



## The PARAGON Perspective

PARAGON DEVELOPMENT

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### From the President

We hope all of our readers are enjoying a very happy and productive summer!

For those of you not familiar with us and may have received this as a ‘forward’ from the original recipient, The PARAGON Perspective is sponsored by PARAGON Development.

We want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

All issues of *The Paragon Perspective* are archived on our website so past issues may be easily passed along to colleagues.

This month’s editorial is titled *“Tracking Change - Which Way Will the Wind Blow?”*

Jack T. Peregrim  
Pres., PARAGON Development  
Peregrim@ParagonDevelopment.com

### Paragon Update

We are finishing a busy summer with additional projects scheduled to start throughout Q3 and Q4. We have been finding that many projects that could have started in Q1 and Q2 had been held back. This quarter should actually surpass Q2 for us which is an anomaly based on previous years.

We are also adding a new, long overdue section. The section will present organizations and individuals we have worked with where we can provide first hand recommendations. In many cases we have worked jointly on projects as is the case with this first organization. There are so many solid choices to highlight that we regret not starting this some time ago and we ask the many people who should be shown to be patient as we will get to everyone over time.

We are also excited about unveiling our new logo this quarter which is at the top of the page. It was designed by Starlight Design (Lisa Berko, [LCTBerko@gmail.com](mailto:LCTBerko@gmail.com)). The design was kept simple as we asked. We are very happy with the outcome and would recommend them to anyone. Step 2 for us will be a redesign of our website which we will do that over the next 2-3 months.



## Conferences

### LES US/Canada Annual Meeting

Toronto, CN  
October 14-17, 2012

The Licensing Executive Society is the premier organization for managers and practitioners in licensing, intellectual property, and, more broadly, technology transfer. The meeting typically has over a thousand attendees and we recommend it for both educational and networking. Details can be found at: <http://lesusacanada.org/meetings/annual-meeting/2012-annual-meeting>

### iBIO Commercial Development Annual Meeting

SOCMA's First International Forum on Commercializing Global Green  
Philadelphia, PA. November 12-14

This conference is focused on looking at bio based products from production to brands. Presentations will be from major producers of biologically derived products and others through the value chain up to major brand companies who will discuss their future objectives in using bio based materials and products. We have been involved in the planning and securing speakers and will be actively supporting this conference on site and hope to see you there. Details can be found at: <http://www.socma.com/events/>

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## Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of over six thousand individuals who are in executive positions who either oversee or practice new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

## Technologies of Interest

Functionalized amine derivative: A client has functionalized an amine derivative with a broad range of primary and secondary properties that are very unique and certainly, in combination, offer high value in a wide range of coatings and other applications.

The primary properties are:

- Ability to neutralize acids
- pH and buffer control
- Radical scavenger (e.g.: anti-oxidant, polymer chain terminator, etc)
- Improve/optimize performance of antimicrobials

Secondary properties are:

- Improves efficiency of dispersants
- Has ability to act as a moisture or chemical scavenger
- Can act as or improve corrosion inhibitors
- Metal ion control
- Can enable phase change materials based on energy absorption & release
- As a cross linking agent in thermosets

If interested contact: Jack Peregrim at (203) 288-4154 or [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com)

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## Quotes of the Month

This month's selections are not attributable to any particular source. They were sent by a reader and are examples of paraprodikian expressions (*see Interesting Words*). "Quotes of the Month" will resume in the next issue

- We never really grow up; we only learn how to act in public.
- Why do Americans choose from 50 people for Miss America and just 2 people for President?
- A clear conscience is usually the sign of a bad memory.
- I used to be indecisive and now I am not sure.
- If it is best to fight fire with fire, why does the fire department use water?
- You are never too old to learn something stupid.
- Nostalgia is not what it used to be.
- The best way to hit a target is to shoot first and declare whatever is hit as the target.
- A bus station is where a bus stops and a train station is where a train stops and I noticed my assistant has a work station.
- Have you noticed that people will believe you if you tell them there are 4 billion stars but they will check when you say the paint is wet?

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## Interesting Words

**Paraprodikian:** (pair-uh-pose-DOH-key-en) Adjective

A figure of speech in which the latter part of a sentence or phrase is surprising, unpredictable, or initially appearing to be contradictory.

**Sitzfleisch:** (SITZ-flaish) Noun

1. The ability to sit through or tolerate something boring.
2. The ability to endure or persist in a task.

**Larruping:** (LAR-uh-ping)

Adjective: Very

Adverb: Excellent

**Preantepenultimate:** (pri-an-tee-pi-NUHL-tuh-mit) Adjective

Fourth from the last.

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## "Tracking Change—Which Way Will the Wind Blow?"

Background:

One of our readers sparked this month's topic with a response to the last editorial emphasizing new business development. His response pointed out the lack of emphasis on 'non-traditional' business development which is analogous to being a meteorologist. We focused our discussion on the activities and resources controlled by an organization but we neglected the trends and drivers that are external and are likely to affect success or failure more than most internal activities. And, really understanding the trends and driving forces and their timing and impact is not an exact science. It is complex and difficult.

