INDUSTRIAL & SYSTEMS ENGINEERING

ISE NEWS

Life has no limitations, except the ones we make.
Les Bown — Entrepreneur

UF | UNIVERSITY *of* FLORIDA

Dear Alumni and Friends,

With spring in the air, the focus of this issue is entrepreneurship. It seems fitting – spring conjures ideas of new life and entrepreneurship conjures ideas of start-ups and new ventures. We have featured a number of ISE alumni that have successfully embarked on entrepreneurial careers over the years and highlight a few more here (and we will continue to in the future). As ISE graduate Cameron McCaskill refers to an entrepreneurial career as a ride on a rollercoaster, on steroids, in the dark, these accomplishments are to be commended! In addition to the alumni, we note the endeavors of our students and faculty in local start-ups.

This spotlight is motivated by movements on campus to help UF become "Innovation U" and Gainesville the "Innovation City," in the words of Dr. Win Phillips, Vice President for Research at UF. This fall, UF will open the Florida Innovation Hub, which lies between campus and downtown. The Hub is the first building in the planned Innovation Square on SW 2nd Avenue. The Hub will provide space and equipment to foster start-ups, especially those that license technology developed by UF researchers.

In the College, Dean Cammy Abernathy plans to unveil the Engineering Innovation Institute in the fall. The goal of the institute is to foster innovation and entrepreneurship in our students and faculty through a number of initiatives, from graduate level classes to new design classes in the freshmen year.

This year, the Dean has focused on rolling out the Engineering Leadership Institute. Part of the mission has been to bring leaders back to campus to share their experiences with the students and faculty. ISE alumni John Dasburg and Linda Hudson have been a part of these efforts and others will in the future. Former Lockheed Martin CEO Norm Augustine was on campus recently to also talk in this series. In addition, new courses in Leadership and Ethics have been developed. Other programs will be developed over time once a director is named for the Institute.

It is clear from the success of our alumni that our Department has been good at instilling leadership qualities in our graduates. I believe this is due to a number of factors, including

(1) ISE tends to attract students that have talents beyond mathematics and science in that they understand business and tend to be personable, thus lending themselves to managerial and leadership positions after graduation; (2) the ISE curriculum allows for significant group interaction through real industry projects, affording students opportunities to take on leadership roles; and (3) ISE student groups (IIE, APM, INFORMS, Ambassadors) are extremely active and are completely run by the student body, again providing a mechanism for gaining leadership experience.

The leadership of our student chapter of IIE (Institute of Industrial Engineers) was again on display this past February as they hosted the Southeast Regional Student Conference. As reviewed in this issue, representatives from over a dozen schools converged on Gainesville for a long weekend of job hunting, skill honing and fun.

Speaking of our students, I noted in the last issue that our Fall enrollment had eclipsed 430 students. According to our Spring enrollment, we have now surpassed 480 students! In total, we graduated 100 undergraduates and 114 graduate students. This is only the second time since 1998 that this threshold has been crossed. The 13 Ph.D. degrees conferred is the largest class ISE has ever produced.

According to recently released data from the American Society for Engineering Education, we are one of eight programs to graduate 100 students with B.S. degrees last year, as illustrated in the accompanying table. We are also one of the leading producers of Ph.D. graduates. Note that the degrees counted include those offered by a Department of Industrial and Systems Engineering (or similar name). For example, the Department of Industrial Engineering and Operations Research at Columbia offers four B.S. and M.S./M.E. degrees, including Financial Engineering, Industrial Engineering, Engineering and Management Systems and Operations Research, and two Ph.D. degrees with one in Industrial Engineering and another in Operations Research. Currently, we offer one degree at each level (B.S., M.S./M.E. and Ph.D.).

Obviously, quantity is nothing without quality – but our students continue to land good jobs or continue their studies at leading graduate schools. It is definitely a great time to be a UF ISE!

As always, drop me a note if you have an update or are interested in addressing our students in class or another setting. I hope to get on the road a bit more this summer and meet more of you. If you are interested in talking, please reach out (352-392-1464, hartman@ise.ufl.edu)!

GO GATORS!

Sincerely,

Joseph C. Hartman
Professor and Chair

School	B.S.	M.S./M.E.	Ph.D.
Georgia Tech.	320	214	22
Michigan	170	121	12
Penn State	134	37	15
Illinois	131	18	4
Virginia Tech	105	69	15
Texas A&M	105	88	8
Columbia	104	261	9
Florida	100	101	13

Total degrees conferred in Summer and Fall of 2009 and Spring of 2010.

