



American Society for Quality ([www.asq.org](http://www.asq.org)) – Washington D.C. and Maryland Metro, Section 509 ([www.asq509.org](http://www.asq509.org))

## Biomed/Biotech Special Interest Group Meeting

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### **“Technology Entrepreneurship”**

Presented by

**James Whang, PhD, PE**

Co-Founder & Former Chairman/President, AEPLOG, Inc.

Founder, Chairman, & President, AEPCO, Inc. (sold in 2007)

Founder & Chairman, 3e Technologies International (3eTI; sold in 2006)

**September 24, 2009 (Thursday) Evening**

**6:00 PM – Networking and Pizza and soft drink with a door prize**

**6:20 – 9:00 PM – Program**

**9:00 – 9:15 PM – Door-prize drawing and networking**

***Free and Open to the Public***

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#### **Location:**

**Kelly’s Deli Conference Center, 7519 Standish Place, Rockville, MD 20855**

#### **Driving directions:**

From I-270 (N or S bound):

Take Exit 9A and exit from the first right exit.

Turn left (east) onto Shady Grove Dr.

Turn right (south) onto Rockville Pike (**Route 355**).

Turn left (east) onto East Gude Dr.

Turn left (north) immediately onto Crabb’s Branch Dr.

Turn left (west) immediately onto Standish Place.

(The first building on your right side is 7519 Standish Place; open parking)

The conference room is on the first floor with its entrance opposite to the left side of building main entrance.

**For headcount purpose, please register by Thursday noon, Sep. 24, 2009.**

**Registration Website: <http://www.asq509.org/ht/d/DoSurvey/i/35817>**

For registration problems or further information contact **Dr. George Chang**, Co-Chair of

Biomed/Biotech SIG, at [gchang2008@yahoo.com](mailto:gchang2008@yahoo.com) or call **240-793-8425**.

#### **Presentation Summary:**

By introducing the follow real business cases, Dr. James Whang will link sciences, technologies, products/services, financing, marketing, quality, and entrepreneurship to help participants to understand the process while learn from him a first-hand about **technology/ biotechnology/ bioengineering entrepreneurship**:

1. The "Salmon" Story--Human's Ritual
2. The Great Vision vs. the Great Plunge
3. The Stories of Failure vs. Success

4. The "Elevator Ride" Speeches
5. The Hostile World of Business--the "Animal Kingdom"
6. The Narrow Bandwidth to IPOs (or Stock Market)
7. The Paradox of Great Statements Ever Made by Well Known CEOs (e.g., "Eagles Flying in Formation", "Promises" vs. "Fiction", etc.)
8. The Four M's
9. Can You Take "No" for an Answer? Are You Ready to Take "No" for an Answer?
10. The Journey...
11. Are High Tech and High Tech Business Visionary?
12. The Bubbles
13. Conclusions

**Speaker's Bio: James Whang, PhD, PE ([whang1898@hotmail.com](mailto:whang1898@hotmail.com))**

**Co-Founder & Former Chairman/President, AEPLOG, Inc.**

**Founder, Chairman, & President, AEPCO, Inc. (sold in 2007)**

**Founder & Chairman, 3e Technologies International (3eTI; sold in 2006)**

Dr. James Whang, PhD, PE, received his BS degree (Sanitary and Civil Engineering) from National Cheng-Kung Univ., Taiwan, ROC and his MS and PhD (Environmental Engineering) from Univ. of Maryland. He is a registered Professional Engineer (PE) in Environmental/Civil Engineering since 1977. Dr. Whang individually and together with his company has been receiving numerous awards and honors in the past 3 decades from the City of Rockville, Montgomery County, Maryland State, and many local and/or international associations. He was named as one of the top 25 CEOs in Montgomery County in 2007 and has served as the Chair of the Advisory Board for the Great Washington, DC area of the International Leadership Foundation in the past 3 years.

AEPLOG, Inc. and its subsidiaries (including 3eTI), under Dr. Whang's leadership, have successfully developed and commercialized several unique and well marked technology products, including innovative environmental pollution control technologies. Dr. Whang has authored more than 100 technical papers and report in the environmental engineering and science, encompassing environmental compliance assurance and audit, hazardous waste/material minimization, control and/or remediation of multi-media contamination problem; and development and implementation of cleaner "green technologies". He has been frequently invited to speak on professional conferences including a participation of the Energy Summit to organize, plan, and establish the Maryland Clean Energy Center.

Beside his expertise in biomedical/biotechnology, he also lead his organizations to have successfully developed other specialty products including: advanced composite materials; tele-monitoring, tele-maintenance, distance-learning, distance tech-assistance; microelectronic shock sensors; wireless microelectronic sensors, virtual instruments/interfaces, and internet/intranet connectivity; radio-frequency identification (RFID) chips for communication, safety monitoring, and defense industries; which has brought about positive impacts on national defense/security, environmental security, and selected industries.