and training classes available to the regular tenants of the incubator.

>> Wow.

>> And finally, the last and certainly not least new thing we have through the Governor's Cup is the i2E Fellows.

>> We will talk about that here in just a little bit.

>> Yes.

>> Go back to Al Tuttle just minute. I've always heard of Francis Tuttle. Any relation there?

>> You know, I knew you're gonna ask that and I don't know.

>> You didn't do your home work, did you? See.

>> You know, I looked at it and said I wonder if he's in relation to Francis Tuttle.

>> Well, maybe one of our listeners knows and can email us and tell us.

>> Well, we're excited to have the career tech guys on board. There are four of them. I should tell you, they're in Drumright, at the Drumright business incubator, the center for business development at Meridian Technology Center in Stillwater, the business development center at Moore Norman Tech Center and the economic development center at Tri-County Tech Center in Bartlesville. Those are the four participating tech centers.

>> Anybody who thinks these program aren't state-wide, maybe you've got a lot of--and everyone needs to remember that 'cause we have listeners all over the state. Gary.

>> I want to remind you the i2E website, very simple, www.i2E.org. Back with more when we return on *Oklahoma Innovations*.

[Music]

>> There's more to learn on the *Oklahoma Innovations* with Gary Owen and Steve Paris on the OCAST Radio Network.

>> The stress of finding a job after college is compounded for recent graduates entering a tough job market. But thanks to the Oklahoma Center for the Advancement of Science and Technology, more students connect with the state's most advanced technology companies while earning income and valuable on-the-job training. Through the OCAST R&D Intern Partnerships program, students gain experience in the industry, work with mentors, and operate specialized instruments. Intern training leads to starting salaries 12 percent higher than Oklahoma's average per capita income. OCAST is investing in Oklahoma's best and brightest, creating jobs, investing in our future, that's what OCAST is all about. OCAST is seeking intern partnership opportunities that will allow Oklahoma students to gain hands-on experience in science and technology careers. For more information, call OCAST toll free at 866-265-2215 or visit their website at ocast.ok.gov. The future of Oklahoma looks bright.

[Music]

>> Thank you for joining us on this week's edition of *Oklahoma Innovations*, Gary Owen and Steve Paris, your hosts and each week we try to bring you interesting guests from around the state who are involved in some capacity of science and technology. It could be the actual innovation, it could be commercialization, it could be education, it could be finance, anything linked to the growth of economic business development in Oklahoma when it relates to science and technology. You're gonna hear about it on this program and one of the successes I think that has made *Oklahoma Innovations* popular in radios around the state for 14 years is all of the wonderful guests we've had. No, it's not you and I.

>> No, it's not you and you're absolutely right.

>> It's the people that come to our studio or those that we interview on the road. There are just fascinating stuff we've learned over the years.

>> Exactly and we're hearing today about i2E Innovation to Enterprise and we're hearing from Rex Smitherman who is a vice preside from operations at i2E and we've been talking about the Governor's Cup. We left a little bit out that we wanna tell them about. You've got some dates they need to know about.

>> We do need to tell you the listeners about the deadlines. They are intent to compete in the Governor's Cup. Those forms are due February 26. The written business plans from the students are due on March 8th and the semi-finalists and finalists, the oral competition for the business plan is on Friday and Saturday, April 9th and 10th, and then our awards dinner is scheduled for Thursday, April the15th.

>> Very good.

>> And if you want more information about the Governor's Cup, you can go to our website but we have a brand new Facebook fan page and that's it. Facebook.com/okgovcup--okgovcup. So go to our Facebook page and--

>> Get the latest.

>> I gotta tell you, there is great videos on there from some of the winners and it's a really, really cool site.

>> Don't forget that. Make sure you check that out if you will need to know more about the Donald W. Reynolds Governor's Cup awards program. We've got another program that's so important it's brand spanking new. It's called the i2E Fellows Program. I'm not gonna say much about it Rex because you've got all the information. Fire away.

>> It is new. We piloted this program last year to see how it worked and it is, it worked tremendously. i2E Fellows is a paid fellowship where i2E matches students who have participated in the Governor's Cup either last year or in this current year and we match them with companies that are clients of i2E, entrepreneurs, small startup technology companies and they spend the 10-week fellowship during the summer with this company.

>> Now, are these--the students, are they the winners or the--kindly--at the seconds?

>> No, they are--they--it has nothing to do whether you won or lost.

>> Just the fact that you've participated.

>> If you participated in the Governor's Cup competition, you are eligible to apply for this fellowship.

>> So it's a program that keeps on giving.

>> It is a wonderful program. It is sponsored by the Greater Oklahoma City Chamber of Commerce who was gracious enough to provide the funding for the stipends for these students and the students are chosen, we try to match their skills with the companies that are participating and this year, we're going to give away--to provide 8000 dollar stipends for graduating students and 6000 dollars for under graduate students for a 10-week fellowship.

>> That is a long way in helping.

>> You know, it is--

>> It's expensive to go to school, isn't it?

>> It is and we had a great year last year and we have five companies this year that are participating from across the state. We have a company in Tulsa called Emotion Media.

>> Oh yeah, I've heard about that.

