

## **ANNUAL INDUSTRY SECTOR PLAN for 2010-2011**

**Subject:**           **Industry Sector – Chemicals, Energy, Environment and Materials**

To:                   Catherine Sohn  
                          LES USA/Canada Trustee  
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                          LES Board of Trustees

From:                Dave Gibson, Chair & Edna Vassilovski, Co-Chair  
                          The Bob Payne, Past Chair

### **Mission Statement**

The CEEM Sector services membership in the chemical, energy, environmental, and materials industries which include but are not limited to the fields of petrochemicals, renewable and green energy, clean technology and nanotechnology.

#### **Our Mission is:**

1. To provide our membership with educational opportunities focused on intellectual asset commercialization, technology transfer best practices and legal and regulatory issues as they relate to licensing, technology development (open innovation, research, and development), acquisition and divestiture in the CEEM sector marketplace.
2. To use appropriate vehicles to educate members and reach out to non-members, including workshops at LES meetings, personal contacts, and publication of articles in les Nouvelles, Viewpoints, and on our website.
3. To provide a variety of networking forums for the promotion of technology transfer and relationship building AND to promote LES as the key organization for these interactions.
4. To attract diverse membership from all CEEM related industries as well as support industries to facilitate networking, education, and be a catalyst for deal making all within our sector and with the other LES industry sectors and committees as appropriate.
5. To promote cross-sector relationships and activities within LES where such relationships and activities are mutually beneficial to the CEEM and other sectors and especially to LES (USA and Canada), Inc. and LESI.

### **Recent Sector Activity**

During the 2009-2010 meeting year, the committee sponsored several events that culminated with two mini-plenary sessions at the Chicago annual meeting in September. Our CEEM Sector had very well attended sessions on the Monday mini plenary “Making Green Technologies Green” and on the workshops on “Making Cleantech Deals Work”, and “Strategies for Transferring Technologies in International Chemical Deals”. There was significant interest in our Monday and Wednesday presentation of the Royalty Rate Survey and we need to continue to understand what conclusions the survey results support and where the survey is weak and how to strengthen it. The survey can be a powerful attraction to new members and current members alike.

There is a lot of “buzz” about the CEEM sector because we have activity in areas with high membership interest – like Clean Tech. This surge in activity has resulted in greater participation from members and more vocalized suggestions. We see this as a purposeful part of our growth objective, and we intend to solicit other areas of member interest going forward.

We brainstormed ideas at our sector meeting and will survey our members again next year to focus on the key topics they would like to cover. The summary of the topics of interest suggested at the sector meeting were:

1. Use of IP to drive change in the energy industry.
2. Small business/market opportunities (biopharma as a model)...how do smaller companies use IP to carve a market niche where big companies may not show interest. We will support this as a topic for a workshop or offer as webinar.
3. Green chemistry.
4. Open innovation models for the chemical industry...portfolio of patents vs. single patents.
5. Trends in CEEM related legislation,
6. Global warming.

### **Activities & Plans for 2010-2011**

The objectives of the sector in 2010-11 are to:

1. Increase sector membership levels and attendance at meetings.
2. Survey the members in order to obtain data on the key issues and topics for future meetings.
3. Fill programming slots allotted to the sector and achieve other program objectives of the meeting and program chairs at both the 2011 spring and annual meetings.
4. Host and/or co-host networking events at the meetings.
5. Seek opportunities for joint sector/committee collaboration on programming and networking that are mutually beneficial to the sectors and/or committees.

### **Communications**

1. Contact our members quarterly to provide them with updates on the sector..
2. Contact past members who have not attended meetings and non members and attempt to understand why they do not attend, suggest changes that CEEM and LES can adopt, and encourage them to participate in redirecting CEEM by attending future events and meetings.
3. Through the sector liaisons, connect with the regional chapter chairs to encourage/suggest sector related programs at the local chapter meetings.

## **Leadership/Volunteers**

Listed below are the volunteers who will help us make the CEEM Sector successful for 2010/2011:

Volunteer Needed  
**Membership Chair**

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Co-Chair needed  
**Deal of Distinction 2009/2010 Co-Chair**

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## Goals

The Committee has established the following set of goals and milestones to support the aforementioned activities and plans for 2010-2011:

1. Provide programming proposals to LES spring and annual meetings that are aligned with the goals of LES leadership and meet the quality expectations and interests of the sector membership.
2. Maintain and Improve Sector Web Page. We are committed to keep the sector web page current on a monthly basis and to add useful information and content to the web page based on the member feedback.
3. Increase membership communications with the intent of improving participation of the sector at the LES Meetings We intend to challenge our membership to participate in deciding the direction that CEEM will take in 2011 and recognize that LES CEEM is their organization and they need to contribute their time and effort to make it work for them! To do this we will communicate frequently with members about programs, deadlines, needs for volunteers and the benefits of membership.
4. Increase core group of sector members to provide leadership continuity and succession planning/grooming for the CEEM Sector
5. Design San Jose and San Diego program content to attract CEEM membership. This is consistent with an overall goal of broadening LES membership to include more deal making, decision makers and real licensing examples.

*Respectfully Submitted by:*

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