

Holistic Corporate Engagement



Richard Potter, director, office of corporate engagement

Professional experience:

- Director, K-State office of corporate engagement, 2012-present
- Fundraising & communications consultant, 2009-2012
- VP for development, Nonprofit Leadership Alliance, 1996-2009
- Director of development, University of Dubuque, 1990-1996
- Project manager, RuffaloCODY, 1986-1990

Education:

- MBA, 1994, University of Dubuque
- BBA, Marketing, 1982, University of Iowa



Mitzi Richards, senior director, corporate and foundation relations

Professional experience:

- Senior Director, Corporate & Foundation Relations, 2006-present
- Senior Director of Development, College of Engineering, 1998 -2006
- Chief Executive Officer, Homecare & Hospice, 1981-1998
- Grant Administrator, Big Lakes Regional Council, 1979-1981

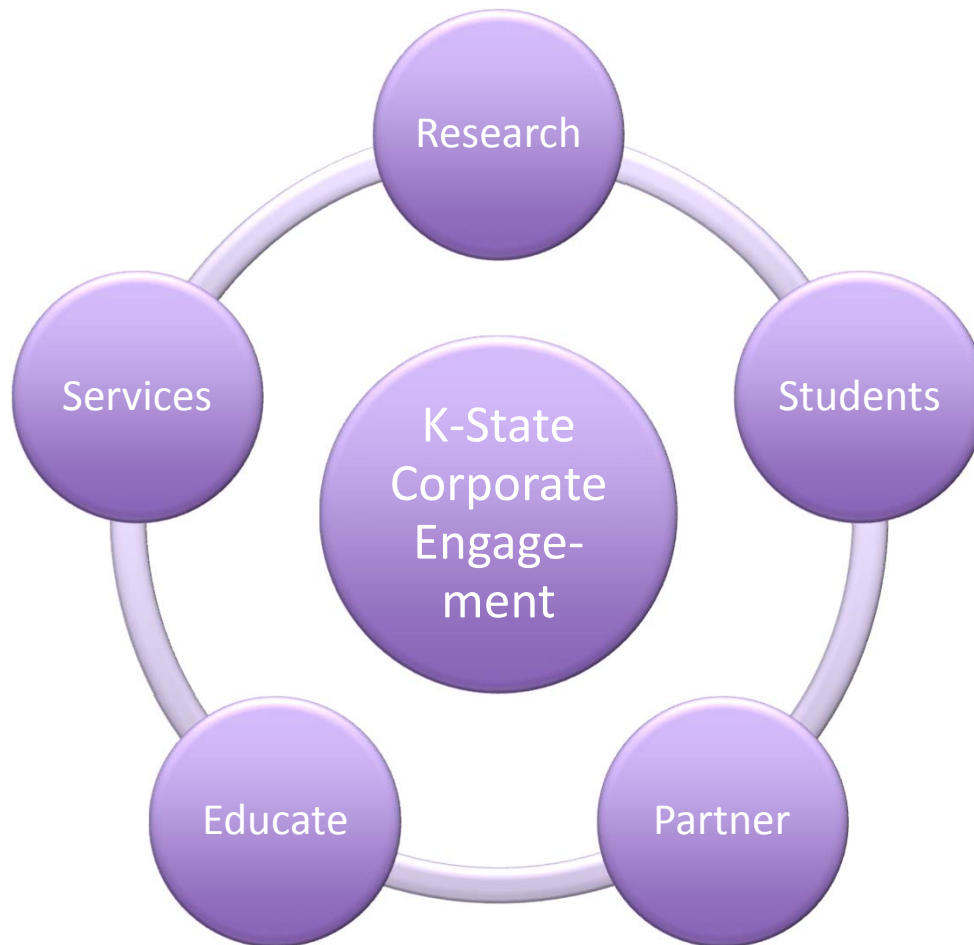
Education:

- BS, College of Human Ecology, Kansas State University

K-State corporate engagement mission:

To support and advance a university culture that attracts, engages, and cultivates a broad spectrum of strategic corporate partnerships by:

- facilitating a strong, comprehensive university corporate relations network;
- connecting corporations with K-State strengths, expertise, services, and interests; &
- fostering university/industry collaborations that advance our goal to become a top 50 public research university by 2025.



