

MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

CLIENT COMPANY SPOTLIGHT

MAC-OU INC AWARDED \$13,700 FOR CLIENT VIZBE

The Macomb-OU INCubator (Mac-OU INC) was recently awarded \$13,700 in Business Accelerator Funds (BAF) to provide accelerator services to client company VizBe. Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies, with a 95-percent success rate totaling \$641,294 (each award is capped at \$50,000).

Founded in March 2015, VizBe is a Software as a Service (SaaS) and employee engagement program via a goal-setting vision-board platform.

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CLIENT NEWS

BLACKBOURNE WORLDWIDE: "SOCIAL INSECURITY"

by Natalie Blackbourne, Presidente, Blackbourne Worldwide via United States Cybersecurity Magazine

Influence and manipulation occur every day. Deadlines at work are accomplished because your boss used their influence to get things done; somehow that adorable Scout talked you into buying an extra box of cookies; or your annoying coworker magically got you to do an extra hour of work after buying you a latte. All of these are influence tactics, according to Dr. Robert Cialdini. The deadlines at work may be motivating, but more likely than not the fear of authority gets the work done faster.

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VELOCITY HUB OF THE MICHIGAN CYBER RANGE

GUIDED CAPTURE THE FLAG: INTRODUCTION TO HACKING TOOLS & TECHNIQUES

Thursday, July 21, 2016, 8 - 5 p.m.

Registration: merit.edu/courses-events/guided-capture-the-flag/

Cost: Merit Member Price: \$500; Non-Member Price: \$650

*Students attending member universities are eligible for member pricing.

The Macomb-OU INCubator is pleased to announce the first official course offering with the Merit Network in the Velocity Hub! This one-of-a-kind event is a hands on experiential Capture The Flag (CTF) coupled with real time training on the tools and operating systems needed to successfully work through each challenge. Six different modules allow students to



JUNE 2016

UPCOMING EVENTS

Capital Raise Meetup

Mike Brennan, Mac-OU INC's Capital Strategist
July 11, 9:30 - 11 a.m.

SBIR/STTR Intro & Proposal Essentials for DoD, NSF, NIH

BBC Entrepreneurial Training & Consulting
July 12, 8:30 - 2:30 p.m.

Starting Up

Mark Ignash, Mac-OU INC's Client Support Administrator & Strategist
July 19, 9:30 - 11 a.m.

Guided Capture the Flag

mile2 via Merit Network
July 21, 8 - 5 p.m.

Capital Raise Meetup

Mike Brennan, Mac-OU INC's Capital Strategist
August 2, 9:30 - 11 a.m.

Intro to Coding

Grand Circus Detroit
August 4, 9 - 12 p.m.

EVENTS OF INTEREST

Government Contracting

201: How to Find Opportunities

Macomb Regional PTAC
July 11, 9 - 12 p.m.

Government Contracting 101

Macomb Regional PTAC
July 23, 9 - 12 p.m.



Powered by merit
**VELOCITY
HUB**



learn the fundamentals of hacking tools, techniques and methodologies and use open source tools to fire off live attacks on networked systems in real time.

For more information, visit the registration link or contact Joan Carleton at (586) 884-9324 or macINC@oakland.edu.

MACOMB BUSINESS BLOG: "CONNECTED TECHNOLOGIES TAKE ROOT IN MACOMB"

On Wednesday at the Mackinac Policy Conference, Gov. Rick Snyder introduced the state's new Planet M initiative, which focuses on branding Michigan's mobility assets, especially autonomous and connected vehicle technology. The importance of connected technologies continues to grow in today's economy. Macomb County is already taking steps to promote economic development in this cyber arena as is seen in the development of key assets such as MADCAT (Michigan Automotive & Defense Cyber Assurance Team) and the Velocity Hub of the Michigan Cyber Range.

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Macomb County Meet the Buyers

Macomb Regional PTAC
July 25, 9 - 1 p.m.

EXECUTIVES-IN-RESIDENCE NEWS

MAC-OU INC EXPANDS EXECUTIVE-IN-RESIDENCE PROGRAM TO INCLUDE ORGANIZATION DEVELOPMENT, TECHNOLOGY VALIDATION AND INFORMATION SECURITY SPECIALISTS

The Macomb-Oakland University INCubator (Mac-OU INC) has expanded its Executives-in-Residence (EIR) program to include Steve Czerniak, an organization-development professional, Salim Momin, a technology-validation specialist, and Peter Starceski, an information-security professional.

As a part of the program, Czerniak, Momin and Starceski will be located on site at Mac-OU INC to provide complimentary consultation to Mac-OU INC client companies. The Mac-OU INC EIR program allows commercialization clients to consult with expert professionals for approximately 16 total hours of complimentary services each month. Additional discounts from the EIR's are also provided if clients seek more in-depth engagements.

