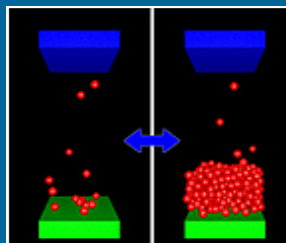




**Department of  
Chemical and Biological Engineering  
GRADUATE STUDENT RESEARCH SYMPOSIUM  
Friday, October 7, 2011**

**The Center for the Arts  
UB North Campus  
1pm to 5:30pm**

- ♦ 1-2pm - Graduate Student Lectures-Screening Room
- ♦ 2pm - Keynote Lecture by Dr. Shiflett-Screening Room
  - ♦ 3-5:30pm - Poster Session & Reception-Atrium



**Woodrow (Woody) K. Shiflett**  
Chevron Products Company

**Moving Innovation into the Marketplace: Harvesting R&D Value in the  
Global Hydroprocessing Catalyst Arena**

Managing an effective business enterprise R&D program, and deriving value from it, offers all the challenges of managing your family's investment portfolio...and more. Business stakeholders expect a return on investment from their annual R&D budget investments, and high-risk (hard to predict), but promising technology efforts must be sustained over a number of business planning cycles in order to bear economic fruit. This presentation takes the perspective of a case study specific to a catalyst enterprise joint venture company and illustrates the value of using stage-gate decision processes to manage the portfolio while engaging and motivating the R&D people involved.

***Sponsorship from the following University at Buffalo organizations is gratefully acknowledged:***

Graduate Student Association — [www.gsa.buffalo.edu](http://www.gsa.buffalo.edu), Department of Chemical and Biological Engineering, Chemical and Biological Engineering GSA, Industrial and Systems Engineering GSA, Pharmaceuticals GSA, and Communications GSA

For more information and to RSVP please contact the Department of Chemical and Biological Engineering  
[www.cbe.buffalo.edu](http://www.cbe.buffalo.edu), (716) 645-1174