External relations objective – one stop shopping for corporations:

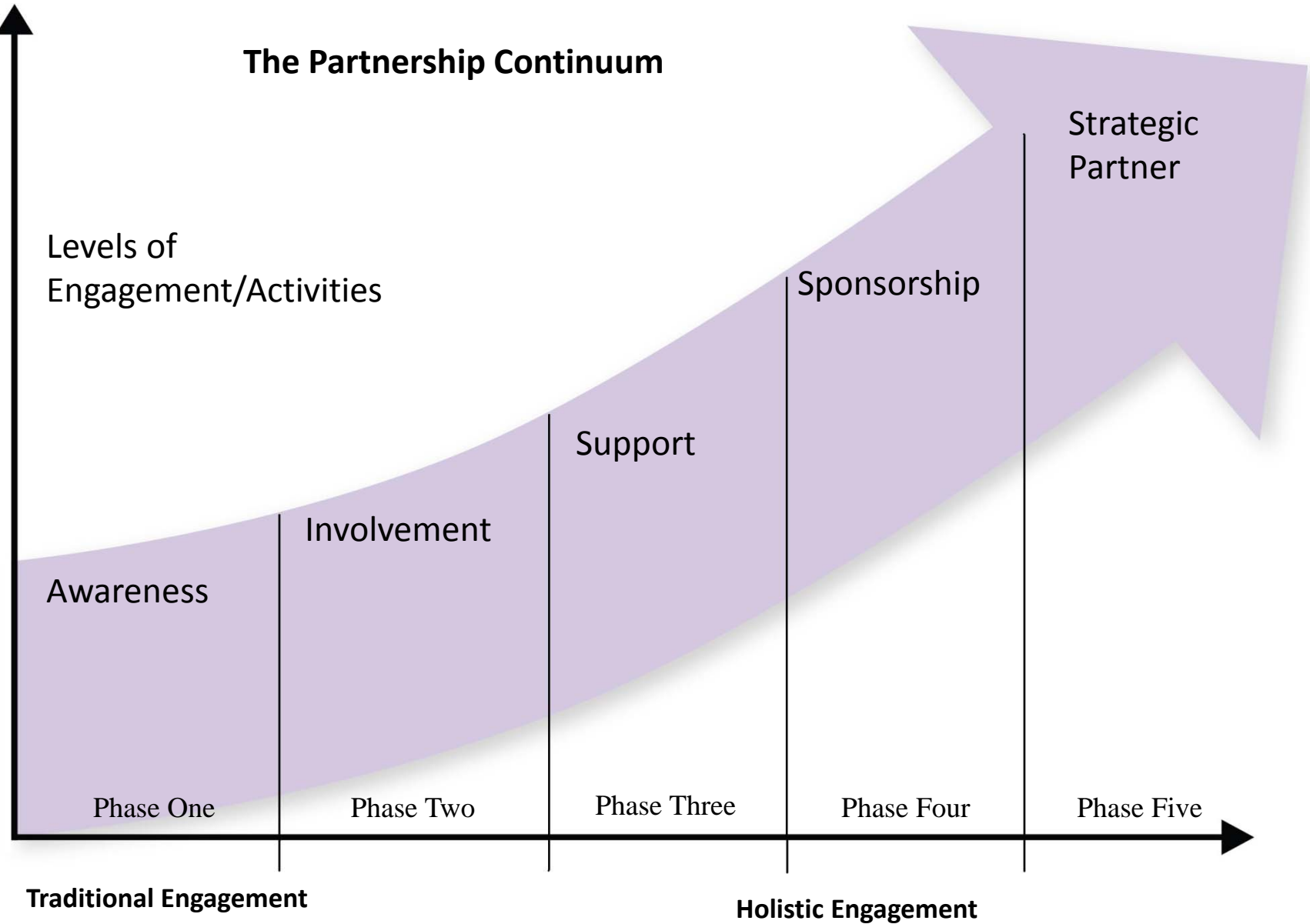
- Provide central point of entry
- Simplify and accelerate access
- Bypass silos
- Facilitate interactions
- Expand relationship to multiple projects
- Build strategic alliances

Internal relations objective – a culture of collaboration and trust that:

- Shares information, resources, risks, and rewards
- Engages in joint activities
- Merges structure
- Institutionalizes a holistic approach to corporate engagement



