

Alex Fong

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Sent: Wednesday, July 20, 2016 10:48 AM
To: Alex Fong
Subject: FPC Newsletter - July 2016



Florida Photonics Update

The Florida Photonics Cluster Newsletter

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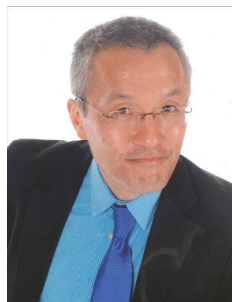
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Services and discounts provided by FPC member supplier companies

DON'T MISS OUT!!! ENJOY THE BENEFITS OF FPC MEMBERSHIP

July 2016

FROM THE PRESIDENT - Alex Fong



It's been twenty years since Andy Grove's *Only the Paranoid Survive* was first published, and so I thought it might be a good time to re-visit this classic business book from the dawn of the internet in Silicon Valley.

Grove has always been a role model and somewhat of a hero of mine in the broader computing, electronics and semiconductor technological space much like Milton Chang was for photonics. Both were immigrants who came to America in their youth and built empires through sheer brilliance, incredible work ethic and daring. They were both physical scientists trained at the doctoral level. Hence, this book was always a must-read for me. Grove was the COO, then CEO, of Intel, retiring in 1998.

I wanted to see how the book had stood up to the test of time. A lot has happened since 1996, not only in the tech industry, but also with me personally. In the intervening period, Intel met with new challenges, and old hardware rivals like Apple experienced a renaissance, creating the iPhone economy. We had gone from the Mosaic-Netscape browser to Google and Facebook.

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The main thesis of the book is that entrepreneurs and business leaders need to keep a close eye on not only all the traditional five forces discussed in the classic Porter Model that all business students learn (i.e. strength of current and new rivals, customers, suppliers and substitutes) but adds a sixth, the role of complementors. Complementors were a new and unique component of the business landscape at the time, when software and hardware often all came from the same firm. Things went from vertical to horizontal. Most of us don't even remember a time before them but complementors like software-only companies changed the status quo dramatically. No longer did one choose IBM or Wang for their complete computer needs. Such major changes could be seen as having an impact of 10X on an industry, a major disruptive change, or strategic inflection point.

Some messages from the book do stand up well and probably always will. These include: avoiding "differentiating without a difference" (i.e. don't introduce improvements that don't benefit customers - a trap technologists tend to fall into), listening to "the Cassandras" in your organization (often sales or front end people - and don't shoot the messenger because they are telling you the truth which you may not like!), the importance of relying on data while being informed by instinct, and asking yourself litmus test questions such as whether or not your competitor is about to change to determine whether or not you are coming to a 10 X strategic inflection. Grove also states that experimentation is critical to this endeavor and the importance of creating a culture that promotes it. Most important is the message to not give in to distraction through busy work, which is feel-good avoidance, but rather taking steps decisively when you have developed a plan and communicating it to all stakeholders and then taking action. There are strategic plans and there are strategic actions. Both are critical to success.

In any case, twenty years on, Only The Paranoid Survive still has resonance and lessons to impart in spite of its dated elements. With that in mind, we ought to be on the look out for that next 10X inflection in photonics and beyond.

Editors Note: This is an excerpt from a [longer piece you can read on LinkedIn](#).

The Corridor's Matching Grants program receives recognition from the National Academies of Sciences, Engineering, and Medicine

Susan Sauer Sloan, Director, Government-University-Industry

Research Roundtable (GUIRR), recently sent an email to

GUIRR members that included an accolade to the Florida High Tech Corridor Council (The Corridor): *"Here's a matching grants model that combines the academic and research capabilities of three leading universities - UCF, USF and UF - with the industrial resources and entrepreneurial energies of companies in the 23-county region known as Florida's High Tech Corridor -- [The Corridor: Matching Grants Research Program](#).*

Many congratulations to Randy Berridge, The Corridor President, and his team for this fine and well-deserved recognition of this program as a model for industry-university partnership development.

**Imec
Announces
Opening of
imec Florida --
a renowned
international
partner for
ICAMR.**



Chester Kennedy, ICAMR CEO, & Florida Senator Bill Nelson at announcement

The world-leading nanoelectronics research center today announced the opening of imec Florida, a new entity focusing on photonics and high-speed electronics Integrated Circuit (IC) design that will be based in Osceola County. The new imec Design Center will work in close collaboration with the International Consortium for Advanced Manufacturing Research (ICAMR) on an R&D design center. The creation of the 'imecDesign Center' provides instant credibility to Osceola County's efforts to become the heart of smart sensor innovation.

Imec Florida's initial focus will be the R&D of high speed electronics and photonics solutions, starting with an offering of IC design research for a broad set of semiconductor-based solutions. [Read more](#) on the announcement.

FPC Members Meeting honored with presentation by Representative John Mica

On June 2, Beam Engineering for Advanced Measurements Co. (BEAMCO) hosted a General Members meeting of the FPC at their new facility in Orlando. A highlight of the meeting was a visit and presentation by US Congressman John Mica.



