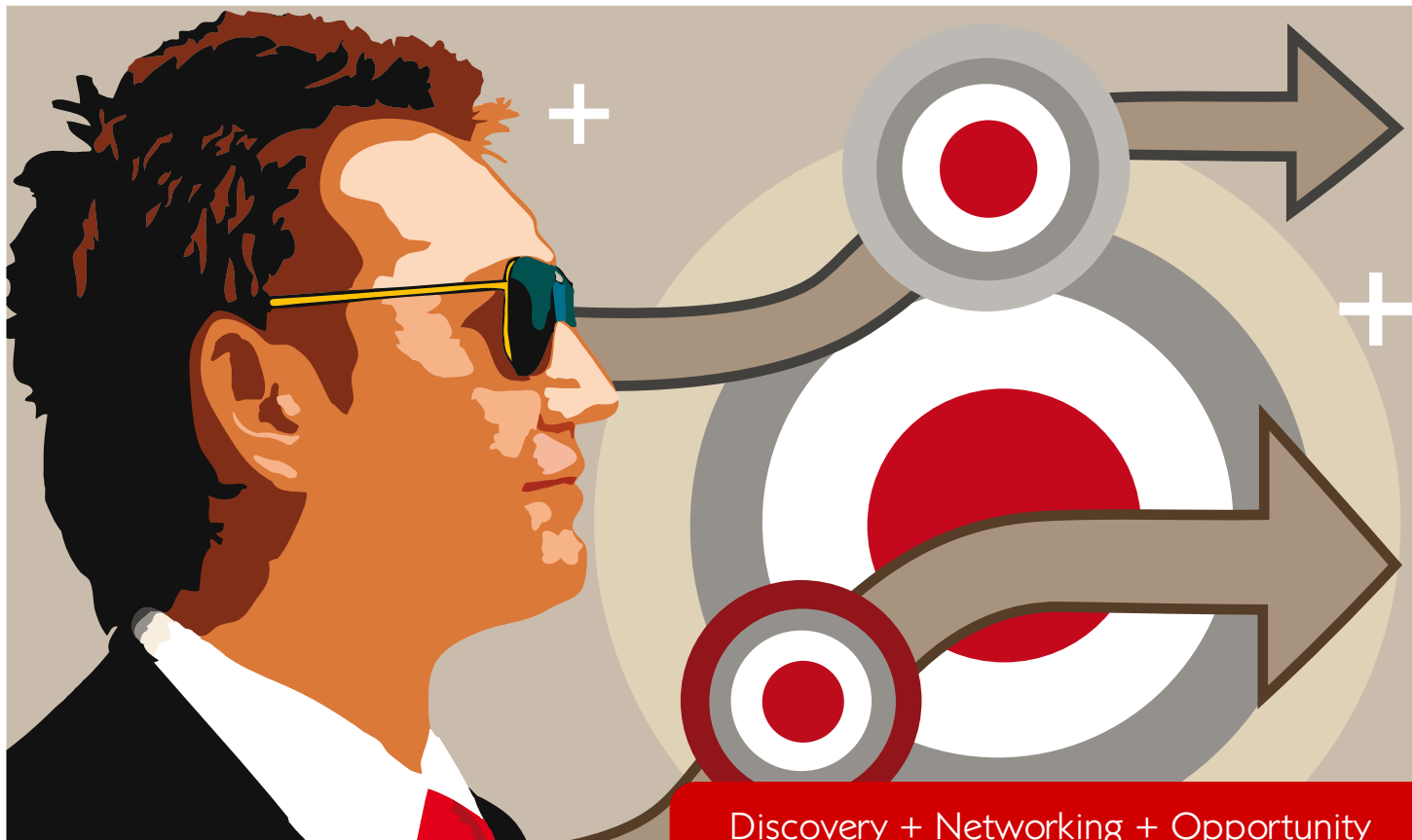




Off the Shelf

+ A networking event to foster creative product ideas and drive innovation.



Discovery + Networking + Opportunity
Discovery + Networking + Opportunity

+ What to Expect:

Discover emerging technologies that are ready for new product development.