The Partnership Continuum

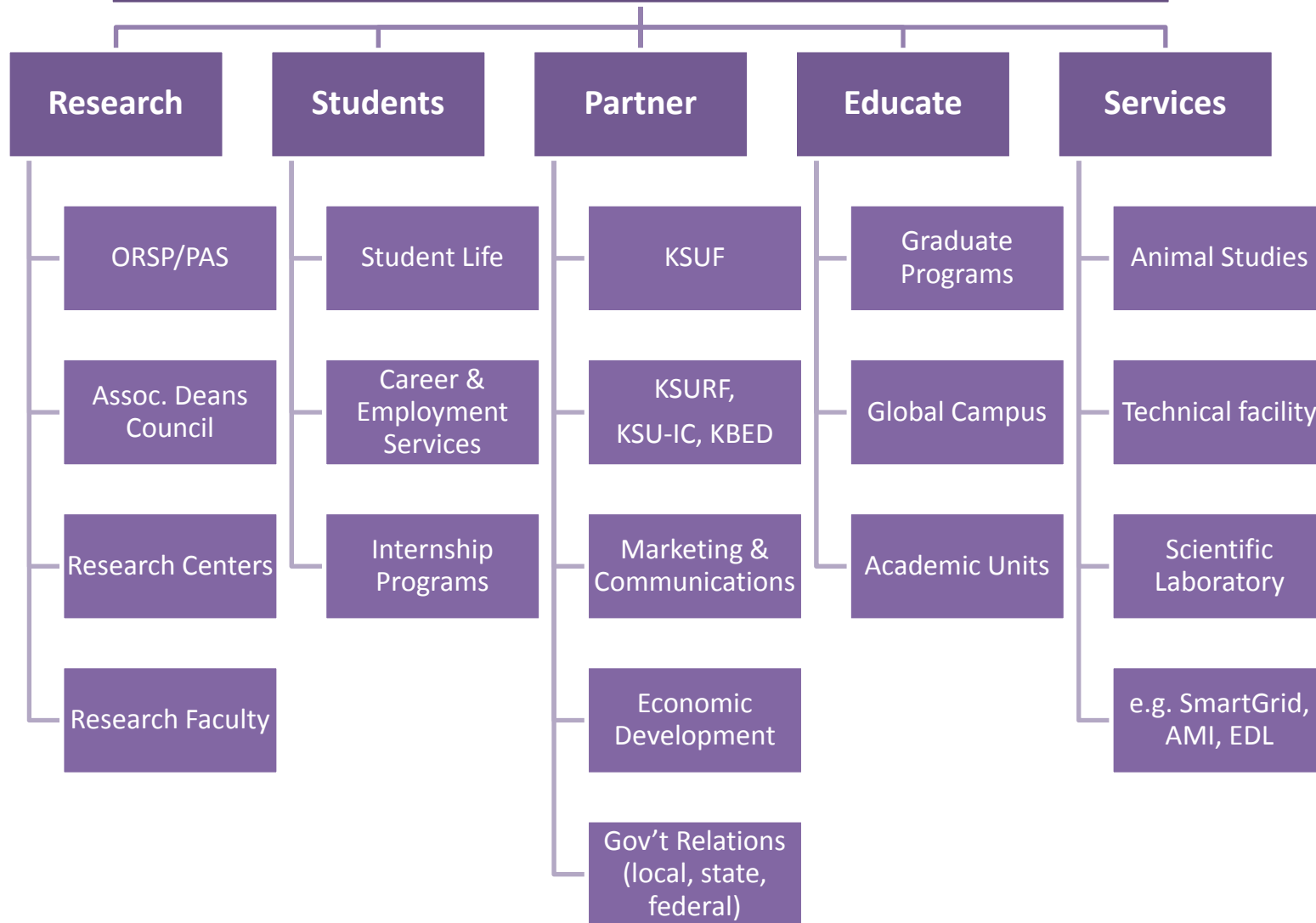


KANSAS STATE UNIVERSITY

Industry Relationships

Research	Students	Partner	Educate	Services
Leverage broad-based university faculty expertise and connect to renowned university laboratories, research centers and institutes	Access talent university-wide and promote company capabilities and employment opportunities to students across the campus	License university technologies and innovate through joint venture partnerships established to generate profits for the company and the university	Design advanced education/ professional development programs that can evolve and transform the company's workforce	Access faculty expertise, labs and other university resources for clinical trials, studies and related business services

K-State resources to assist faculty with industry relationships



What about investment?