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L to R: Steve Czerniak, Salim Momin, Peter Starceski

PAUL BARNARD: "IMPORTANCE OF SAFEGUARDING INTELLECTUAL PROPERTY"

Intellectual Property is the essence of an emerging firm or technology. It consists of virtually any and all information necessary for the development, production, marketing, infrastructure, and company administration to achieve success. In today's highly competitive world, numerous threats abound to exploit vulnerabilities to create potential situations of catastrophic failure. The mechanisms of exploitation and protection are many and frequently complex.

[Read More](#)

STEVE CZERNIAK: "MISSION, VISION, AND VALUES"

More than once, I've heard start-up entrepreneurs downplay the importance of having statements of mission, vision,

and values. Frankly, this is very short-sighted. The leader may know the content of such things, as they perceive them, but they need to document and communicate with stakeholders and employees. Ultimately, employees should be able to find their work content and contribution in these governance documents.

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BUTZEL LONG: "NEW FEDERAL TRADE SECRETS LAW OFFERS THE AUTOMOTIVE INDUSTRY ADDITIONAL ARSENAL TO FIGHT TRADE SECRET THEFT"

There is a growing rise in trade secret theft in the automotive industry. Fast-paced advances in automated and connected car technologies, as well as other manufacturing and technology advances, coupled with a global marketplace and interconnected supply chain makes the automotive industry ripe for trade secret theft. The recently enacted Defend Trade Secrets Act of 2016 (the "DTSA")—passed with overwhelmingly bipartisan support—creates, for the first time, a Federal civil cause of action for the misappropriation of trade secrets.



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Q&A WITH MAC-OU INC STAFF

RAHMA TAWFIQ, IT & CYBER SECURITY INTERN



We are pleased to welcome a new member to the Macomb-OU INCubator team, Rahma Tawfiq! Rahma is the most recent addition to our information technology (IT) and cybersecurity internship program, assisting with Mac-OU INC day-to-day IT issues as well as with the overall vision and implementation for the Velocity Hub of the Michigan Cyber Range. Rahma is in her second year at Oakland University, majoring in IT. She is considering a minor in Communications as she has plans to attend law school upon graduation from Oakland University.

"I chose this internship because I want to gain more knowledge and experience from Mac-OU INC and use the knowledge I have gained from my classes. So far, I love it and am learning a lot!" said Rahma.

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PARTNER NEWS

MIKE SEMANCO: "WHY ENTREPRENEURS NEED ADVISORY BOARDS"

Mike Semanco, President & COO, Hitachi Business Finance, serves as a volunteer for the Mac-OU INC Business Advisory Board program. He offers great insight into the benefits to entrepreneurs of establishing advisory boards:

Having been both a leader and entrepreneur in the finance industry for the past 20 years, I've learned the value and importance of an advisory board. Entrepreneurs thrive on developing ideas, products and strategies on their own terms and at their own pace. The charge-ahead, get-it-done mentality is second nature to this group of individuals. Especially in the equipment finance industry, entrepreneurs come in many shapes and sizes: sole practitioners, division managers or even CEOs. Surrounding yourself with a group of professionals you can rely on for sound advice and direction will not only improve your chances of success but also keep you sane.

[Read More](#)



Macomb-OU INCubator at Velocity Collaboration Center
6633 18 Mile Road, Sterling Heights, MI 48314
Phone: (586) 884-9320 | macINC@oakland.edu



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For Immediate Release
Wednesday, June 29, 2016

Macomb-OU INCubator awarded \$13,700 for client VizBe



The **Macomb-OU INCubator (Mac-OU INC)** was recently awarded \$13,700 in Business Accelerator Funds (BAF) to provide accelerator services to client company **VizBe**.

Founded in March 2015, VizBe is a Software as a Service (SaaS) and employee engagement program via a goal-setting vision-board platform. Senior leaders in large corporations are realizing that the way to attract, engage and retain talent involves building a culture that encourages the whole-self mentality within team members. VizBe emphasizes the proven power of visualization to help companies create this whole-self culture in the workplace, which is defined as bringing all the elements of one's self to work, including passions, strengths, side projects, and relationships.

Through the VizBe guided goal platform, companies uncover employee goals that lie outside of the office, ranging from health and wellness to financial and lifestyle objectives. The VizBe resource center assists employers and management teams in support of those goals with assets including technology-supported SMART (Specific, Measurable, Achievable, Realistic, and Timely) goal setting, accountability partnerships, email and text progress reports and reminders, inspirational vision boards, monthly coaching sessions, and more.



Natalia Petraszczuk, VizBe founder

These BAF funds will allow for VizBe to progress with business-to-business pilot programs and the conversion of pilots to contracts through additional marketing materials including videography and graphic-design planning and functionality.

"VizBe is extremely grateful for the BAF award. A technology startup needs exemplary design, user experience and videography to support branding, reputation build and sales. These funds will help VizBe land more business clients and create more awareness for our company which in turn will help us expand our team and assist with local job creation," said Natalia Petraszczuk, VizBe founder.