The editorial last week was about how organizations curtail new business development resources in a poor economy when they should actually be increased. We gave many reasons but did not mention the key factor - one of the important responsibilities for new business professionals is to act as an organization's 'canary' in spotting problems or dangers as well as opportunities. This intangible role could have a huge impact across many products and businesses. Organizations do not recognize its value because it is not quantified or presented on spreadsheets. Its importance cannot be overstated because of the impacts that affect an organization in hitting timing windows - not being too early or too late, not to mention the potential for being blindsided by political, regulatory, legal, competitive, disruptive innovation, or economic changes.



Recommendations and justifications:

We have a number of recommendations and justifications with the primary and most obvious one being to support new business development with strategic responsibilities, not just 'specialized sale'. They are:

- Designate strategic new business development as an essential staff position at the level of finance, legal, and planning. Allow the time and resources to continually study, experience, and report on the trends and driving forces that will impact the organization.
- If you are with a large organization and can justify it, try and separate strategic and tactical new business development. Otherwise, set a time/resource budget for each individual split first between strategic and tactical, then broken down by expected needs such as those shown in the preceding bullet with at least one 'blank space' for the unknown factors not easily classified.
- Identify external resources in each relevant area to provide objective, unbiased feedback. It may cost a small retainer for brief quarterly or semiannual reports but, again, the cost of being caught unprepared can have exponential impacts if not managed properly. Plus, having relationships with those resources will provide an invaluable asset in the case of a major positive or negative event.
- The new business development personnel can support and act as sounding boards for almost all activities in an organization. One example we have seen multiple times is the rush to commit capital either too early or too late because the trends and driving forces were not understood or interpreted by experienced professionals.
- Because the function and position(s) have such a wide impact across an entire organization, make sure that the position has prestige and is well funded. Recycling people in and out of the position is not effective.

Summary:

The value of new business development is beyond those initiatives that can be quantified in their contribution but the intangible value may be even higher than that of the tactical role.

In closing:

It has been our intent to pass along things we have learned or experienced on topics involving growth and new business development, particularly ones that may be provocative or beyond those considered every day. We do not try to presume to be the leaders in all areas we cover and invite others to contribute with comments, additions, or criticisms. We encourage feedback in any media and will post your contribution in a future newsletter if you allow it.

We will continue to focus on topics that the readers choose over ones we consider within our staff, so please continue to send requests for topics you want covered.

PS:

We want to remind our readers that this section of the newsletter is open to anyone with a development topic or an approach they would like to share. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters. We ask that your submission be from 300 to 800 words. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. We agree that the copyright and ownership be kept by the contributor and that our only right is to reproduce it in conjunction with this newsletter.

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## Trivia

***What is the origin of "Yankee Doodle"?***

It was started as a British tune meant to insult the American colonists. Each word is considered pejorative by themselves and together as well. "Yankee" is felt to have originated from a word in Cherokee meaning coward while "doodle" was from a German word meaning simpleton. The song was penned by a British doctor in the 1750's to make fun of the colonists who were drilling with British regular troops but looked ragged and disheveled in comparison. But after the revolution began, the colonists embraced the song and used it as a patriotic song for inspiration.

***Who invented chewing gum?***

The ancient Greeks get the first nod as inventors as they chewed a rubbery secretion from the mastic tree. But it was the Native Americans who introduced European settlers to spruce tree resin.



**Who invented the leap year?**

Julius Caesar, but he did so from the recommendation of an Egyptian astronomer (Sosigenes).

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## Alliances and Partnerships

The number of organizations that we have worked with and collaborated with is too numerous to mention but we wanted to add this section to highlight organizations we are comfortable endorsing to our wide body of readers. We will add a new organization each month and listing those from previous months with a few words about their focus and contact information.

This month:

**NFB Consultants**, Pleasanton, California

Alex Merolli, Principal Ph: (925) 462-7428 E-Mail: [AM@NFBConsultants.com](mailto:AM@NFBConsultants.com)

NFB is an acronym for Food—Nutritional—Business. We have worked with Alex numerous times with a high value delivered for the clients jointly and with knowledge of what NFB delivered independently. Its focus is on strategy and business development within the food and nutritional area and with outside, new suppliers to succeed in getting into these areas.

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations and that you will let others who might find this newsletter useful know about our publication. Previous issues of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>. If you would rather not receive the newsletter please respond to this email and include the word REMOVE in the subject line or in the message. To subscribe to our newsletter, please send an email to [contact@paragondevelopment.com](mailto:contact@paragondevelopment.com) and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

We encourage you to visit our website at <http://www.paragondevelopment.com> to find out more about PARAGON Development, who we are and how we assist our clients.

Your friends at:

PARAGON Development

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