

NEWS RELEASE

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SBA SELECTS RESEARCH ADVOCATE OF THE YEAR

SANTA ANA, CALIF – Dr. Klaus Brasch, Executive Director of the Office of Research Development and Technology Transfer at Cal State University San Bernardino (CSUSB), and resident of Highland, CA is named the 2004 Research Advocate of the Year by the Santa Ana District Office of the U.S. Small Business Administration (SBA). SBA District Director Sandy Sutton said, “Dr. Brasch’s well rounded career in research, publications, public speaking, and small business advocacy, which extends beyond the Inland Empire merits this distinction.”

Dr. Brasch was nominated by Alice Lei of the National Association of Women Business Owners (NAWBO) Orange County Chapter and Dr. Michael Sullivan of the Department of Navy’s Office of Research and Technology Applications saying, “He is a strong research advocate for women and minority owned small businesses seeking to commercialize their products to the Federal government.”

In the early 1990’s and during his tenure at CSUSB, Dr. Brasch was a co-founder of Connecting Research and Economic Development for the 21st Century (CORE21), a regional university and business consortium advocating small business development through technology transfer and commercialization from the laboratory to the market place. Dr. Brasch also co-organized the first SBIR conference and Technology Transfer Symposium hosted by CORE21.

In 1997, Dr. Brasch was appointed executive director of Research Development and Technology Transfer at CSUSB where he filed the University’s first patents and trademarks and secured its first commercial licensing contract. Dr. Brasch also helped advance the study and practice of entrepreneurship and assisted small businesses and potential start ups in the community through consulting services, placing student interns

with regional small businesses, and entrepreneurial training programs. Dr. Brasch frequently provides pro bono advice on patents and other intellectual property issues.

As an ardent research advocate, Dr. Brasch has made numerous presentations at regional, national and international conferences and other forums, outlining his programs and promoting his small business clients and their products to the wider community. He regularly participates in community outreach efforts by offering voluntary advice and guidance to women and minority businesses to promote their company's growth and, where applicable, adapt their products to meet specific federal agency criteria. He has worked at length to advocate the benefits of teaming with small businesses. Dr. Brasch has worked tirelessly to establish outreach opportunities, conferences and workshops targeted toward transitioning the region's research capacity to the business community, and making referrals to business development organizations, angel and venture capital investment groups and product development companies.

Dr. Brasch is a member of the Licensing Executives Society (LES) and the Los Angeles Regional Technology Alliance (LARTA). He served on LARTA's planning committee for Project T2 in 2003, a national conference on technology transfer. He is editor of (CSUSB) RDTT News Trends a publication focusing on tech transfer, intellectual property and commercialization.

Dr. Brasch will be recognized locally at the SBA Small Business Awards Luncheon on May 26, 2004 at The Grove of Anaheim, CA as part of a nationwide salute to small business. For further information on the luncheon please contact the Orange County Small Business Development Center at (714) 564-5200.