

# Bi-National Sustainability Laboratory



Bridging Technology Concepts to Commercial Success.

Spring 2007

Volume 2, Issue 1

## BNSL Opens Matamoros, Tamaulipas Office

The Bi-National Sustainability Laboratory (BNSL) signed an agreement with the Secretariat of Economic Development of the State of Tamaulipas, the Tamaulipas Council of Science and Technology (COTACYT) and the Maquiladora Association of Matamoros (AMMAC) to work together to create opportunities for overall economic development in the Tamaulipas border region and develop technology-based businesses on the U.S.-Mexico border. Through its host of business incubation services, the BNSL will work with these partners to identify potential technology-based markets, the opportunities and challenges related to these markets, and Partner, Stakeholders, and Service Providers to support the region. In order to further

these goals this agreement initiates the opening of a BNSL office in Matamoros.

The agreement was signed on June 27, 2007 in Matamoros by C.P. Alfredo González Fernández, Secretary of Economic Development and Employment of the State of Tamaulipas; C.P. Mónica González Creer, President of AMMAC; Dr. Julio Martínez Burnes, Director of COTACYT;

and Dr. Paul Maxwell Executive Director of the BNSL. Also present at the signing ceremony were Ing. Rolando González Barrón, President of Industrias Gobar Systems; Lic. Nancy Estrada, Secretary of Economic Development of the City of Matamoros, and C.P. Roberto Mattus Rivera, Director of AMMAC. This agreement was made possible with the support of BNSL Board members Rolando Gonzalez and Alfredo Roman Gonzalez, and with the assistance of Julio Martinez.



Julio Martínez, Mónica González, Nancy Estrada, Alfredo González, and Paul Maxwell

The Matamoros office will host seminars and workshops, identifying specific projects that will enhance regional economic development, promote

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## Two New Members Join the Executive Board

The Bi-National Sustainability Laboratory has inducted two new individuals to its bi-national Board of Directors. The new Directors are **Ing. Sergio Tagliapietra Nassri** and the **Honorable Jaime Oaxaca**.

**Sergio Tagliapietra Nassri** became a member of the board on July 13, 2007 for a 4-year term. Ing. Tagliapietra became Secretary of Economic Development in November 2001. He participated in negotiations that supported the development of high technology industries in Baja

California through the establishment of the First High Tech Industrial Park in the country. He participated in the development of the New Law for Competitiveness and Economic Development that takes the place of the previous one. Ing. Tagliapietra has also been council member of the CNIME

(National Council of the Maquiladora Industry). He is founder and President of IVEMSA (Industrial Vallera de Mexicali, S.A.) a company that for over 20 years has assisted and supported other companies that wish to estab-

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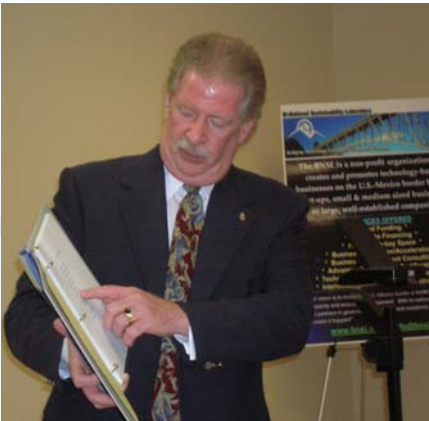
“Building

Border

Businesses”

# John Colman gives “Empower your Business” Workshop

On August 29<sup>th</sup> the BNSL presented “Getting the Right Start: The Importance of a Business Plan” by Mr. John D. Colman as part of the *Empower your Business* series. Mr. Colman focused on the essentials of creating a detailed business plan. The workshop strategy was to teach the ‘how to’ when formulating strategies to address the complexities of developing a business plan. Over twenty people at-



tended the workshop.

John D. Colman is President and Principal of Colman Concepts, Inc., a full service business-consulting group that specializes in strategic planning and organizational development. John has been a corporate executive for more than 40 years, and a consultant for over 18 years. He is a recognized national keynote, motivational and seminar speaker on leadership, behavioral modification, management, and organization development.

As an introduction to the Colman seminar, Dr. Alberto Correa discussed the concepts of entrepreneurialism. Dr. Alberto Correa is president of Quantum Research of the West, Inc.; a professor at UTEP; and a consultant with the BNSL. He has over 30 years experience

managing scientific and technological projects, and as an entrepreneur. He holds a B. S. degree in Physics from UNAM, Mexico City; the M.Sc. and Ph. D. degrees in Material Science and Engineering from Stanford University; and a Certificate on Finances and Business Administration from The British Steel Corp.; U. K.



## New Board Members (cont.)

lish operations in Mexico. He has a degree in Industrial Production Engineering from ITESM (Ciudad Juárez).

The **Honorable Jaime Oaxaca** became a member of the board in August 2007 for a 4-year term.

Mr. Oaxaca currently is chairman of The Oaxaca Group and also serves as Vice Chairman of Coronado Communications Corporation, Rancho Palos Verdes, Calif.

His career includes over 32 years with the Northrop Corporation as a Senior Executive and a Corporate Vice President. He received a Presidential appointment from George Bush to the National Science Board (1990-1996) and a Presidential appointment from Ronald Reagan to the General Advisory

Committee on Arms Control and Disarmament, which was renewed by President George Bush (1982-1993). He was a candidate for Secretary of Transportation in 1987.