This concept of assigning visual imagery to goal-setting has been around for decades and is publicly known as a vision board. Millions of people and many corporations embrace this method of motivation; however, most have been relying on antiquated, handmade, cut-and-paste poster boards. In addition to providing a visual goal-setting and accountability technology solution to users, significant differentiators of VizBe are private-label customization, management controls, and back-end data and metrics, as no competitor offers these services in a single platform.

Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies, with a 95-percent success rate totaling \$641,294 (each award is capped at \$50,000).

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through Mac-OU INC to the various accelerator service providers. As these awards demonstrate, Mac-OU INC is successfully delivering specialized business acceleration services to companies commercializing advanced technology. The BAF is a 21st Century Jobs Fund Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.

#



Media notes:

For Macomb-OU INCubator interviews, please contact Joan Carleton at (586) 884-9324 or via email at jfcarlet@oakland.edu.

For VizBe interviews, please contact Natalia Petraszcuk at (517) 410-3499 or via email at natalia@vizbe.co.

The Macomb-Oakland University INCubator supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/

Media Relations

University Communications and Marketing

Oakland University, 100 Anibal House, 2200 North Squirrel Road, Rochester, MI 48309-4401

Oakland University is a doctoral, research-intensive university located in Oakland County, Michigan. The university offers bachelor's degrees, graduate degrees and certificate programs. Oakland University is dedicated to delivering a distinctive undergraduate experience that is complemented by the strength of its graduate offerings and research accomplishments. Oakland University is organized into the College of Arts and Sciences, the Oakland University William Beaumont School of Medicine and the Schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, Nursing, and The Honors College. Visit Oakland University on the web at oakland.edu.

United States **{CYBERSECURITY}** Magazine

Feature Article
**Building a
Cyber Lifecycle:**
The CyberTexas Foundation

Page 40

**Rejecting Anonymity:
Confronting the Internet's
Insecure Architecture**
KGSS, Inc.

**Cyber Literacy in the
Age of Attacks**
National Cybersecurity Institute
at Excelsior College

**How to Gain Allies
and Influence Your
Services Team's Success**
Vertafore

Social Insecurity

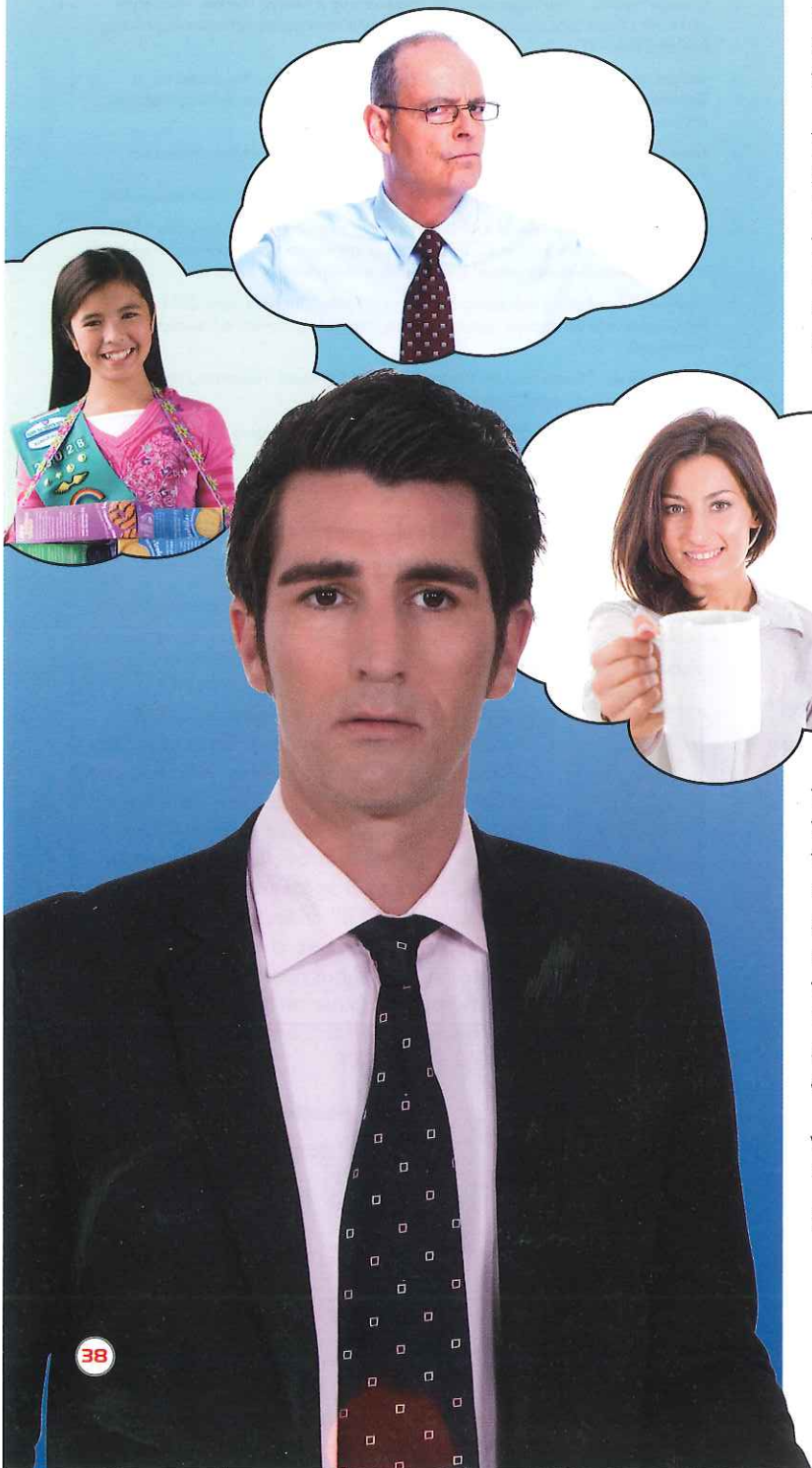
Natalie Blackbourne
President
Blackbourne Worldwide