Ravi Ahuja

Elif Akçali

Sherman Bai

Vladlmir Boginski

Joe Geunes

Yhibgoeu Guan

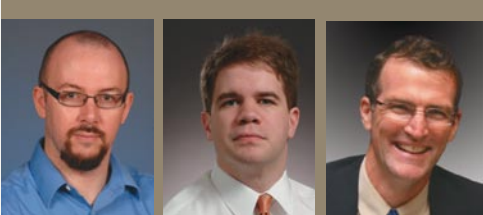Joe Hartman

Serdar Kirli

George Lan
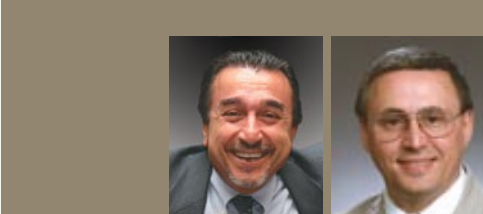
Toi Lawphongpanich

Timothy Middelkoop

Panos Pardalos

Jean-Philippe Richard

J. Cole Smith

R. Keith Stanfill

Suleyman Tufekçi

Stan Uryasev

Ravi Ahuja has expanded the scope of his company beyond railroading to include more applications in trucking. He is currently hiring due to landing multiple, new contracts.

Elif Akçali is completing her visit to Özyegin University in Istanbul, Turkey this spring. She will return to normal duties in Gainesville in the fall.

Sherman Bai is currently arranging a number of partnerships with Zhengzhou University in Henan, China. Study abroad, student exchange and research collaborations are being planned.

Vladimir Boginski continues his efforts to coordinate both teaching and research aspects of the Systems Engineering graduate program at REEF. His current research is supported by the Department of Defense, the Department of Energy, and the National Science Foundation.

Joe Geunes was named Department Editor for *IIE Transactions*, the flagship journal of the Institute of Industrial Engineers, and is serving as the Tutorials Chair for the INFORMS Annual Conference in Charlotte this coming fall.

Yongpei Guan was invited to serve on the board of directors for the Computer & Information Systems Division of IIE and the 2011 IERC organizing committee. He is a co-chair of the Computer & Information Systems cluster. Additionally, his paper "Sequential pairing of mixed integer inequalities," co-authored with Shabbir Ahmed and George Nemhauser has been named the Top-Cited article in *Discrete Optimization* from 2005-2010.

Joe Hartman continues his duties as President of the Association of Chairs of Operations Research Departments (ACORD) and has been named Secretary of CIEADH, the Council of Industrial Engineering Academic Department Heads.

Serdar Kirli continues to teach the programming and decision-support systems sequence in the department in addition to leading senior design projects sponsored by Nielsen and Voalte this year and an IPPD project sponsored this year.

George Lan won his first NSF grant entitled, "Theory and Applications of Stochastic First-order Methods for Large-Scale Stochastic Convex Optimization." He was also invited to speak at the Workshop on Numerical Methods on Continuous Optimization hosted by UCLA in October, 2010.

Toi Lawphongpanich is co-organizing the First Annual INFORMS Transportation Science and Logistics Society Workshop on "Congestion Management of Transportation Systems on the Ground and in the Air" to be held on June 27 – 29 in Pacific Grove, California.

Timothy Middelkoop has been named the Assistant Director of the Industrial Assessment Center. He recently was named a Certified Energy Manager by the Association of Energy Engineers.

Panos Pardalos continued his busy speaking circuit, delivering keynote or plenary talks at conferences in Toulouse, France; Erice, Italy; Patras, Greece; Valencia, Spain; and Thessaloniki, Greece. He also hosted the 3rd International Conference on the Dynamics of Information Systems in Gainesville in February and co-edited four books in energy power systems, environmental economics, optimal control and optimal strategies in sports economics and management.

Jean-Philippe Richard entered into a recent collaboration with CSX Transportation to study the reallocation of empty railcars across the network.

J. Cole Smith served as an Area Editor for Optimization in the Wiley *Encyclopedia of Operations Research and Management Science*, which appeared in print in March. The encyclopedia consists of over 600 articles, with over 150 appearing in the Optimization area. He and Joe Hartman have recently been funded by the National Science Foundation to study methods for integrating dynamic programming methods within discrete mathematical programming algorithms.

R. Keith Stanfill continues to direct the Integrated Product and Process Design (IPPD) program, with 21 current projects. The Nielsen Company sponsored the midterm design review in December and Disney will sponsor the final design review event in April. If you are interested in learning more about how to get your company involved in sponsoring an IPPD project, please contact Keith Stanfill at 352-846-3354, Stanfill@ufl.edu.

Suleyman Tufekçi is leading an IPPD project with General Dynamics and senior design projects with both Rockwell Collins and the U.S. Navy.

Stan Uryasev has hosted six Financial Engineering seminars this year, including Dr. Yonggan Zhao of Dalhouise University, Dr. Ryan Garvey of Duquesne University and Dr. Craig Friedman of Standard & Poor's this semester.

