

# ***Managing Your IAB Relationships***

**Richard Haber, Director  
Ceramic and Composite Materials Center  
Rutgers University  
Piscataway, NJ**

# ***THIS IS NOT AN EASY TIME!!!***

**The economy has hit Centers hard. 2009 looked tough, but 2010 is going to be worse!**

**The CCMC has survived because of a specific topic of corporate interest – armor materials. Thrusts in areas where the economic downturn has been hit hard are not retaining members.**

**For multi-university programs, this is particularly a trying time as each partner does not have an equivalent buy on to the Center.**

**IAB participation may be more limited than in past year.**

# ***GIVE THE MEMBERS MORE!***

**Historically, the CCMC provided 2 review meetings a year.**

**Last year, attendance was down 50%+ at both review meetings. REMEMBER-If members do not interact with the Center you will lose them!**

**Forget what you promised in your Center agreement, this is the time where you need to do more!!**

# ***WHAT ARE NEW THINGS THAT YOU CAN DO?***

- **We added a 3<sup>rd</sup> meeting at a society meeting where travel was simple and cost effective**
- **Our 2010 review meetings will be webcast also**  
*(gotowebinar.com is easy to use)*
- **We are adding topical webinars every 6-8 week in 2010**
- **We have made access to past Center deliverables web based.**  
**This includes: past reports, presentations, thesis, papers**
- **Find new ways to get Members to the Center**
  - **Service or use of facilities**
  - **Fast tracked projects – PROBLEM SOLVING!**
  - **Seminars**
- **Really encourage students to take jobs with member companies**

# ***MAINTAIN FREQUENT COMMUNICATION***

- **Understand your members challenges. This means treating each member separately.**
- **If you need to do some creative things – do it!**
  - **Arrange for payment options that match**
  - **Do some one on one testing gratis**
- **Make sure that participating faculty know that they have to help with this!!**
- **Visits to the company are really important!**
- **Don't forget to keep communications open with partner universities. You may need to help them maintain a teetering member of their own**

# ***DON'T ASSUME THAT CORE MEMBERS WILL STAY***

- Each member will have hard decisions this year. Center membership should not be assumed.
- We almost lost a 20yr member because I assumed they would never leave!!
- Don't spend more time on new members than old member!
- Make sure you have a clear understanding of your corporate champions and how funding for the Center membership is amassed.
- Recognize that you may need to “court” additional funding sources from each member.

# ***LOOK FOR OTHER FUNDING SOURCES TO LEVERAGE THE CENTER***

- We are lucky to have a US Army Materials Center of Excellence that allows technology transfer to our Center members. This provides a 2:1 cost leverage.
- Be aware that you may need to work with your smaller members on SBIR/STTR's as a means of leveraging their membership.
- Be careful to balance what you need to do for small members with larger member expectations.
  - ***THIS IS NOT SIMPLE!***
- Develop collaborations with Members for Federal Programs