



Memorandum

From: Alexandre Y. Fong, President, James Pearson, Director

To: FPC Board of Directors

CC: None

Date: December 5, 2006

Subject: Board of Directors Meeting

1.0 Agenda Call to Order, Introductions, Approval of Meeting agenda

- 1.1 Revise & adopt agenda - A. Fong
- 1.2 Report on Corporate/Re-registration Administrative Actions - J. Pearson
- 1.3 Report of Financial Condition/Status and Actions Arising - J. Pearson
- 1.4 Membership Solicitation Activities Discussion - A. Fong
- 1.5 Objectives and Potential Initiatives for FY 2007 - All
- 1.6 Potential Liaison Activities (i.e. Other Clusters and Societies) - A. Fong
- 1.7 Proposed Events for FY 2007 - All
- 1.8 Communications (i.e. Website and Advertisement) Activities - All
- 1.9 Any Other Business - All
- 1.10 Next Meeting Date and Format - A. Fong
- 1.11 Adjourn

2.0 Discussions

- 2.1 Corporate Registration and Administrative Actions – Jim briefed the board members on the status of the FPCs administrative activities. Ed Schons and Ms. Stefanie DelGiudice in the UCF Economic Development Department have been assisting the FPC in this effort and Jim confirmed that an official statement had been submitted to Enterprise Florida. Randy Berridge from the Florida High-Tech Corridor Council (FHTCC) agreed to cover the \$750 registration fee.
- 2.2 Membership and Funding – Per Jim’s notes, funding and resources are key issues for the cluster. Increased membership will not only provide the funds but the manpower to spread out the workload required to run and administrate the cluster. Membership and potential funding from sources such as NCPI program will be the key sources of funding for the cluster for near future. Alex remarked that we need to push to get more large firms involved especially those with HQ out of state but have activities and divisions in Florida. Jim and AI suggested that current members should try and network and reach out to colleagues in such organizations and promote the value of membership as they have found this quite effective in the past.
- 2.3 Website – A good website provides tangible value to cluster members through increased awareness of their capabilities as well as a focus point for distribution of critical information. Al Ducharme, who created the current site explained that it was produced under limited resources and time constraints using the Yahoo service. Alex complemented Al on the quality of the site in spite of the limitations he faced and concluded that it formed a solid foundation to grow the FPCs web presence. The Board then discussed plans for the FPC site in terms of technical and marketing communications considerations (search engine optimization, content management,

format and appearance) and how it could be utilized to boost awareness, membership and support. Alex felt that the site development effort could be leveraged to identify critical open issues and initiatives the FPC should pursue and thus represented a key first activity for the leadership. Rob Hopkins (Laser Path Technologies) offered to forward the code for the template to his site and site programming resources were donated for the first year by Eric Park (Northrop-Grumman Laser Systems). Alex will act as editor. Randy (FHTCC) emphasized the need to recognize FPC's heritage and founder, Ed Schwartz on the site. Ed Schons from UCF EDD committed to cover the first year site registration costs. Some topics to add to the website suggested were:

- 2.3.1 Job Bank – This would be a useful a valued service to those corporate members seeking to recruit, particularly where funds and resources are limited. If the site is well ranked and linked to other clusters and member companies the reach could be significant.
 - 2.3.2 Events Calendar – An events page exists but an archive of past events should be added going forward.
 - 2.3.3 Press Releases – This would add value by serving as a forum for highlighting achievements of member companies to the world.
 - 2.3.4 Training Events (technical and business) – See more comments on this below in 'Training'. The announcement of training events both of a technical nature such as those presented at CREOL and those of a commercial nature will allow members to truly take advantage of all the capabilities of the cluster. This is of particular value to start-ups with limited means as well as mid-size companies that are struggling with obtaining information unique to photonics enterprises. As an example, Eric Park offered to host an event for training subcontractors on the process and requirements for subcontracting with government primes such as Northrop-Grumman. Alex noted, as is the case with the UK Photonics Cluster, training might also be a source of revenue.
 - 2.3.5 Facilities, Shared Equipment Access – Along with training courses, FPC membership could include access to donated resources and equipment which are particularly valuable to small firms, start-ups and small departments within larger firms with limited means. Details need to be worked out on this but for now; we could simply discuss available facilities at CREOL, for example.
 - 2.3.6 Resource Links – It was agreed that we need to expand this section of the site to include other Clusters, OIDA, FHTC website link library, FAMU/FSU, cluster companies
 - 2.3.7 Discussion Board – While managing and monitoring this forum might present some challenges it was agreed that it would definitely be a valuable feature for the site. The board agreed to discuss this further once the site update was underway.
- 2.4 Newsletter – Eric Van Stryland suggested that a quarterly newsletter might be of value to members by providing a forum for dissemination of technical information as well as a venue for advertising by cluster members. Eric stressed the need to someone to drive content for the newsletter and Alex agreed to act as interim editor for this newsletter.

- 2.5 Directory – This is a standard offering by most clusters, both as a website resource and as a published document. The published directory will also be a vehicle to distribute very valuable industry information (i.e. segment growth and revenue figures). Again members will benefit from increased awareness and advertising opportunities. This can be an enormous editorial task however and additional resources will need to be identified to create the published version. In the interim, we will focus on updating the information on the website.
 - 2.6 Liaison with other Clusters and Organizations – Relationships, joint activities and associations with other clusters and industry organizations such as the OIDA would add significant value to the FPC membership. Alex and Jim took the action to forge these communications.
 - 2.7 Training Events – This could include CREOL technical information events and utilize our Webex/Premiere Conferencing Webinar facilities. Eric Park (Northrop-Grumman Laser Systems) and Ed Schons have agreed to host and present a session on government contracting. Other business topics include legal and IP issues, VC funding for start-ups.
 - 2.8 Trade shows – The FPC can continue to add value here by hosting pavilions at trade shows. In addition, Al Ducharme suggested the FPC might consider hosting a hospitality room at SPIE DSS as part of a membership drive. The board proposed having a table top exhibit at Industrial Affiliate Day (mid-April 2007). Jim and Alan said they would look to see if they can locate the FPC laser pointers to give away as part of the exhibit.
 - 2.9 Advertising – The board agreed to defer this topic for now.
 - 2.10 Meeting – Initially we have agreed to hold meetings on a quarterly basis and the next BOD meeting is tentatively planned for mid-February. The board proposed an annual meeting to be held in conjunction with the CREOL Industrial Affiliates Day and SPIE DSS Conference as not member firms would likely be in town at that time.
- 3.0 Actions
- 3.1 Al Ducharme to forward website registration information to Alex
 - 3.2 Alex to tie in with Eric Park regarding coordinating and allocating programming resources for updating the site,
 - 3.3 BOD members to forward links to be added to resources page of site with short descriptions
 - 3.4 Alex and Jim to begin liaison activities with other major clusters (UK, AZ, Rochester, Colorado) and the OIDA.
 - 3.5 Jim and Al to look for FPC laser pointers
 - 3.6 Jim to look into cost and feasibility of hospitality room at the SPIE DSS Conference.
 - 3.7 Eric Park and Ed Schons to coordinate government contracting training session at N-G. Event to be announced on FPC site and elsewhere.
 - 3.8 Alex and Jim to finalize and announce the date of the next meeting.
- 4.0 Next Official BOD Meeting Tentatively scheduled for mid-February (Potential small informal meeting at Photonics West). Jim and Alex to make a formal announcement as the date nears.