



## NEW HAVEN SECTION 305 FISCAL YEAR 2007-2008

[www.asqnewhaven.org](http://www.asqnewhaven.org)



ASQ New Haven Newsletter

April 2008 Issue

# PROTECTION FOR INTELLECTUAL PROPERTY ASSETS

Manufacturers are always looking for ways to protect their business assets within an increasingly difficult marketplace. This program presents ways to protect a company's Intellectual Property Assets. A New Haven area CEO will discuss the value of patents and trademarks both nationally and internationally in the phenomenal growth and development of his company - they maintain 74 registered and pending trademark applications in the U.S. and in foreign countries as well as 45 pending patent applications in the U.S. and in foreign countries. The Wallingford-based company's breakthrough product, QuikClot® brand haemostatic agent, is the first in history that rapidly stops severe arterial or venous bleeding outside the surgical setting. It has revolutionized battlefield medical care and the work of emergency medical teams.

Also presented will be a legal perspective on the **immediate steps** companies can take to protect both patentable ideas and important brand names through employment agreements, provisional patents, trade secrets policies, trademarks as well as additional U.S. Patent and Trademark Office filings

**Ray Huey** will discuss the value of patents and trademarks both nationally and internationally in the phenomenal growth and development of Z-Medica Corporation, which was founded in January of 2002. The Wallingford-based company's breakthrough product, QuikClot® brand hemostatic agent, is the first in history that rapidly stops severe arterial or venous bleeding outside the surgical setting. It has revolutionized battlefield medical care and the work of emergency medical teams.

The company maintains 74 registered and pending trademark applications in the U.S. and in foreign countries as well as 45 pending patent applications in the U.S. and in foreign countries. An engineer by training and

a veteran of the medical device industry, Ray Huey led a \$150 million division of General Electric Medical Systems, and was widely acknowledged as maintaining one of the global giant's most efficient manufacturing facilities. He is a Master Black Belt in GE's Six Sigma program. Prior to his years at GE, he was Site Manager for American Home Products' Connecticut-based Corometrics Medical Systems Division.

**Rick Michaud** will address some of the immediate steps companies can take to protect both patentable ideas and important brand names through employment agreements, provisional patents, trade secrets policies as well as U.S. Patent and Trademark Office filings. Richard Michaud is a founding member and managing partner of the Michaud-Duffy Group. Before starting his current firm, he served as managing partner with a large Intellectual Property law firm. He has a broad Intellectual Property practice - which includes patent, trademark and copyright prosecution. Besides his law degree, he holds two degrees in mechanical engineering. He began his professional career as a senior design engineer at Dorr Oliver, Incorporated, where he designed and developed industrial centrifuges and process equipment.

## MEETING CONTACTS AND DIRECTIONS

**Date:** April 9, 2008.

**Place:** Casa Nova Restaurant.

**Time:** Social Hour: 5:30 Dinner: 6:30 Speaker: 7:30.

**Dinner:** Buffet with Chicken Marsala, Manicotti, Meatballs, Sausage and Peppers, salad, and Tiramisu,

**Cost:** \$25.00. **RSVP by April 7th**

**ONLINE RESERVATIONS:** [www.asqnewhaven.org](http://www.asqnewhaven.org)

**CONTACTS:** Jim Petropoulos (203)250-3751 or email:

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Bill Folsom: (860)557-1805 or email:

[William.Folsom@dcma.mil](mailto:William.Folsom@dcma.mil).

## DIRECTIONS TO CASA NOVA RESTAURANT

**From the South:** Take Merritt Parkway (Rt 15) North: Take exit 53N and follow Route 110 North for about a mile, the restaurant will be on your left.

**From the North:** Take Merritt Parkway (Rt 15) South: Take exit 53 and follow Route 110 North as above.

## ZELEM'S ZINGERS

It's already that time of the year where the New Haven section needs to elect the chair, vice chair, treasurer and secretary for the coming year. It's hard to believe that the two years I served as chairperson is coming to end. Our nominating chair, Jerry Clupper has nominated the officers for the coming year and they are listed in this newsletter. If anyone wants to nominate someone for one of these positions, please contact Jerry Clupper as soon as possible. Voting for these positions will take place in our April meeting so please attend.

Additionally, if anyone wants to join the board in another capacity other than an officer, please contact me at your earliest convenience. We are always looking for new board members and new ideas. Did you know you can earn points for your recertification if you join the board and attend the meetings.