Banquet

The University of Florida's IIE Student Chapter hosted the 2011 IIE Southeast Regional Student Conference from February 24th through the 27th. UF students had the opportunity to network with students from across the region, including Georgia Tech, Louisiana State, Miami, Florida State, FIU, UCF, Mississippi State and Auburn. "ISE students attended workshops and information sessions that not only expanded their professional horizons, but also allowed them to set new goals and obtain new ideas," summarized conference chair and ISE student Andrew Vittetoe.

A welcome mixer at the local Holiday Inn kicked off the conference, giving students the opportunity to meet other students and company recruiters while chowing down at Beef 'O' Brady's. The next morning began with IIE chapter presentations during breakfast at the UF Hillel, which led directly to the conference career fair. ISE students lined up in business suits to network with potential employers from companies such as Nielsen, Northrop Gruman, Grooveshark and Bloomberg. Recruiters handed out flyers, business cards, and even Rubik's cubes while informing students about internship and full-time employment opportunities with their companies. This was especially beneficial to outside schools as they gained exposure to companies that do not typically visit their career events.

Following the career fair, IE's returned to the UF Hillel for a "lunch and learn" session with speaker Hunter Jones (BS IE 1980), Cameron's CIO, before choosing to attend either the technical paper competition or UF campus tours. UF's Samantha Milne competed against students from LSU, UCF, Miami, Mercer, and Georgia Tech. Georgia Tech won the competition and will represent the region at the national conference in May. Friday night closed with a formal banquet at Villa East in downtown Gainesville. Larry Patterson, VP of Audience Measurement Services at The Nielsen Company, delivered the keynote address, discussing the complications of tracking consumer preferences in today's connected world. IIE President Roman Hlutkowsky provided an update on the Institute and encouraged student members to stay active after graduation.

Saturday was filled with workshops for professional development, including sessions on process improvement (Nielsen), production engineering (Cameron), entrepreneurship (UF entrepreneurship center) and consulting (Accenture). This was followed by another "lunch and learn" session with Nielsen executives. Saturday closed with chapter meetings and an informal dinner and IIE

Breakfast Presentation   Workshop

UF IIE Student Chapter Plays Host to Region

bowl competition in which each team worked together to answer ISE trivia questions. This was a fun way for students to get to know each other and to demonstrate their technical know-how.

The conference was capped off with a tour of the Monterey Boats production facility in Williston. The tour allowed everyone to witness first-hand the manufacturing process of top-of-the-line watercraft. Students returned to the Reitz Union Rion Ballroom for the closing lunch, where they had the chance to reflect on everything that they had learned and experienced within the past few days. They said their goodbyes to the new friends they had made and headed home, whether a short walk or a long flight away.

"Overall, I was extremely happy with the conference. I think it reflected well on the UF ISE Dept. and the UF chapter of IIE," said Vittetoe. "The conference committee and I appreciated the chance to be able to give back to IIE and to contribute to the department." The committee consisted of Vittetoe, Devon Parsons, Michael Schra, Alix Zaremby, Liz Krall, Kristin Dean, Kelsey Kempler, David Medoff, Tucker Biffel and Christine Garcia.

Career Fair | Student Networking

Vittetoe Leadership Extends Beyond Conference

Andrew Vittetoe

With the IIE Student Regional Conference past, Andrew Vittetoe can rest now. He volunteered to chair the organizing committee – which meant he was in charge of the team that had to bring it all together. His goals for the conference included a program that was strong in professional development while providing plenty of networking opportunities for the students across the region.

"I am happy to say the conference met both of these objectives," reflected Vittetoe. "The conference had an excellent line-up of speakers and workshops" and students were "mingling with students from different schools and chapters."

Hard to believe that this student leader grew up on a farm in Iowa with aspirations of becoming a veterinarian. But after taking physics and calculus, he realized that his passion was in engineering. "I chose ISE because it truly is the degree of the 21st century," Vittetoe said. "ISEs can solve any problem imaginable out there, whether it be technical, business, social or political. The analytical problem solving skills of engineers combined with an interdisciplinary coursework makes for a solid foundation to launch a successful career."

He has taken advantage of being an ISE outside of the classroom too, serving as the President of IIE and INFORMS, a student organization that he started two years ago. "I got more involved and became a leader so as to be able to contribute back to IIE," said Vittetoe. "I believe the best way to become a better leader is to get in the trenches and practice." He has also interned with Lockheed Martin and the Clean Energy Research Center, in addition to being a teaching assistant for a programming course.