Influence and manipulation occur every day. Deadlines at work are accomplished because your boss used their influence to get things done; somehow that adorable Scout talked you into buying an extra box of cookies; or your annoying coworker magically got you to do an extra hour of work after buying you a latte. All of these are influence tactics, according to Dr. Robert Cialdini.¹ The deadlines at work may be motivating, but more likely than not the fear of **authority** gets the work done faster. The little girl was not using wiles and trickery to get you to buy cookies, but simply leveraging the concept of **liking**: we do more for those we like, which resulted in the box ending up in your cart. And that annoying coworker employed the tactic of **reciprocity** to get you to do extra work.

While influence tactics can be intentional, they usually occur subconsciously and elicit reactions on an emotional level. Social engineers, on the other hand, employ these tactics consciously to manipulate their targets into giving up data or allowing access to restricted areas. The tactics of authority, liking, and reciprocity can all be applied to social engineering with devastating emotional effect.

Positions of **authority** are an inescapable part of doing business. The chain of command streamlines the process of completing operations because we are emotionally programmed to respond to authority figures in a compliant manner. Stanley Milgram's 1961 Stanford Prison Experiment demonstrates that not only is resisting authority difficult, it is also part of our social training to acquiesce to those in positions higher than our own.² This translates well to social engineering: for example, imagine that a well-dressed man in an expensive-looking suit walks into a lobby and proceeds to tell the receptionist that he is auditing or evaluating performance. Because of his subtle intimidation, the receptionist might feel subconsciously bullied into revealing secrets or providing access. In this case, it is important to fact-check and validate identity prior to releasing information. While it may appear to be disrespectful to not take someone at their word, verifying credentials may save important data while restricting unauthorized access.

While authority seems like a straightforward tactic, it is risky to pull off. Masquerading as someone in a position of authority, especially one of high visibility, risks



immediate recognition and retaliatory action. On the other hand, there are ways to pull on the emotional heartstrings that do not require a charade. The principle of **liking** is a powerful tool that has been used by everyone from politicians to serial killers. This tactic leverages a fondness for people who are similar to you or attractive in some way. Ted Bundy was able to use his appearance to influence his young female victims; on a more relatable note, you may favor the opinion of an attractive doctor, or may be more likely to take parenting advice from someone who reminds you of yourself in age or appearances.

The tactic of **reciprocity** enables a social engineer to use a series of exchanges to gain access and information. The social engineer uses flattery and divulges information about themselves to create a bond with their target. This tactic can take the form of something as simple as offering a pen when it's needed, or sharing the bond of nervousness about an upcoming audit. Sharing an object or information creates a sense of obligation in the target that can be leveraged in the future.

The power of the word **because** also cannot be understated: e.g., "I need to use the copier because I am running late." In 1978, Ellen Langer found that regardless of the viability of the clause that followed "because," people were more likely to help than if "because" was not used.³ Social engineers can use this knowledge to elicit information or gain access, stating, for example, "I need the login password because I'm in a rush." In spite of this not being a very convincing reason to gain information, this tactic works because of our **automatic mental processing**. We take mental shortcuts to streamline our daily life, which may result in unintentional data loss or unauthorized access.

