



Managing IAB Relationships

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Highlight Successes

- Joint grants (leveraged from State or Federal or other sources) – subtly clarify that grant was possible only due to membership in the Center; University could have gone after such funds with other companies, but chose to go with the member company
- Emphasize patents and ROIs filed by the company based on their projects with the Center
- Scout for any Center technologies that were commercialized by members and highlight
- Software handoff; hardware facilities replicated at company site
- Joint publications
- Student internships (leading to papers/patents?)
- Sell recruitment of new members in areas of interest to existing members (either competitors or suppliers)

Highlight Ongoing Possibilities

- Members have special say in defining programs to align with their company's needs and directions
- Members have opportunities to compete for leveraged funding from State and Federal sources
- Discussions in the Center lead to partnering between companies
- Members have free access to graduate students' time, (free) consultation with a large number of faculty, use of equipment related to ongoing projects, training in hardware/software, ... (all unenumerated, but tangible benefits)
- Emphasize overhead waiver and leverage in IUCRC concept – even if members know this, it doesn't hurt to remind them regularly
- Undergraduate and graduate students available for hiring

Co-opt Members in Developing New Ones

- Existing (satisfied) members are the best ambassadors for cultivating new members
- Let members know that their help is critical in identifying new members
- Other faculty in the Center may also in a good position to spread the word

“High-touch” Critical!!

- Make each company feel like they are the most important member – no one likes to be neglected or taken for granted!
- Respond to ANY inquiries immediately and helpfully (email/phone), and encourage all faculty and students in the Center to do the same
- Don't rely on IAB member to keep colleagues at company informed – need to be proactive in courting a large base of interested engineers (and future champions) at the company
- Keep a lookout for other divisions and business units at companies who can pitch in and contribute to membership funds should the current source falter

“High-touch” Critical!!

- Promote IAB members and others at companies whenever possible by nominating for society awards, technical session chairs, keynote speakers, etc.
- Above all, it is not only technical deliverables that will keep members interested – it is important to develop friendships with them and develop a sense of family in the Center
- Plaques or other recognition for long-term membership and service as IAB chairs can help
- This has to be a continual process – there is no “safe” membership!!