Upon graduation in 2012, Vittetoe plans to pursue a career in policy analysis for the foreign or civil service. "I hope to be able to utilize my ISE skills to support the making of public policy," said Vittetoe. There is no doubt we will be better off is he does.
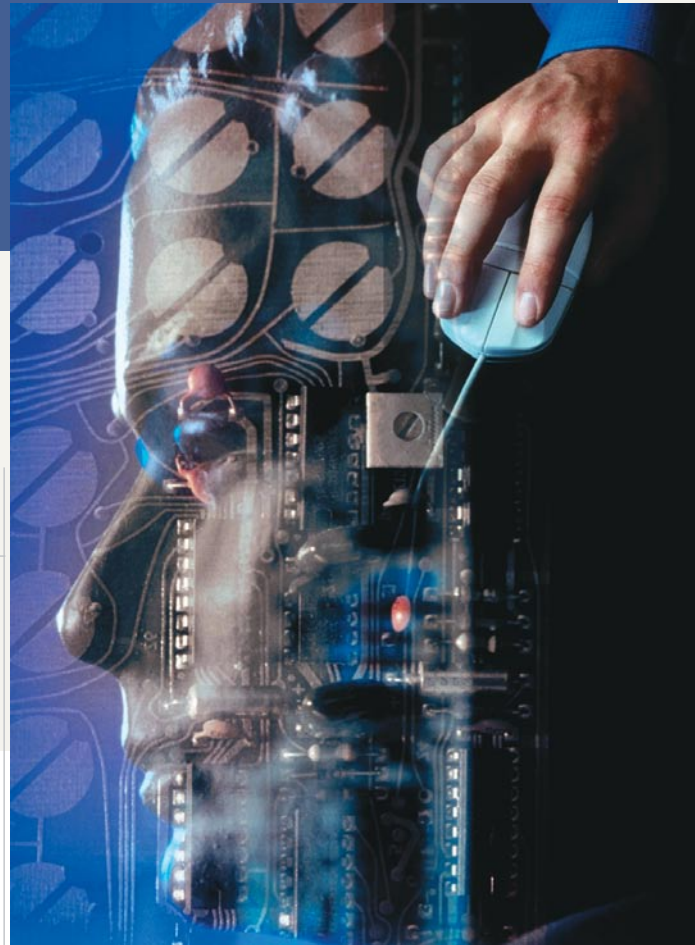
entrepreneurs

An entrepreneur is defined as "one who organizes, manages, and assumes the risks of a business or enterprise" according to the Merriam-Webster Dictionary. Many ISE faculty, students and alumni have headed down this path – taking risks to bring new products or services to market. The College (Innovation Institute) and University (Innovation Square) are formalizing a number of efforts in this area. Read on to learn about these efforts and a number of success stories…

Ravindra Ahuja, Professor of Industrial and Systems Engineering, reduced his appointment in the Department to half-time in 2004 to start the company - **Innovative Scheduling**. The company focuses on developing optimization and simulation solutions and decision-support systems for the transportation industry. His group, now totaling 20 people, with a significant number of Ph.D. graduates, in Gainesville, has developed a suite of software solutions for planning and scheduling problems in the railroad industry.

As the railroad industry continues to consolidate, he has broadened the focus of the company to include trucking, currently working on software solutions for real time dispatching solutions for less-than-truckload and full truckload companies. He recently landed a major contract that will allow him to potentially add 10 more employees.

"I founded this company to make an impact to the practice of operations research," said Ahuja about his motivation. "I want to develop systems that bring operations research to life and create huge success stories for the profession." And it is proving useful for a lot of companies.

Another Professor of Industrial and Systems Engineering, **Stan Uryasev** founded **American Optimal Decisions**, a software firm that has produced Portfolio Safeguard, and an affiliated consulting firm American Optimal Advisors in 2008. Portfolio Safeguard is a Windows based decision-support tool for solving various optimization and statistical problems. The initial version was targeted for portfolio analysts and traders.
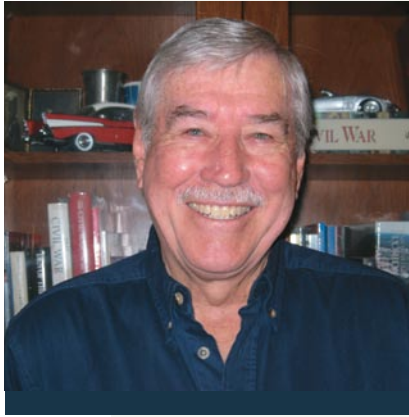
Distinguished Professor of ISE, **Panos Pardalos**, is a strategic partner and advisor to **Optima Neuroscience**. The company was founded in 2005 by J. Chris Sackellares, MD, and Synogen, a seed-stage biomedical investment firm managed by Richard R. Allen. The company is developing software, with licensed intellectual property from UF, to better diagnose and treat patients with seizure disorders, such as epilepsy.

ISE Senior **Ori Blitstein** expects to graduate this summer and head right to work with start-up **Grooveshark**, where he has been a marketing coordinator intern since August. Grooveshark, similar to Pandora, is a website where users can upload music and listen to it for free. The company has grown tremendously since it was founded in 2006, and now has more than 25 million users. Blitstein notes that he enjoys the freedom a start-up provides and that it can get a little hectic with 80 young employees, but he would not want it any other way. "We all have the sensation that we are on to something," Blitstein said. "It's extremely empowering."