Mind games are the best way to describe a social engineer's methods of influence. By toying with emotion, social engineers can manipulate their targets to let them through a door or tell them trade secrets. However, this is not some sort of hypnotism. The only way to resist susceptibility to social engineering attacks is to understand yourself. You must evaluate your emotions and your weaknesses, and become emotionally powerful enough to question information that is being supplied by a social engineer. This is easier said than done. It's important to remember these techniques in the battle against social engineering:

1. Be mindful of social engineers' tactics. Simply keeping their influence maneuvers in mind helps to combat the situation as it arises. When you receive a phone call asking for assistance, make sure to verify all information and be wary of statements that rely heavily on "because."
2. Being mindful of your own emotions could save your company from heavy losses. If someone walks into your business and starts flirting, be cautious of your work position and the information the newcomer questions you about.
3. Have business protocols set up not only to safeguard your company, but your employees as well. Cement your practices of protecting confidential information so that employees are set up for success and respond based on those rules.

While Dr. Cialdini noted many other forms of influence, the techniques explored above are the most common and easily enacted kinds of manipulation. By increasing your awareness of these tactics and honing your understanding of yourself, you can better combat the consequences of a social engineering attack and help to ensure your company's security. 🗝

Sources

1. Cialdini, R. (2006) *Influence: the Psychology of Persuasion*. Harper Business: New York, NY.
2. Milgram, S. (1961) "Behavioral Study of Obedience," Yale University: New Haven, CT.
3. Langer, E., Blank, A., & Chanowitz, B. (1978) "The mindlessness of Ostensibly Thoughtful Action: The Role of 'Placebic' Information in Interpersonal Interaction," *Journal of Personality and Social Psychology*, 36(6), pp 635-642.

About the Author:



Natalie Blackbourne has dedicated her life to the study of human emotion. Her lifelong interest manifested in certifications in Forensic Emotion Awareness, Evaluating Truthfulness and Credibility, and Emotional Skills, as well as Masters work in Emotions, Deception, and Credibility. As technology grows and develops, Natalie has combined advances in cybersecurity with the idiosyncrasies of human behavior. Her goal is to demonstrate the power of human emotion, and its consequences in cybersecurity today.



Connected technologies take root in Macomb



On Wednesday at the Mackinac Policy Conference, Gov. Rick Snyder introduced the state's new Planet M initiative, which focuses on branding Michigan's mobility assets, especially autonomous and connected vehicle technology. The importance of connected

technologies continues to grow in today's economy. Macomb County is already taking steps to promote economic development in this cyber arena as is seen in the development of key assets such as MADCAT (Michigan Automotive & Defense Cyber Assurance Team) and the Velocity Hub of the Michigan Cyber Range.

When the Velocity Hub in Sterling Heights celebrated its grand opening in March, it joined the ranks of other cyber ranges in the county including at Selfridge Air National Guard Base and General Dynamics Land Systems' MC2. However, the unclassified Velocity Hub is different because it is the only one open to the public, providing resources for local businesses and entrepreneurs.

For a fee, companies looking to test the security of their connected products can undergo a full day of penetration testing at the Velocity Hub. This will test the product against a checklist of best practices and result in a comprehensive final report detailing potential security vulnerabilities. The Velocity Hub also leases space for companies to utilize a virtual sandbox. Equipped with hardware and software, this enables startups and emerging companies to test the products they're developing in a secure environment.



Also available are cybersecurity certification courses. These courses are perfect for an employer looking to fortify his or her staff with advanced cybersecurity knowledge as well as for the individual looking to build his or her resume. Various certification courses will be offered through Mile2 starting at the end of this month. Each course is five days long with a certification exam on the last day. The price ranges from \$1,500 to \$3,000, depending on the course.

Another unique facet of the Velocity Hub is that it is managed by the Macomb-OU INCubator and is housed in the same facility at the Velocity Collaboration Center. As such, startups have the option to lease office space at the incubator, giving them access to support services, classes and a network of other promising entrepreneurs.

It is no wonder MADCAT often chooses the Velocity Collaboration Center as the location for their quarterly meetings. Close proximity to the Velocity Hub, flexible seating options and a large projection screen available for presentations make it the perfect meeting space for this cybersecurity-focused organization.

As Michigan strives to gain dominance in the race to create autonomous vehicles, collaborative partnerships are happening in Macomb County to offer resources, tools and guidance to enable the mobility industry to grow.

Caitlin Gerds-Habermas is an associate planner in Business Outreach and Communications for the Macomb County Department of Planning & Economic Development.

Tuesday, June 28, 2016 - June 2016 Newsletter: Executive-in-Residence News: "Mac-OU INC Expands Executive-in-Residence Program to Include Organization Development, Technology Validation and Information Security Specialists"

The Macomb-Oakland University INCubator (Mac-OU INC) has expanded its Executives-in-Residence (EIR) program to include Steve Czerniak, an organization-development professional, Salim Momin, a technology-validation specialist and Peter Starceski, an information-security professional.

As a part of the program, Czerniak, Momin and Starceski will be located on site at Mac-OU INC to provide complimentary consultation to Mac-OU INC client companies. The Mac-OU INC EIR program allows commercialization clients to consult with expert professionals for approximately 16 total hours of complimentary services each month. Additional discounts from the EIR's are also provided if clients seek more in-depth engagements.