The Hon. Jaime Oaxaca has served on numerous Boards including the Sandia National Laboratory-Advisory Board, US/Mexico Foundation for Science Board, University of Texas El Paso Immigration Museum Board, and is currently Chairman of the U.S. Space Foundation Board of Directors. He is a graduate of the University of Texas at El Paso in engineering, and of the Graduate School of Business at Stanford University.

These two individuals have a wide spectrum of expertise in the business, government and public sectors, and bring a wealth

of experience to the Board. They will help the BNSL turn emerging technologies into economic opportunities for U.S.-Mexico border communities.



Honorable Jaime Oaxaca

## BNSL Opens Matamoros Office cont.

BNSL services to entrepreneurs. Several focus areas have been identified by this office. They include: technologies to enhance the oil and petrochemical Industries in Tampico, Altamira and Cd. Madero, advanced automation and robotics, and assistance with engineering training.

The new BNSL office will be located in the AMMAC building in Matamoros, and is supported by funds from the parties to the agreement. Pablo Cuevas will head the office (Regional Technical Director). The office location is:

AMMAC  
Calle 5a. No. 219 (Entre  
Hidalgo e Iturbide)  
Matamoros, Tamaulipas, MX o  
(868) 812-5595



Julio Martínez and Alfredo González



Rolando González, Julio Martínez, Paul Maxwell, and Mónica González

**"This is a significant first step in expanding the BNSL to other regions of the border and supports our overall mission. We are excited at the possibilities of cementing our working relationships in this region of the border."** said Paul Maxwell.

## EP Solar Incubates at BNSL



EP Solar is focused on making solar electricity generating technologies a real option for commercial and residential energy consumers in the El Paso region.

The BNSL has been working with EP Solar since April 2006 when they originally approached us with an idea for deploying solar generating facilities on commercial roofs. In June, the co-founders Adam Corrado and Kassidee Kipp enter into an incubation relationship with the BNSL. Since June the lab has provided an office in the BNSL facilities. BNSL staff and consultants have helped EP Solar incorporate, provided

seed funding to support product sourcing activities, help refine the business plan and develop a marketing strategy.

Recently, EP Solar decided to redesign its business model to better capture the true economics of its rapid-growing industry. The team initially only considered commercial buildings as potential project sites but is now exploring the potential to work with various residential developers to make new-and-old-construction greener and more valuable to their communities.

As part of these efforts the company teamed up with a group from University of Texas at El Paso's Small Business Management Class. The teams are con-

ducting a marketing study to identify EP Solar's initial market segment.

In addition, EP Solar is working with the City of EL Paso in the development of an application for a Solar Cities Grant from the United States Department of Energy. EP Solar plans to help design a multi-year solar deployment strategy for the city form its position as a consultant.

More information about EP Solar can be found at [www.EP-Solar.com](http://www.EP-Solar.com).

**"The BNSL has provided EP Solar with an unparalleled opportunity to establish itself in what is sure to be a future boom-market for our industry. We're proud to work with a group whose depth and breadth of vision allows them to make investments such as this"** said Adam Corrado, co-founder and Chief Executive Officer.

## Board of Directors

**Gabriel Ortiz Hernan - President** - Director General  
Dinformatica21

**Al Zapanta - Vice President**  
President & CEO  
U.S.-Mexico Chamber of Commerce

**Lucinda Vargas - Treasurer/Secretary**  
CEO  
Plan Estratégico de Juarez

**Jennifer Sue Bond**  
Senior Advisor, International Policy Studies  
Council on Competitiveness

**Richard Ewing**  
Vice President for Research  
Texas A&M University

**Rolando Gonzalez Barron**  
President and CEO  
Gobar Systems Inc.

**Alfredo Román González Fernández**  
Secretario de Desarrollo Economico y del Empleo  
Tamaulipas

**Jorge de los Santos**  
Director of Pan American Initiatives and Special Advisor to the President  
Arizona State University

**Ricardo Valenzuela**  
President  
INTERMEX Financial Corporation

**Mary Walshok**  
Associate Vice Chancellor--Extended Studies  
University of California San Diego

**Gerry Yonas**  
Principal Scientist and Vice President  
Advanced Project Group  
Sandia National Laboratories

**Jaime Oaxaca**  
Chairman - The Oaxaca Group

**Sergio Tagliapietra Nassri**  
President  
Industrial Vallera de Mexicali, S.A. (IVEMSA)

## BNSL Celebrates Two Years In Operation

In September the BNSL celebrated two years of operation with an open house at it's Santa Teresa facility.



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[www.bnsl.org](http://www.bnsl.org)

## News & Events

### News:

- **BNSL Board of Directors meeting took place on September 17 & 18** at Arizona State University (ASU) in Phoenix, AZ. During the meeting, BNSL staff and Board members visited the ASU BioDesign Institute and the Decision Theatre. Thanks to Jorge de los Santos and his staff for hosting the meeting.

### Partnering agreements signed:

- **EDCO Ventures** - 10/07
- **Cluster for Innovation, Inc.** - 09/07
- **El Paso Hispanic Chamber of Commerce** - 07/07
- **Transpecos RCIC** - 06/07

### Upcoming Events:

- **Camino Real Venture Competition:** 03/08