Although he hasn't graduated, ISE senior **Jarrod Kelly** is plant manager for **Fracture**, a company that prints pictures on glass. The company, started in 2009 by UF graduates Abhi Lokesh and Alex Theodore, has grown from two to 10 employees and has exploded in the past six months with the company processing more than 500 orders per month.

"It's the first job I've ever had," said Kelly. "It's the first opportunity I have to make big decisions." As plant manager, Kelly makes all judgments related to controlling production for Fracture. The job is both challenging and rewarding, and Kelly believes his experience in ISE has been invaluable in preparing him for this role.

Ricardo Ibarria graduated with an M.S. in ISE in December of 2010 and now applies his critical thinking skills as Director of Operations for **Audax Health Solutions**. The company is applying the idea of social networking to the healthcare industry through Careverge, a social networking site which connects people with healthcare information, providers and fellow members who may share similar experiences or issues. Social communities can be formed around hospitals, doctor's offices, clinics and treatment options. Members can rate various aspects of the medical field including medications and providers as well as comment on general medical topics.

Atkins Perseveres with Engineering Service Corporation

The first time Alva Atkins (B IE 1965) wandered onto campus was not a successful venture.

"Tigert and I had a major misunderstanding that you had to attend classes," recalled Atkins, the then Accounting major, with students in the Sales Engineering seminar. He left school early and went to work selling equipment in the electrical power industry. He loved the work, but realized that he could not land a full-time job unless he finished a degree.

So he returned to Gainesville in 1961, this time with a wife and three children. He begged to be readmitted and promised he would attend class. Wanting a career as a Sales Engineer, he declared electrical, as it was extremely popular at the time due to the space race. "Electrical Engineering was not for me," said Atkins. "I switched to Industrial Engineering and never looked back."

He graduated in 1965 and took a job selling high quality electrical utility equipment with a firm in Milwaukee. Unfortunately, the company later merged with another firm, leaving Atkins without a job.
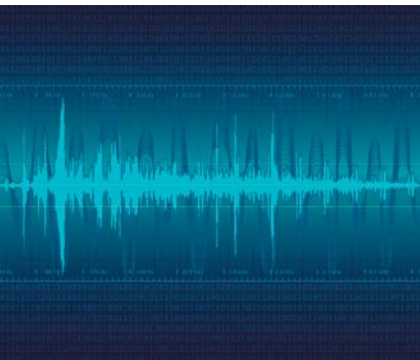
But he had an idea. Through his work, he was a sales representative for Raytheon's oil and gas division located in Tulsa, Oklahoma. Their system allowed for certain systems on oil platforms to be controlled remotely. Atkins thought this technology would be a great fit for electric utilities. So he and his wife worked on selling the idea – unfortunately, one year later, they had not sold a system.

But Atkins did not give up and continued to research the idea, turning his attention to the water and wastewater industry. The idea was to use UHF and VHF radio frequencies for communications and control so the utilities did not have to pay for leased telephone lines for this capability.

As Raytheon had decided to leave the oil and gas industry, Atkins saw an opportunity and Engineer Service Corporation (ESC) was born in 1974. The firm planned to design, install and service systems that would allow utilities to remotely monitor and control the flow, temperature and pressure of water. The components of the systems would be purchased from traditional suppliers. ESC essentially became a systems integrator.

Over 35 years later, the firm is still headquartered in Jacksonville and running strong. "I'm in good health – I enjoy it," explained Atkins. "Give me something that allows me to meet people and travel, and I'll sell it."

McCaskill Continuing, and Enjoying, his Roller-coaster Ride

"If you don't have the stomach for a roller coaster ride on steroids in the dark, it's not for you," said Cameron McCaskill to undergraduate engineering Sales Engineering students when describing the life of an entrepreneur. McCaskill should know – now working for his tenth company since 1992 while, much earlier in his career, visiting the unemployment line twice in a matter of twelve months. In 2002, he was hired by Intellon to turn the communications company around. As Vice President of Business Development, he helped grow the firm to 135 people and increased sales from $5 million to $75 million, annually. This ultimately led to an IPO and eventual buyout by Atheros Corporation. This past month, it was announced that Atheros would be purchased by Qualcomm. And so the rollercoaster continues.

McCaskill finished his ISE work in 1990 and immediately entered the MBA program, also earning an Entrepreneurship Certificate. He also won the inaugural UF, Business Plan competition and, with the winnings and some meager savings, co-founded BioControl in Tampa. The firm sold a bio-pesticide (microscopic roundworms), licensed from UF, to golf courses. The environmentally conscious solution was well received and the company was profitable within 16 months. "I've been a serial entrepreneur ever since," said McCaskill.