Czerniak retired after a successful career that culminated in fifteen years of experience as an internal consultant for organization development and change. He has a broad range of experience and accomplishment in areas including design engineering, test engineering, systems engineering, proposal management, project management, program management, operations management, strategic management, organization change management, organization development, employee development, and internal communications.

"My career gave me knowledge, skills, abilities and experience that can be of tremendous benefit to the clients of this incubator. Now that I'm retired, I'm fulfilling one of my personal promises: to give something back," said Czerniak.

Momin is an experienced executive with a strong understanding of the global electronics/semiconductor market and ecosystem, combined with a proven track record in P&L/operations management, development of new products and services, strategic marketing, business development and entrepreneurship. With strong technical knowledge of automotive electronics and Systems Engineering, Salim has a wide global network of industry contacts at all levels—both at the OEM and the suppliers. He has led design teams which created a range of products: silicon chips, automotive control units, software products, systems level design tools and IOT solutions.

"Mac-OU INC offers me an opportunity to share my 40+ years of experience and knowledge in Semiconductor Technology, Automotive Electronics, Systems Engineering and Software with bright entrepreneurs; mentor them and guide them as they navigate the hurdles faced by startups and most of all make a difference in their outcomes. Throughout my career I have been blessed with good mentors who guided me - it's time for me to pass that on," said Momin.

Starceski is a Certified Information Security Systems Professional (CISSP) with more than 18 years of information-security experience and 32 years of information-technology experience across many different industries including manufacturing, healthcare, warehousing, energy, technology, financial, insurance and utilities. He has experience with information security solutions including threat protection, information protection, managed security services (MSS) and cyber-security intelligence services.

"Based on working in the Information Security Industry more than 18 of my 31 years in Information Technology, I have observed many different levels of security maturity with the many customers that I have supported. I want to give back to those new small businesses that are starting out to help them understand why information security needs to be included strategically at the beginning with a business and any solutions that they bring to market," said Starceski.

Current EIR's with Mac-OU INC also include legal, accounting, homeland security, human resources, marketing, and defense consulting services. For more information on the Macomb-OU INCubator's Executive-in-Residence program contact Joan Carleton at (586) 884-9324 or macinc@oakland.edu.

Tuesday, June 28, 2016 - June 2016 Newsletter: Executive-in-Residence News: Paul Barnard: "Importance Safeguarding Intellectual Property"

Intellectual Property is the essence of an emerging firm or technology. It consists of virtually any and all information necessary for the development, production, marketing, infrastructure, and company administration to achieve success. In today's highly competitive world, numerous threats abound to exploit vulnerabilities to create potential situations of catastrophic failure. The mechanisms of exploitation and protection are many and frequently complex.

Threats range from foreign intelligence services, foreign and domestic competitors, cyber-threats, insider threats, disgruntled partners, or lone-wolf opportunists. Countermeasures are found within all of the major security disciplines such as physical security, information security, cyber-security, operations security, and personnel security. Additionally, governmental regulations and laws are applicable in some circumstances, such as the technology transfer / export laws and the Economic Espionage Act of 1996.

It is planned for relevant topics to be covered in future issues of the Mac-OU INC monthly newsletter. Requests for specific topics are welcomed.

With a combined 40 years of government and corporate security experience, Paul serves as the Mac-OU INC Executive-in-Residence in Homeland Security. Most recently serving as the Command Security Officer for the U.S. Army TACOM LCMC, he had oversight on numerous security programs including Information Security, Operations Security, Industrial Security, Personnel Security, Technology & Program Protection, Foreign Disclosure, customized support to PEO ground combat weapons systems and tactical vehicle programs, and TARDEC Research & Development efforts. Paul's many certifications include Certified Protection Professional (CPP) through ASIS International and Certified Information Security Manager (CISM) through ISACA. He is also an adjunct Associate Professor for Madonna University in the Criminal Justice and Emergency Management degree programs, and adjunct Professor for Macomb Community College in the Public Service Institute.

MISSION, VISION, AND VALUES

June 28, 2016

More than once, I've heard start-up entrepreneurs downplay the importance of having statements of mission, vision, and values. Frankly, this is very short-sighted. The leader may know the content of such things, as they perceive them, but they need to document and communicate with stakeholders and employees. Ultimately, employees should be able to find their work content and contribution in these governance documents.

MISSION	STRATEGY	VISION
the Present	What do we need to do to move from where we are to where we want to go?	the Future
VALUES = How we do what we do		

MISSION:

Pearce and Robinson (2005) describes the company's mission statement as "The unique purpose that sets a company apart from others of its type and identifies the scope of its operations in product, market, and technology terms."

The mission statement is about the present or the current situation. Important items to find in a mission statement include the image of the firm, product or service, market, primary customer needs, technological areas of emphasis, and values or priorities.