As a manager of manufacturing and operations, I am always trying to improve the status quo and act as a leader/coach for the team. I am always trying to better myself and one thing I have done is subscribed to walkthetalk.com. I would like to share the following message they recently sent. Regardless of your position, I recommend that we all try to become a coach to our team. I hope you find the following article as interesting and rewarding as I did:

## The Power of Coaching

Becoming an outstanding coach requires that you help each individual on your team – yes, even the people who are tough to like – become successful. Whether you realize it or not, you have the power to be successful by helping others succeed.

Some managers think that coaching is solely about addressing negative performance. And, to be sure, that is an important part. But the process of coaching involves more than that. It includes staying in touch with everyone on your team – even your best performers – and providing them with the information they need to be even more successful. You see, every interaction with team

members is a coaching occasion – an opportunity to create a positive, winning climate by clarifying goals, prioritizing tasks, listening to their ideas, and providing recognition.

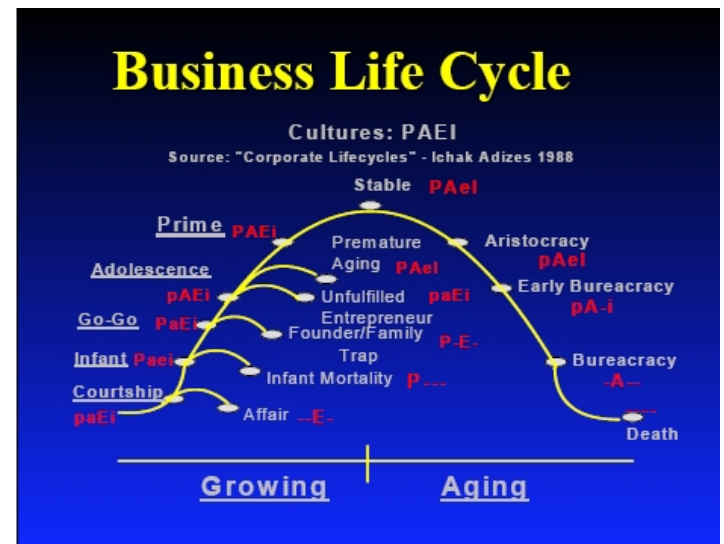
You want an idea of your team's current climate? Look around. Are people smiling? Do they look you in the eyes? Is there evidence of any recent success – banners, trophies, new record postings? How about the workspace? Are people proud to keep it clean, or is "stuff" lying all over the place?

One of the keys to creating a winning, positive climate is to spend time with your team. Start your day by roaming the halls, asking questions, and visiting with team members. It's a good habit – and a great investment of your time and energy.

**Coaching begins with creating an environment where people want to be part of a winning team. You have the power to make that happen!**

## MARCH MEETING SUMMARY

This past month Jack Veale gave a real interesting presentation about the business lifecycle with all of its ups and downs. He started off talking about how in a typical lifecycle it's all about culture and how we behave in a group. As a group working together to be successful it's important to maintain a continuous fervor towards progress welcoming all changes as opportunities.



Discussing the business lifecycle he showed us what one looks like, bearing the close resemblance of a statistical bell curve. The cycle starts from the left side up the curve, descending downward to the right in termination. In beginning of this lifecycle curve he explained that growth

is phenomenal because everything is all new and the determination is high towards reaching a goal. As time goes on it's not always peaches and cream, where problems stay in place, often given new names rather than fixed.

He explained that along with this curve a formula as such is used to identify four major types of people involved in a business lifecycle. These group types form an acronym PAEI, each which when used to their maximum potential usually spells success and growth. The P in the acronym is for Producer, where effectiveness and action is measured against goals as guides. Short term goals are focused and met with a sharp degree of precision. The A stands for Administrator, where efficiency and attention to detail on standards and policies for a system of rules. The E stands for Entrepreneur, those in the group that are creative thinkers and big risk takers. Here things are more oriented towards the long term, using as much proactive thinking as needed to bring about positive change. Along the same long term thinking is the I or Integrator whose job is to get everyone to work together building value into the business, assuring no conflicts.

Jack showed how when each of these four types are run in lesser lower case force as PaIE, paIE or paiE things do not always work out so well. When threats come your way how a business responds effectively often shows where you are on the cyclic bell curve. He mentioned how some employers use an open book management approach which has its benefits in providing inspiration and being fair, with some downsides of knowing too much.

In the beginning he told us that we're more in a Courtship Stage where we commit ourselves and come across with a whole bunch of ideas. As we move along and up the curve we start to hone our management skills, bringing more people into the fold. In doing so it's imperative to start up training programs, seeking out those who can better sell and/or improve the product. If we fail in moving towards some effort of training, burdening all of the knowledge on ourselves, we slip backward to what he calls the Founder's Trap. We get arrogant and expect people to know what they're doing despite no real teaching, falling into uncompromising dilemmas.