After a competing technology took over the market, McCaskill moved on to North Carolina as Vice President of Operations with TriNet Services, a growing Internet service provider, in 1996. When Interpath Communications purchased the firm in 1998, he was named Director of Business Development.

McCaskill challenged the students to explore whether they wanted the rocky, but potentially exhilarating, career of an entrepreneur.

He asked if they wanted to create or maintain, be a generalist or specialist and whether they were willing to risk it all. "You don't have to be great at anything," he explained. "You have to be really good at a lot of things."

"I took his lessons to heart as I someday hope to start my own business," said ISE student Randy Bush. "Mr. McCaskill stressed the importance of a business plan, creating a culture of winning and the ability to create your own luck through education and timely information."

Of course, not all students were receptive to the lifestyle. "I personally don't think I would pursue a career in entrepreneurship," said ISE student Sherwin Rivera. "I am a person who enjoys a more stable lifestyle."

Boccabella Follows Path to SumTotal Systems

Hard to believe that starting as an intern while an undergraduate ISE student, back in 1989, would lead Dan Boccabella (BS ISE 1993) directly to his position today as Senior Director, Product Management at SumTotal Systems in Gainesville.

He interned with Blade Software, a company that organized corporate entertainment functions, producing software that produced CAD drawings for meeting planners, talent agents and large convention facilities. Instead of pursuing a career with a Fortune 500 company upon graduation, he chose to stay with Blade Software. He figured he had no debt and no family to support, so it was worth the gamble with a start-up.

Blade Software expanded its consulting offering, producing a number of software solutions for a variety of clients, including banking software, VCR control programming software, and a performance appraisal product for a Bay Area pharmaceutical company. But there was a downside – the work was "human capital" intensive. "We would sell based on our subject matter expertise," explained Boccabella to students in the Sales Engineering seminar, but "this wasn't a scalable model."

While the consulting work was fun, the margins were low, so they transformed into a software company, founding MindSolve in 1997 with his partners Charles Steadham and Jeff Lyons. They struck a deal with the pharmaceutical company to rebrand the appraisal product as Visual 360® and sell the solution to other companies, paying a royalty to the pharmaceutical firm for funding the development.

Boccabella recollected an experience that illustrated the benefits of a small company. A firm in London sent out a request for a detailed technical conference that had to be scheduled that same day. The catch: the firm put in the request on July 4. Ever the entrepreneur, Boccabella was at the office, brought in the rest of the team, and needless to say, won the contract. "There is a lot to be said about doing what you want," explained Boccabella about working for your own firm. "The catch," he further explained, "is that your hourly wage is dramatically lower," due to the much longer hours.

Along the way, MindSolve developed a web-based solution and received a patent for the innovative drag-and-drop ranking and rating technology. In 2002, they purchased the intellectual property from the pharmaceutical firm, increasing their profit margins with the elimination of royalty payments. From there, MindSolve grew, reaching 30 employees serving performance management users in over 100 countries by 2006.

As they grew and continued to evolve their software, they were purchased in 2006 by SumTotal Systems, a public firm with 750 employees and 43% of the Fortune 500 as customers (at the time of the purchase) based in Mountain View, California. At that time, SumTotal was focused on learning management software and its 1600 global customers included Accenture, Harley-Davidson, Microsoft, Wachovia and Wyeth. Since then, the software suite has expanded beyond performance management and learning to include hiring, succession planning, compensation and HRMS solutions.

SumTotal Systems was purchased by Vista Equity Partners in 2009 to become a private company again. It has continued to grow, now with over 2300 customers and 39 million users. In 2010, SumTotal moved its corporate headquarters from Mountain View to Gainesville and continues to recruit heavily from the University of Florida, having hired graduates from the College of Engineering into Software Engineering and Technical Support Engineering roles. The company now has 150 employees locally and is adding space. Looking forward, Boccabella noted the continued fast pace of his work. "I thought things would settle down after the acquisition," he said with a laugh. "but, four years later, I'm still waiting to see when it will die down!"

Lauderdale Finds Calling with Voalté

Bigger is not always better, according to Trey Lauderdale's career preferences. Lauderdale (BS ISE 2004) graduated with a minor in Sales Engineering and immediately accepted a position with Siemens in the sales leadership and development rotational program. However, within a year and a half, he discovered that working for a large company was not for him.

He returned to UF, a self-proclaimed "victory lap", to complete an M.S. in Entrepreneurship in 2007. Upon graduation, he took a position with Emergin, a small start-up IT firm that integrated hospital systems into a single communication device for health care providers. He became the Florida Area Sales Manager, and loved it. "I was tossed to the wolves – it was a great experience," recollected Lauderdale in a recent Sales Engineering seminar. "I was able to learn how to function in a start-up." Emergin was eventually bought by Phillips and he was named a Regional Sales Manager. Unfortunately, this put Lauderdale right back where he did not want to be – working for a large corporation.