Representative Mica is a strong supporter of the technology-driven economy in Florida and has been staying familiar with the photonics industry for many years, even knowing our FPC founder, Bill Schwartz and Bill's wife, Pat. Below is a brief outline of Rep. Mica's comments (not quotes, just items from meeting notes). You can get more information on what Rep. Mica can do for your company by contacting his Orlando District Representative, Patrick Kelly at Patrick.Kelly@mail.house.gov, (407)366-0833.

- I do a lot of work with the Department of Defense.
- If your company or organization is applying for a Federal grant from any source, if you send my office a cover page and summary of your proposal, I may be able to help.
- My office's job is to help companies in any way possible.
- I have a lot of contacts and experience in the US House of Representatives that can be of great use to my constituents.
- I want to target specific programs, and optics/photonics is one of high interest to me.

Other interesting presentations at the meeting were the following:

- Seminar on "Co-working Spaces" by Dennis Pape, Co-Founder of Catalyst Spaces in Orlando.
- Update on ICAMR - International Consortium for Advanced Manufacturing Research & FAMRC - Florida Advanced Manufacturing Research Center by Fran Korosec, Director, Business Operations, ICAMR
- Overview of BEAMCO by Nelson Tabirian, CEO, followed by a tour of the facilities

Florida Cluster grouping at DCS-17 in Anaheim

CREOL, with support from the FPC, has received an excellent deal from SPIE for a Florida cluster grouping at the 2017 Defense + Commercial Sensing (DCS) meeting that will be in Anaheim, CA next April as SPIE moves from just Baltimore to a 3-city rotation (including Orlando in 2018). The Florida cluster will be in a "Multiple Contract Cluster" along an aisle in

the exhibit, which provides a 10% discount to companies that locate with the cluster. CREOL will be the cluster organizer, a role they have taken at previous DSS meetings before it moved to Baltimore, and as they continue to do for Photonics West events.

The sooner we can get companies to request location with the Florida cluster, the better the location we are likely to get on the show floor and there is a **deadline of 1 August for an Early Bird contract** that provides the best location assignment in the exhibit. The [Exhibitor contract](#) is available on the SPIE website along with other information on the exhibit and conferences at the event. If you have already sent in an Early Bird contract for DCS-17 and want to locate with the Florida cluster, please contact SPIE by letting them know your preference and so you can get the discount on your space. If you haven't signed up for the exhibition yet, please do so as soon as possible, best before the 1 August deadline. Be sure to check the box at the bottom of the first page of the contract and indicate "Florida Photonics Cluster".

Save the Date! Next FPC meeting September 22

The Florida Photonics Cluster will hold its next General Members meeting on Thursday, Sept. 22. The location and agenda are still being finalized. All interested parties are welcome to attend with no registration fee. To receive the agenda and a full RSVP invitation, send an email to Jim Pearson, FPC Executive Director, at jpearson@creol.ucf.edu.

WELCOME NEW FPC MEMBERS!

The FPC is delighted to recognize the companies that have joined the association since September 2015:

- [Mike Fenn](#), Asst Prof / Dir Center for Medical Materials and Biophotonics at Florida Institute of Technology
- [ICAMR, Inc.](#) - International Consortium for Advanced Manufacturing Research
- [iRep, Inc.](#) supporting Open Architecture Products, Rugged Systems and Test Equipment across the Southeastern United States.
- [Mangove Photonics](#), providing optics & photonics consulting services
- [Laser Photonics Academy](#) at Wekiva High School providing an optics/photonics dual enrollment program in partnership with Valencia College

Utilize the services and discounts provided by FPC member supplier companies!

One of the advantages of FPC membership is the network of

suppliers to our industry, and particularly the suppliers who have joined the FPC and some of whom offer discounts to FPC members. Here is a brief list; further information is on the FPC website under the Members listing.

- [Bond, Schoeneck, & King, PLLC Attorneys](#). Provides a full range of Intellectual Property services
- [Coastal Cloud](#). Provides a 10% discount on their full range of services that include technology strategy & architecture, business process optimization, solution selection / configuration / implementation, user training & adoption as well as on-going solution administration.
- [Diamond Level Service](#). Event Design and Management services for trade shows, special events, conferences, and business presentations. Discounts are provided to FPC members.
- [Fowler, White, Burnett, Attorneys](#). Provides clients a talented roster of seasoned legal professionals who practice in numerous disciplines, including aviation, commercial litigation, corporate, bankruptcy and restructuring, maritime, health care, intellectual property, labor and employment, insurance defense, international, real estate, tax and white collar crime.
- [Laser Guardian](#). Provides a 10% discount on their full range of services that include testing laser systems for emissions above safe limits as defined by the FDA under regulation 21CFR1040, and assisting in developing laser safety programs compliant to state and federal regulations through implementation of the ANSI Z136.1 standard for the safe use of lasers.
- [Laser Focus World & BioOptics World](#). Discounts provided to FPC members for ads in the magazines: 20% for print media, 15% for digital media.
- [Laser Institute of America](#). Discounts provided on LIA membership when joining for the first time, on ads in LIA media, and exhibit space at LIA meeting events.
- [OnTarget Web Solutions](#). Provider of internet marketing and web design services, including FPC web design and hosting.
- [Optics Professionals, LLC](#). Professional recruiting services, representing companies and individuals in optics and imaging technologies and related industries.
- [Williams & Associates](#). Provides wide range of promotional products and marketing services. 10% discount to FPC members.