The following template works in many applications: *To provide (goods, services) to (customers, stakeholders) in such a way that (values, style).*

VISION:

Pearce and Robinson (2005) describe the company's vision statement as "A statement that presents a firm's strategic intent designed to focus the energies and resources of the company on achieving a desirable future."

Since the vision statement is about the future, an important decision to be made is "What is the future?" For many companies, three to five years is an appropriate strategic planning time frame. For some, that's an eternity. The strategic advantage has long come and gone. Their cycle must be much shorter.

VALUES:

Values can be thought of as filters through which decisions are made, culture norms, acceptable behavior, or practical habits.

Patrick Lencioni (2012) focuses on "core" values. They should be limited to two or three. They should reflect behavioral traits (inherent in the organization), at the heart of the organization's identity, that do not change over time, and must already exist (cannot be contrived).

Lencioni encourages us to avoid "aspirational" (values we want), "permission-to-play" that are "me too" statements that don't differentiate the organizations, or "accidental" values that just happened over time.

Stephen P. (Steve) Czerniak

About the author: Mr. Czerniak retired after a successful career that culminated in fifteen years of experience as an internal consultant and "change agent." He is currently an Executive-in-Residence at the Macomb-Oakland University INCubator and a volunteer with the Troy Historic Village and Historical Society.

REFERENCES: 1) PEARCE II, R.A., ROBINSON JR., R.B., (2005) STRATEGIC MANAGEMENT. FORMULATION, IMPLEMENTATION AND CONTROL. MCGRAW HILL IRWIN. 9TH EDITION. 2) LENCIONI, P.M. (2012) THE ADVANTAGE: WHY ORGANIZATIONAL HEALTH TRUMPS EVERYTHING ELSE IN BUSINESS. JOSSEY-BASS; A WILEY IMPRINT. SAN FRANCISCO, CA

JUN 14, 2016: NEW FEDERAL TRADE SECRETS LAW OFFERS THE AUTOMOTIVE INDUSTRY ADDITIONAL ARSENAL TO FIGHT TRADE SECRET THEFT



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There is a growing rise in trade secret theft in the automotive industry. Fast-paced advances in automated and connected car technologies, as well as other manufacturing and technology advances, coupled with a global marketplace and interconnected supply chain makes the automotive industry ripe for trade secret theft.

The recently enacted Defend Trade Secrets Act of 2016 (the "DTSA")—passed with overwhelmingly bipartisan support—creates, for the first time, a Federal civil cause of action for the misappropriation of trade secrets. It gives trade secret owners significant new weapons to confront the theft of trade secrets. Below are just a few of those weapons.

[Access to Federal Courts](#)

DTSA creates a federal cause of action for misappropriation of trade secrets and anyone alleging misappropriation will be able to bring a case in federal court. The access to federal courts will permit parties to more easily subpoena witnesses across state lines, to subpoena documents from out-of-state parties, and to enforce injunctions and court orders throughout the country. This is very important for an industry and for companies that span the country and even the globe.

[Extra-Territorial Jurisdiction](#)

As written, the new Act applies not only to misappropriation that takes place in the United States, but also to "conduct outside the United States." A company or individual can be liable for trade secret misappropriation even if the misappropriation occurred abroad if they are a U.S. citizen or U.S. company, and any entity or person can be liable in the U.S. for foreign misappropriation if "an act in furtherance of the offense was committed in the United States." This provision is highly impactful on multinational automotive companies or even local automotive companies who work with international clients, vendors, suppliers, or partners.

[Ex Parte Seizures](#)

The Act provides a significant new weapon, if stringent elements are met, for a party to obtain an ex parte seizure. This means that if someone steals your trade secrets, you can seek a court order to seize the trade secrets or the electronic devices or computers they are found in without providing notice to the defendant. Someone who steals trade secrets could have federal marshals arriving at their door to confiscate their computers or servers without even having a chance to be heard, or even knowing that a case was filed against them. This is intended to occur only in "exceptional circumstances" where an injunction would not suffice and where it can be shown that the person who stole the trade secret would destroy, move, or hide their actions if they were given notice of the claims against them. Such orders are meant to be extremely hard to obtain, but may be the only way to stop someone from boarding a plane out of the country with your trade secrets in tow.

[All Employee Confidentiality Agreements Must be Revised](#)

The Act contains a notification requirement that employers must immediately implement in all of their confidentiality agreements with employees, informing employees of certain whistleblower protections in the Act. Failure to include these notifications could prohibit a company from recovering untold amounts in damages if misappropriation does occur. All employee agreements regarding confidentiality should be reviewed immediately to make sure that they comply with the new law.

The threat and danger of misappropriation of trade secrets, both in money damages as well as competitive advantages, has been on the rise since 2011. If you encounter misappropriation or a threatened misappropriation, contact and engage your attorneys immediately and move swiftly. It's the only way to protect your assets.