So he set out to do something new and on his own. Given his work in IT and healthcare, he felt he had a good idea, or at least a good question to tackle:

"Why couldn't nurses use an iPhone or Blackberry for communications at the point of care?"

At the time (summer of 2008), the iPhone Developer's Kit had just been released. Unable to secure a ticket to the Apple World Wide Developer's Conference (he stopped bidding at $3000 on eBay) in August, he booked a hotel room outside the conference and, admittedly, stalked every software developer that would listen to him, bribing them with free beer to hear his pitch. One developer from Fort Lauderdale listened and his company was born.

After Lauderdale blew through life savings in little time, Bill Rossi of the Entrepreneur Center at UF put Lauderdale contact with Rob Campbell, a serial entrepreneur. Campbell came on as CEO and Lauderdale took the title of Vice President of Innovation, and Voalté (from Voice Alarm Texts) was born, officially opening in December of 2008 after raising $750,000 from UF entrepreneurs.

Voalté's product is described as a "disruptive technology that is changing the point of care," according to Lauderdale. The software allows nurses and doctors to replace pagers and intercoms with an iPhone enabled by Voice over IP technology, as cellular phones are prohibited in most hospital wings.

Knowing that hospitals tend to be laggards with respect to new technologies, he sought out development partners – first working with Sarasota Memorial Hospital on a pilot study. Now, early in 2011, Voalté has been installed in seven hospitals, including Huntington Memorial Hospital (CA), Texas Children's Hospital (TX), and Frisbie Memorial Hospital (NH) and expects another three-dozen within the year.

So it appears, that all is working out, for the better, and the smaller, for Lauderdale. "I think Industrial and Systems Engineering gives you the perfect mindset to be an entrepreneur," he told the class. "Start-ups are like a complex non-linear program. You are given multiple variables (your resources), that change over time (as your company grows), and you must be constantly shifting priorities and where you are spending time solving problems. Industrial and Systems Engineering gives students the perfect blend of technical and business knowledge to tackle big problems and have a significant impact on the world."

INNOVATION
SQUARE

College to Unveil Innovation Institute

The College of Engineering plans to unveil the University of Florida Engineering Innovation Institute next fall in order to foster a culture of innovation among faculty, students and staff in the college. The Institute will serve as a nexus of engineering innovation education and experiential programs extending across the spectrum of creative discovery and invention, to the transition of UF engineering technologies and innovative students to the marketplace. The Institute aims to produce leaders with engineering and innovation skills to attack the world's most daunting problems and change the world.

A number of initiatives are planned, from freshmen design experiences to faculty innovation sabbaticals and a young entrepreneur speaker series. One program currently underway is the presence of an Entrepreneur in Residence, David Whitney, in the college. Whitney has 28 years of experience in private equity and venture capital investing. His resume includes being a Senior Manager for Deloitte's Silicon Valley Venture Capital practice.

Whitney is currently teaching a graduate course on Engineering Innovation. The course covers topics from the innovation methodology and process to ideation, or the process of turning ideas into marketable products. Another course that has been developed is Entrepreneurship for Engineers, which is currently being taught by Erik Sander, Director of Industry Programs in the college. This course introduces students to entrepreneurship while discussing value creation and value harvesting. Whitney has also participated in the Sales Engineering seminar.

The official kickoff of the Institute will occur next fall. Look for a number of new developments to be announced at that time.

Florida Innovation Hub Under Construction in Gainesville

This fall, the University of Florida is scheduled to open the Florida Innovation Hub, a 45,000 square-foot facility on southwest Second Avenue in Gainesville. The Hub's mission is "To provide an innovation ecosystem for connecting all the elements critical to creating and supporting technology-based companies in order to commercialize more research discoveries and create jobs for Floridians."

The facility is designed to promote the creation of companies based on UF research. The center is intended as a place for scientists, investors, entrepreneurs and students to collaborate and expand on ideas to generate new opportunities. In addition to providing offices, laboratory space, conference rooms and shared equipment areas for the start-ups, the building will also house UF Tech Connect and UF's Office of Technology Licensing.

The incubator is being funded through an $8.2 million grant from the federal Economic Development Administration and a $5 million commitment from the University. It will be the first building in **Innovation Square**, a proposed research park that will be developed over the next decade, connecting UF and downtown Gainesville.

First Female Graduate Smith Passes On

Wilma Andrews Smith passed away on Wednesday, January 19, 2011 in Gainesville. Inspired by Lillian Gilbreth, Smith was the first female graduate of Industrial and Systems Engineering in 1959. She went on to receive her M.S. from the University of South Florida, teaching there for 13 years and then another 13 years at St. Petersburg College. She was a strong advocate for women in engineering during her student and teaching days. She is survived by her daughter.