>> Emotion is a company that takes digital photographs of its professional photographer clients and transforms them into production--professional production quality presentations with music and motion and special effects, all in high definition and they also have some proprietary photo proofing tools that photographers use to sell their photographs.

>> Wow.

>> And this company is going to--they want their student to help them expand into some additional markets. So there'll some market research work on that fellowship. We got a company in Ponca City. You said, we're state wide, we are.

>> Yes, you are.

>> ENB Science Ponca City. They've developed a human quality dietary supplement for the pet industry.

>> Wow.

>> Specifically for dogs and these supplements are delivered as a flavored liquid that's applied to pet food through a meter dose pump and they're working with OSU to research into the absorption rate of that liquid versus traditional supplements and our i2E fellow will work with the ENB Science to launch this new product.

>> Wow.

>> Wow.

>> That's great stuff.

>> Good examples.

>> We have three other companies, MediaQuake in Oklahoma City. MediaQuake is the parent company of BuzzVoice.

>> Oh yeah.

>> We just had them on our show.

>> Just a week or two ago.

>> They take text-based internet new reports and blogs and convert them into real time audio.

>> Yup.

>> Tremendous technology and our i2E fellow will work with them to assess the potential areas for market development and with a specific focus of promoting BuzzVoice in the social media technologies and social media space and then Orthocare. They're a repeat from last year. Orthocare Innovations manufacture design and research on prosthetics. This is their second year and the fellow that works with Orthocare is going to work with the Orthocare development manager to develop marketing strategies for new to market products. They're constantly doing research on new products in the prosthetic market.

>> In OCAST, we had some early involvement with, you know, some of the precursor to Orthocare, Martin Bionics.

>> Martin Bionics.

>> You bet. It's a wonderful organization.

>> And our last company that's participating in the fellowship is Otologic Pharmaceuticals. Otologics is an Oklahoma City company and they're commercializing technology that shows promise to improve the hearing and balance of the hearing impaired. And they're putting their--combining research with the Hough Ear Institute, Oklahoma Medical Research Foundation and the American Biohealth Group to work on this new hearing technology and our fellow will work

with the company CEO focusing on capital development and gathering competitive intelligence on the industry.

>> I am so glad you all are funding these projects in various ways that you do. Speaking on behalf of the, you know, this generation, the baby boomer regeneration, we're gonna be needing these services, very quickly. Some of us already are, so.

>> Yeah, you're right and what's really interesting about this is these five companies share the cost of this fellow with the funding that's provided by the Greater Oklahoma City Chamber and i2E, and these kids come away with a wonderful experience in a real entrepreneurial startup company and you can't get that in the others.

>> Yeah, that's right.

>> There you go and you kind of oversee the program, you sign a contract that says what you're gonna do, what they're gonna do and--

>> What's expected.

>> That's correct.

>> And you follow it through. Does this take much of your staff time?

>> It takes some of our staff time during this time of the year when we're more interviewing. This, we will match several students to each company and then the student--the company will interview the students and then they will choose their fellow.

>> I'll tell you what I and I've said this before in other programs when it comes to students and I think the, it's very exciting to watch the enthusiasm to realize the intelligence level and the talent of these people. I tell you, this young generation coming up the ranks is just incredible students and they are the innovators of the future.

>> And they are incredible.

>> Extremely bright.

>> This is where it has some similarities with our intern partnership program in that there's gonna be some great relationships come out of this and it's that those--some of those companies probably working 5, 10, 15, 20 years out down the road and hiring Oklahomans.

>> Well, we have a couple of minutes left, gentlemen and I want to make sure we get some bottom line information in here for our folks. First of all, the timeline once again on the Governor's Cup, the awards. We only have about a minute left where I would kind of miscalculated there, so we got the Governor's Cup actual awards will be April 15th. You can go i2E's website to get all the information as far as entry and timelines on--and also Facebook, so check all that out. By the way, another thing that we would like to do for our listeners, we don't do this and we're gonna start doing a little more of it, is if you'd like to email Steve or I, if you like to see what we look like, or if you like more information about our broadcast, or if you like to email our producer, Debbie Cox, just go to the OCAST website, type in O-C-A-S-T, go to the public information link and there you'll see radio shows. When you click on radio shows, you'll see a little email box up in the upper right hand corner. Just click that on and it will take you directly to our email and you can email comments, questions, recommendations, whatever you like to do and we're gonna promote that a little bit more because we wanna hear from our listeners. You are what keep us going.

>> Yes, and we do hear from you but we would like to hear more.

>> We'd like to hear more. That's right. I tell you, Rex, this has been a great show and I hope it educates our audience more about how corporate partners are coming together to support our youth and talent in the future of innovation. We've got to run, guys. Thank you so much, Steve. We'll see you next week.

>> See you, Gary.

>> On *Oklahoma Innovations*, have a good week.

[Music]

>> You have been listening to *Oklahoma Innovations* brought to you by OCAST, the Oklahoma Center for the Advancement of Science and Technology. To learn more about OCAST and to hear a repeat broadcast of today's show anytime online, visit our website by typing OCAST in the search window of your web browser. Once you've located our website just click on the radio link. Join us at the same time next week and discover how Oklahoma's investment in science and technology is building a better economy for all Oklahomans. This program is a production of the OCAST Radio Network.