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Tuesday, June 28, 2016 - June 2016 Newsletter: Q&A with Mac-OU INC Staff: "Rahma Tawfiq, IT & Cyber Intern"

We are pleased to welcome a new member to the Macomb-OU INCubator team, Rahma Tawfiq! Rahma is the most recent addition to our information technology (IT) and cybersecurity internship program, assisting with Mac-OU INC day-to-day IT issues as well as with the overall vision and implementation for the Velocity Hub of the Michigan Cyber Range. Rahma is in her second year at Oakland University, majoring in IT. She is considering a minor in Communications as she has plans to attend law school upon graduation from Oakland University.

"I chose this internship because I want to gain more knowledge and experience from Mac-OU INC and use the knowledge I have gained from my classes. So far, I love it and am learning a lot!" said Rahma.

Favorite Food: "Arabic food is my favorite, especially Dolma."

Favorite Pastime: Shopping and building websites.

Last Book Read: IT Business Partnerships: A Field Guide: Paving the Way for Business and Technology Convergence.

Plans for Summer: "I was planning to go on a trip to Jordan Middle East to see my father's new restaurant but plans changed since I got this internship. But, I hope to go to Cedar Point, especially for its water park, Soak City!"

Proudest Accomplishment/Achievement: "My proudest achievements will be when I walk on that stage for my Bachelor's degree in IT, get accepted into law school, and pass my LSAT exam."

October 13, 2015

Why Entrepreneurs Need Advisory Boards

by Mike Semanco

Having been both a leader and entrepreneur in the finance industry for the past 20 years, I've learned the value and importance of an advisory board. Entrepreneurs thrive on developing ideas, products and strategies on their own terms and at their own pace. The charge-ahead, get-it-done mentality is second nature to this group of individuals. Especially in the equipment finance industry, entrepreneurs come in many shapes and sizes: sole practitioners, division managers or even CEOs. Surrounding yourself with a group of professionals you can rely on for sound advice and direction will not only improve your chances of success but also keep you sane.

An advisory board is different than a board of directors or managers, who are really responsible for the fiduciary responsibilities of the business. Advisory boards can take many forms, ranging from formal CEO roundtables that require a membership and monthly fee for access to their vast network, to a group of friends from diverse industries whom you meet with monthly to brainstorm ideas.

In 2002, I was asked to run a family-owned, [asset-based lender](#) and factoring company called Hennessey Capital. As the sole employee for several months, I had to lean on a team of advisors who could guide me through the process of being a one-person company. It was an interesting process. I did not have the vast resources I had with my previous employer. As I added key staff, I was able to use them as a sounding board, but having outside assistance was very valuable. Hennessey Capital became part of Hitachi Capital in 2012 and although I have more internal resources, I still rely on key staff members and outside advisors to help test my thought process and keep me on track.

In working with clients and various investment opportunities, I have explained the necessity of advisory boards by how they work and why they work. Here are a few thoughts that I believe can be helpful in creating an advisory board.



How They Work

Advisory boards are usually made up of three to seven individuals from diverse industries with a variety of experience. Members can consist of your professional advisors (CPA, attorney, banker, etc.), friends, fellow business owners, mentors or even key staff members. The key is choosing individuals who are strategic to your business and who don't mind challenging the status quo. Unlike some company boards, advisory board members are usually willing to give their time at no cost because they enjoy helping others. I find members of advisory boards are usually entrepreneurs and business

owners themselves. Meetings can range from monthly coffee sessions addressing specific topics to annual, offsite strategic planning sessions.

Why They Work

I find entrepreneurs get "stuck" working solely in the business so they have very little time to work on the business. Having an advisory board that can help you think about the possibilities is critical and it helps entrepreneurs feel like they are not tackling

the world alone. Members are not immersed in the daily operations and can provide feedback that is refreshing and insightful. Advisory boards can help keep owners accountable to their strategic plan. We all know that plans are better executed when they are reported on to others. One of the key components to an advisory board is access to a network, which may not be obtainable on your own. Having the right members as part of your team can provide access to contacts and the business opportunities can be priceless.

Based on my experience starting a company and then becoming part of a larger organization, having a close group of business advocates truly does help put things in perspective. Many of them have faced similar situations in their own business endeavors. They see challenges and opportunities from new angles and their insights can turn what feels like an insurmountable battle into an “ah-ha” moment. Business is similar to sports. Surround yourself with great teammates and leverage outside coaches to help get you to the next level.

About the Author



Mike Semanco serves as President and Chief Operating Officer for Hitachi Business Finance. He has over 20 years of experience in the financial service industry. His career spans a variety of lending institutions, beginning with banks and credit unions to becoming a partner in launching Hennessey Capital in 2002 (which is now Hitachi Business Finance). He can be reached at msemanco@hitachibusinessfinance.com or (248) 658-3201.

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