Network with seasoned inventors and business thinkers around technologies, products, and business opportunities.

Explore Opportunities with those who have experience with product development, managing a product launch, and other skills of commercialization.

+ Innovations Presented:

- Center for Advanced Technology and Innovation (CATI), Racine, WI
- B Able To, Inc., Eau Claire, WI

+ When & Where:

Thursday, June 18, 2009 • 5pm - ?
Houligans • 415 S. Barstow Street, Eau Claire

+ **Cost:** Free; Cash bar, Hors d'oeuvres provided

Event Host:



For more information about this event, please contact:
Gwen Schuppel, Business Development Manager
Eau Claire Area Economic Development Corporation
715.834.0070 or 800.944.2449
gwen.shuppel@eauclaire-wi.com
www.eauclaire-wi.com

Sponsored by:



Ingenuity Meets Enterprise
Ingenuity Meets Enterprise

"Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread."

-Johan Arndt

Off the Shelf - Who's Who

In order to fulfill our goals and bring real value to new ventures and growing existing businesses, we have limited the scope of those involved by choosing individuals with experience, expertise, and a high level of knowledge regarding innovation and business growth processes. We hope that by doing this, you will gain valuable knowledge and make productive connections with others who can help your business move forward.

Those invited to this exclusive networking event include:

- Patent holders in the Eau Claire area
- Local owners/leaders from businesses that produce a product
- Experienced entrepreneurs
- Researchers and developers
- Investors and financial supporters

FEATURED INNOVATION - JUNE 18, 2009

CATI (CENTER FOR ADVANCED TECHNOLOGY AND INNOVATION)

KATE WALKER, ASSISTANT DIRECTOR, WWW.THECATI.COM

Kate Walker, assistant director of the Center for Advanced Technology & Innovation (CATI), is responsible for managing and developing partnerships, administrating innovative developments involving licensing and IP, and monitoring educational/technology based programs. Prior to working with CATI, Inc., Kate spent in excess of 12 years in the financial services field, and also has extensive experience working with entrepreneurs, implanting business plans and securing financing transactions throughout the Southeastern Wisconsin region. Kate will be discussing:

Equipment for the Production of Gelled Simulated Items made from Fruit, Meat, or Olive Purees and the Products Therein

These technologies use alginates to create olive or fruit simulated shapes with a celled texture using fruit, vegetable, or meat puree. Vitamins, minerals, or other substances can be encapsulated in the restructured puree form. Dimples on opposing sides of the shapes make the restructured puree form seem more realistic. The technologies provided include the equipment for producing olive, fruit, and meat purees, and the patents for the puree idea itself.

The Center for Advanced Technology & Innovation (CATI) is a technology transfer and commercialization center located in Southeast Wisconsin. CATI has acquired the above technology and is making it available for review and licensing.

FEATURED INNOVATION - JUNE 18, 2009

B Able To, Inc.

KATHRYN RULIEN-BAREIS, PRESIDENT, WWW.BABLETO.COM

Kathryn Rulien-Bareis started her first business in 1969, her second in 1980 and in 2004 launched her third, B Able To. She has taught art for over 24 years and continues to teach at DeLong Middle School in Eau Claire. Like many teachers, Kathryn's product ideas stem from necessity to design or redesign tools that will lessen barriers for her students with special needs. To encourage more accessibility to visual art, Kathryn invented and manufactured her first two tools in a line of Universal Design; Adapt-A-Cut and Adapt-A-Hold. A passionate educator, Kathryn has received several acknowledgements including; the Herb Kohl Fellowship Award (2008); the Rockwell Award for Cooperating Teachers (2008); UCP Business of the Year Award (2005); the Micro Business Award from the EDC (2004); and the Wisconsin Art Education Association Middle Level Art Teacher of the Year (2000). She graduated from UWEC in 1982 with a BA in art education and in 1987 with a BS in elementary education

Kathryn will discuss the development process of her tools Adapt-A-Cut and Adapt-A-Hold. She will share the obstacles she is facing with packaging, cost-effectiveness and marketing as a small business.