The next phase he calls Adolescence, where we slowdown in sales in order to get centrally organized. We hire controllers to work smart for putting a standard system in place. In the process to get control and reduce cost, it's often met with great opposition from the whole group. As a result infighting goes on within, morale drops and we enter a phase of Premature Ageing. We try to gain stability by resisting change saying we've always done it this way. By doing so we focus mainly on the short range, often losing sight of the big picture.

As we become more harden and less flexible to change, conflicts continue which is not very helpful. This continued conflict creates an Aristocracy within the group that's more concerned about how things get done than what gets done. Innovation is stymied for the desires to assure that the I's and T's are dotted and crossed.

To keep a business on the cutting edge or surfing the bell curve wave at its optimal point it's important to maintain continual innovation and creativity, resolve problems in real time and jump at all advantages. We must always see problem solving abilities as advantages. If not, fall victim of a business of bureaucracy of the "us versus them." Back stabbing and covering yourself is the mantra, where everyone focuses on the who and not the what that is wrong. When in full swing the bureaucratic business slips slowly into the night and dies a silent death, sliding down the far right end of the curve. There is no commitment to work and organization is all but gone, draining off a total loss of customized knowledge.

He remarked in closing that it's very hard to maintain a continuous and stalwart PAEI in its capitalized strength. It's up to incisive management to recognize the goals set forth and cease the day towards embracing all changes for the better.

### **NEW MEMBERS! WELCOME ABOARD!**

ANDREI BADEA	IRENE BIHL
DIEGO DUSSAN	LAURA E. FUSCO
RAM P. JHUNJA	EKREM KAVGACI
VICTOR LIXIN LEI	FELICIA PIEL
AZUCENA MUNDEN	RYAN MUNDEN
ALEX QUERMORLLUE	CLIFFORD SEIPOLD
CHRISTOPHER STAAB	CHRISTINE WALL

**BRAIN TEASER:** NASA was considering sending canaries into space to study them under zero gravity. The project was scrapped when someone realized that in spite of having sufficient water supplies, they could die of dehydration within a few hours. Why?

# ASQ PROGRAM SCHEDULE FOR 2008

DATE	TOPIC	SPEAKER	PLACE	COMMENTS
APR 9, 2008	PROTECTION FOR INTELLECTUAL PROPERTY ASSETS	RAYMOND J. HUEY & RICK MICHAUD	CASA NOVA, SHELTON	JOINT MEETING W/SOUTHERN SECTION
MAY 21, 2008	EXPECTATIONS VS. REALITY	JIM ROADY	BRAZI'S	

**FOR MORE INFORMATION ON MEETING TOPICS/DIRECTIONS VISIT OUR WEBSITE: [WWW.ASQNEWHAVEN.ORG](http://WWW.ASQNEWHAVEN.ORG). THE MEETING Cost covers each dinner. If you're only interested in listening to the speaker there's no charge. Non-ASQ Members are welcome at no additional cost.**

## BOARD MEMBERS

<p><b>Section Chairman:</b> Jim Zelem (203) 392-3049</p> <p><b>Vice Chair, NEQC Rep. and Education:</b> Nick Squeglia (860) 767-1784</p> <p><b>Treasurer and Small Business Chair:</b> Vince Celino (203) 238-0211</p> <p><b>Secretary and Healthcare Liaison:</b> Julie Petrellis (203) 294-7319</p> <p><b>SMP and Nominating Chair:</b> Jerry Clupper (203) 387-5121</p> <p><b>Programs and Arrangements:</b> Jim Petropoulos (203) 250-3751</p> <p><b>Membership, Certification and Audit Chair:</b> Randy Messinger (203) 469-5638</p>	<p><b>Placement Chair:</b> Gene Contardi (203) 795-6914</p> <p><b>Publicity Chair:</b> William Folsom (203) 387-7280</p> <p><b>Former Chairman:</b> Joseph Valerio (203) 484-6235</p> <p><b>Immediate Past Chair:</b> Linda Pello (203) 269-3112</p> <p><b>Historian:</b> Paul Keurian (203) 484-6405</p> <p><b>Internet Liaison:</b> Jay Krishnamoorthy (203) 453-7313</p> <p><b>Newsletter Chair:</b> Lawrence Spinello (203) 386-3885</p>
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**MISSION STATEMENT: "PROVIDE NETWORKING, COMMUNICATION AND DEVELOPMENT OPPORTUNITIES TO SUPPORT KNOWLEDGE, SKILLS AND ABILITIES IN QUALITY PRINCIPLES AND CONCEPTS."**

**BRAIN TEASER ANSWER:** *Birds, unlike humans, need gravity to swallow. Humans can swallow even while hanging upside down*