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Investment

Develop a customized partnership that may include philanthropy, sponsored research, commercialization initiatives, fees for services etc. that align with the company's desired goals and image.

Examples: current corporate partners

- Phillips66
- Coperion K-Tron: bulk solids innovation center



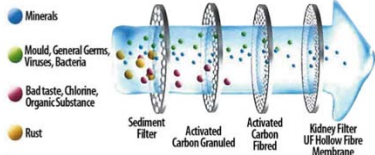
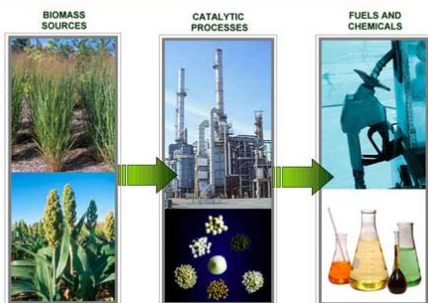
Mary Rezac, Chemical Engineering, Phillips 66 Professor of Sustainable Energy, rezac@ksu.edu

Academic / Industrial Experience

- BS 1987 Kansas State University Chemical Engineering
- MS/PhD 1992/3 University of Texas Chemical Engineering
- Research Engineer, Phillips Petroleum, Bartlesville, OK, 1987-90
- Assist & Assoc Professor (with tenure), Chemical Engineering, Georgia Tech, 1994 – 2002
- Professor/Depart Head, Chemical Engineering, K-State, 2002-
- Director, Center for Sustainable Energy, K-State, 2007-

Selected Industrial Applications

Catalytic Processing of Biomass



Laboratory Capabilities

Analytical: GCs, HPLCs, GC-MS with CDS Pyroprobe, Karl Fisher, CHNS analysis, IKA Calorimeter

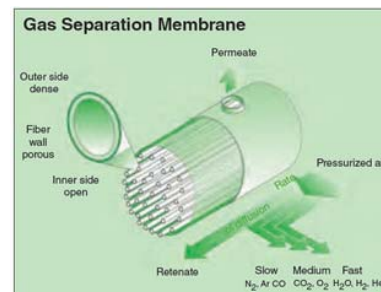
Reactors: Bench to small pilot scale Parr systems (6); Packed Bed systems (multiple), CSTRs (multiple)

Membrane Characterization: Constant Pressure-Variable Volume Systems (8), Constant Volume Variable Pressure Systems (6). Pressures to 20 atm, Temperature to 300 °C

Materials Characterization: Density Gradient Column; Gas Sorption, Vapor Sorption, BET surface area, WAXD

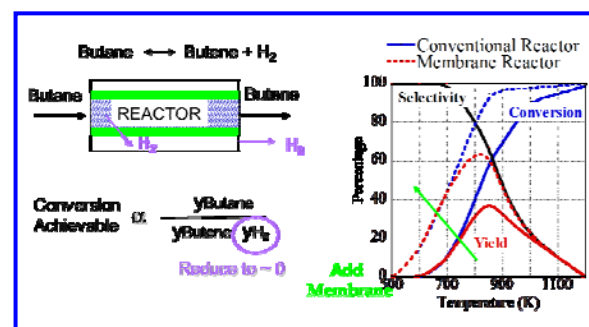
Research Interests

- Polymeric Membranes for Gas and Liquid Separation with enhanced chemical and thermal stability

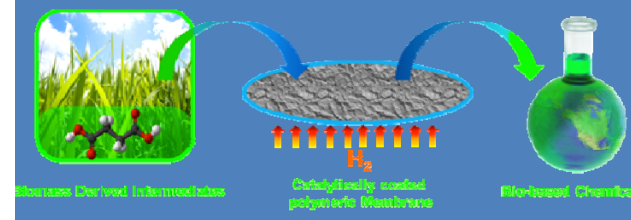


Design of Membrane Contactors for:

- Selective Removal of Reaction Product to shift equilibrium



- Selective addition of reactant to simplify process or promote product selectivity



Research Sponsors

