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September 19, 1978

Howard Bremmer, Esq.  
President, SUPA  
Wisconsin Association Research Foundation  
614 North Walnut Street  
Madison, Wisconsin 53705

Dear Howard:

Confirming my phone conversation with you of last week, I enclose some information about the AMA Conference I attended on the Finding, Screening and Appraisal of New Products. During the course of the meeting I was asked to speak for about a half an hour on SUPA as a possible source for new products. I described some of the purposes and objectives of SUPA and I also told of a few university inventions in the past that have been successful. I promised to send the attendees a list of the SUPA membership in case they wish to contact some of our members directly.

I cautioned them that they should exercise a degree of patience in dealing with the University personnel inasmuch as many of our members handle patents only as a part of their overall responsibility of research administration. I also advised them not to consider a contact with a university as a one shot proposition since there is a continuing flow of new inventions. I do believe it is important that lines of communication be established so that the SUPA members can get to know such company representatives and their needs.

For the future, I am hoping that we can look beyond our politicking stage and put the problems of dealing with the government behind us. We should start planning for the day when we can do a better job of getting the inventions out of the University laboratories and into the channels of commerce. To this end, I recommend a two pronged approach. One is to attend more sessions like this AMA short course.

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(As a matter of fact there are two other programs coming up in October on the licensing and acquiring of new products and technology and also on the planning and development of new products and markets.) I am going to try to place SUPA before both of these groups so that we can get better exposure with the people that are actually looking for and developing new products.

The other approach I recommend is that we try to do a better educational job with our membership on just how to talk to these people from the companies. To this end, we may have to do a little more homework in terms of organizing our material for presentation to the companies. I have already advised the company representatives that they too should do a better job of defining their own objectives. They should not come in saying that they're merely looking for anything that will help them make money. This is the worst possible approach in my estimation.

I realize that the implementation of these programs is going to be a long term project on both sides. For now, I merely advise you of what I have in mind and not put SUPA out on a limb prematurely. If you have any questions, comments, criticisms, or what have you, I shall be pleased to hear from you.

Very truly yours,

*Ray E. Snyder*  
Ray E. Snyder

RES:cs