Smith with daughter Virginia Courtney and husband Cecil in the Fall of 2009.

Alumni Updates

Jose Smith (BS ISE 1989), CEO of Costa Farms, delivered the Harbert S. Gregory Lecture in Sales Engineering this past fall.

Jim Williams (BS ISE 1993) has been promoted to International Sales Director of Bytewise Measurement Systems. Previously, he was the North American Sales Director. The promotion has increased his responsibilities to Asia, Europe, India and Brazil, among other locations.

Gabriel Alcantara (BS ISE 2001) recently started as a Supply Chain Business Manager at Loyola University Health System outside of Chicago. He was previously with UPS.

Darren Levy (BS ISE 2002) has joined Salesforce.com after eight years in sales with IBM.

Andres Gomez (BS ISE 2004) is a Lead Business Specialist on the Demand Side Management group for Florida Power & Light. He completed his MBA from Nova Southeastern University in 2009 and has since obtained both Six Sigma Green Belt and Black Belt certification.

Cori (Matiacio) Nestler (BS ISE 2005) is an FSM Layout Industrial Engineer for Intel Corporation in Chandler, Arizona.

Natalie Keller (BS ISE 2010), a global business services emerging leaders associate with The Nielsen Company, is serving as the Young Professional group chair for the Institute of Industrial Engineers.

Steffen Rebennack (PhD ISE 2010) won Honorable Mention for the George B. Dantzig Dissertation Award given by INFORMS in September of 2010.

Natalle Keller   Steffen Rebennack

ISE Ambassadors Launch Monthly E-newsletter for Alumni

As noted in ISE News this past fall, the ISE Ambassador student group launched a monthly email newsletter this winter to keep alumni up to date on all that is happening in the Department – especially with our students. The newsletter was sent to all email addresses of ISE alumni on file. If you did not receive the newsletter and would like to, please send your email address to Tasha Martin (tlmartin@ufl.edu) to update our records. If you do not want to receive the newsletter, you can simply opt out by clicking the appropriate link at the end of the mailing. Note that we intend to continue printing our traditional newsletter three times a year!

FALL, 2010 GRADUATES

InYoung Lee

THE DEPARTMENT conferred 22 undergraduate degrees, 15 minors in sales engineering and 43 master's degrees this past December. Despite the continuing tough economy, students had good success in landing jobs. Those hiring this semester included Accenture, General Electric, Goldman Sachs, Harris Corporation, Northrop Grumman, Siemens and both the U.S. Air Force and U.S. Navy.

B.S. in Industrial and Systems Engineering

Benchimol, Esther	Krutek, Kyle M
Cornejo, Eduardo F.	Molina, Jimmy F.
Donovan, Jeffrey T.	Parkhomovskiy, Vladimir
Escuder, Daniel J.	Phillips, Oluwatoyin
Findlater, Shawn A.	Powers, Scott Edward
Forty, Samuel M.	Richardson, Jessica N.
Freisthler, Beth K.	Rook III, Wilson C.
Goode, Taylor Alan	Saintfleur, Menelik
Haberfeld, Daniel R.	Thorsen, Jeremy John
Hariton, Brett J.	Tovar, Diego Paul
Hughes, Lynnae Y.	Villalobos, Maria F

M.S./M.E. in Industrial and Systems Engineering

Acree, Micah N.	Chari, Vidhur S.	Ibrahim, Tariq	Roberts, Nathan S.
Al-Bahar, Ahmed	DeJesus, Pablo A.	Johal, Navjeet	Romich, Andrew N.
Alam, Sharif S.	Desai, Purvi H.	Karnik, Aditya S.	Sancak, Emre
Banerjee, Shreyasi	Dhankhar, Sumit	Kim, Junghwa	Shah, Sanket V.
Barany, Gretel	Downing, Jeffrey L.	Liu, Siyao	Stewart, Christopher
Bender, Andrew R.	Escuder, Daniel J.	Mahadeva, Megha	Stripling, John
Berry, Megan E.	Fakhouri, Mohamad	McAlister, Michael R.	Sudhahar, Samson J.
Bhave, Gaurav Anant	Feng, Tianke	New, Caroline A.	Tan, Yinliang
Biobaku, Taofeek O.	Friedlander, Aaron L.	Palaniswamy, Aravind	Tekeli, Songul
Blount, Raymond C.	Ge, Zhan	Ramachandran, Hari P	Zhao, Shuang
Blunt, Michelle D.	Ibarria, Ricardo J.	Ramirez, De Arellano	

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GET CONNECTED!

We want to stay connected with you. You receive our newsletter (now three times a year) and an email newsletter from students once a month, but you can stay connected with alumni on LinkedIn (UF Industrial & Systems Engineering Alumni Group) via linkedin.com and students on Facebook (UF Industrial and Systems Engineering) via facebook.com. So join today and get connected!