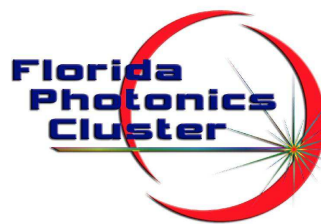
In addition, if not yet a member, please urge your company to become a member of our partner associations:

- [Florida Defense Contractors Association](#). A statewide, state-focused advocacy and networking group with the mission to promote the business interests of Florida

defense contractors and defense economic stakeholders.

- [Laser Institute of America](#). Corporate Members receive quantity discounts on all LIA products and services, reduced advertising rates in LIA's Journal of Laser Applications®, Membership Directory and LIA TODAY, a free web link from LIA's website to the web address, and a complimentary fifty word listing with company logo in LIA's annual Membership Directory.
- [Manufacturers Assoc. of Central Florida](#). A non-profit organization enhancing the manufacturing industry in Central Florida.
- [Orlando Economic Development Commission](#). The EDC provides key services and support, which range from relocation and expansion expertise to export counsel to long-term planning with our community partners.
- [OSA Industry Development Associates](#). OIDA provides a wide range of programs and services including: workshops, industry/roadmap reports, policy and funding advocacy, idea exchange sessions, professional networking activities, a multi-media publication and presentation archive, and exclusive member benefits.
- [SPIE Corporate Membership](#). The SPIE Corporate Membership program provides exhibition booth "priority points", discounts, brand exposure, business networking opportunities, as well as access to information, education, government relations, student outreach, and more.
- [CREOL Industrial Affiliates](#). The Industrial Affiliates program provides to industrial corporations, organizations, and individuals many benefits. FPC members receive a discount when joining the Affiliates with a cash donation.

JOIN THE FPC TODAY!



[Enjoy the benefits of FPC membership!](#)

[Why Join FPC? To Make Money!](#)

Benefits of FPC Membership:

- Identify common needs and interests
- Leverage to develop opportunities through joint efforts, pooled resources and knowledge

- Regional, Statewide, National and International Reach
Small, Medium, Large Corporations, Academe, and
Government all Benefit!

FPC Membership Benefits Include:

The strength of a unified industry voice for:

- Marketing and increased visibility of the photonics industry and FPC members through strategic marketing efforts
- Developing local and state executive and legislative support
- Interaction with economic development groups
- Workforce development, and advancement and improvement of educational infrastructure
- Obtaining group discounts
- Opportunities to participate in state and national sales and marketing efforts

And even more:

- Visibility for and ready access to your company through links from FPC's website, marketing literature, and trade show displays.
- An expansive resource network that includes partnerships with Enterprise Florida, area economic development organizations, the Florida High Tech Corridor Council, and UCF's CREOL, The College of Optics & Photonics to provide access to incentives, business development programs, research, and education.
- Annual and regional meetings of membership for networking
- Participation in optics/photonics-focused data collection with an annual survey monitoring the pulse of the industry
- Opportunities designed to develop Florida photonics companies into worldwide market participants
- Opportunities to participate in curriculum development at state universities and colleges
- Facilitated access to Florida's best and brightest students and the additional ability to recruit nationwide through the FPC website
- Membership Directory
- Visibility to potential customers
- Access to service providers that can assist your company and provide discounts
- Spotlight on member companies and products through periodic newsletter
- Several FPC member discount opportunities from photonics professional organizations, publishers, and service providers.

[Join FPC today and enjoy the benefits of membership!](http://www.floridaphotonicscluster.org)
[For more information, visit](http://www.floridaphotonicscluster.org)
[http://www.floridaphotonicscluster.org.](http://www.floridaphotonicscluster.org)

Greetings FPC Members and Friends,

The Florida Photonics Cluster is designed to support the growth and profitability of the Florida photonics industry through the strength of a unified voice to make Florida the place to go for photonics solutions.

The FPC is dedicated to enhancing the industry through effective collaboration by bringing together the knowledge, expertise, and service that each of its members organizations has to offer.

FPC Goals

- Foster the expansion and growth of Florida's optics and photonics industry by partnering with economic development organizations, the state universities, and community colleges, and local and state governments.
- Market Florida's optics and photonics companies worldwide.
- Facilitate and provide a means of communication within the business community.
- Partner with the Florida education community to enhance and develop a competent statewide optics and photonics-based workforce.
- The FPC is a 501c(6) not-for-profit corporation, registered with the Florida State Division of Corporations.

For more information, visit www.floridaphotonicscluster.org

Sincerely,

Alexandre Fong, President
Florida Photonics Cluster

Jim Pearson, Executive Director

Florida Photonics Cluster, 12424 Research Pkwy, Ste 100, Orlando, FL 32826

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