

FOR RELEASE: IMMEDIATE

Contact: Bob McGill



Mailed February 13, 1985

YOUNGSTOWN, Ohio - Youngstown State University's Planetarium program, "Sentinel: The Search for Life," has scheduled additional showings beginning at 8 p.m. Friday, March 1.

"Sentinel" explores man's questioning search for his own origins and examines current methods being used by scientists to search for other life forms in the universe.

Planetarium shows are free and open to the public, but reservations are required because of the limited seating capacity.

Reservations can be made by phoning the YSU Planetarium at (216) 742-3616. Reserved seats will be held only until five minutes before showtime. Pre-school children cannot be admitted.

Other dates and times for "Sentinel" are:

March 2	2 and 8 p.m.
March 8	8 p.m.
March 9	2 and 8 p.m.

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YOUNGSTOWN, Ohio - Youngstown State University has appointed William H. Cossler, chairman of the Youngstown Private Industry Council and former corporate executive, to the newly established office of technology transfer agent.

The office is funded by a grant from the state Department of Development under the Ohio Technology Transfer Organization (OTTO) program, and activities will be coordinated by the YSU's Cushwa Center for Industrial Development.

In announcing the creation of the new office and Cossler's appointment, Dr. David L. McBride, Cushwa Center director, said that Cossler's basic responsibility as technology transfer agent will be to obtain technical assistance for businesses and industries in Mahoning and Trumbull counties, especially those which lack their own research and development facilities or in-house technical staff. He will work with company managers to identify technical problems and to link them with experts at the University, at other firms or agencies, or with other agents in the OTTO network who can assist in solving those problems.

Before assuming this new post, Cossler was associated for 35 years with YBM Corp. of Youngstown and its predecessor companies in various managerial positions, and for the past 20 years was vice president.

He is a life-time resident of the Youngstown area, a graduate of South High School and Oberlin College, and has served on the boards of various trade, business, and civic organizations. He served on the Ohio State Board of Education, from 1969-76, the last two years as its president.

OTTO was created in 1979 by the Ohio General Assembly to provide a link between Ohio's industries and businesses and the technical expertise resident in

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the state's network of universities and technical and community colleges. Originally established under the supervision of the Ohio Board of Regents, OTTO is now administered by the Ohio Department of Development and has technology transfer agents located at 25 of the state's colleges and universities.

When OTTO was created, it was the view of the Board of Regents that Ohio's colleges and universities should not only serve "as centers of business development by providing the highly educated work force needed to support a rapidly evolving technological society," but also "should provide technical assistance to existing or potential business and industry in this state." This view continues to motivate OTTO's current operation under the Department of Development.

Dr. McBride, pointed out that the technology transfer agent's activities will complement the Cushwa Center's currently established programs of assistance to local business and industry. The center assists existing companies and new ventures through programs in enterprise counseling, manufacturing consulting, market development, and product development.

"Technology transfer" should not be confused with "high-tech," Dr. McBride said, nor should OTTO be considered as "just another academic program." He emphasized that it is a program intended to deliver practical answers not only to the technological concerns, needs, and problems confronting local business and industry, but also to problems involving productivity, inventory control, cost control, marketing research, financing, cash flow analysis, and personnel administration.

Noting out that company size is not a limiting factor in the program, Cossler said, "The problems experienced by a one-man shop, or by an employer with just a few employees, are just as important as the problems of an employer with 300 employees. The assistance that will be offered by this new office may be even more important to the small firm or small business individual than to a large company."

As for OTTO's focus, Dr. McBride and Cossler noted that Ohio is a mature, highly-industrialized state that leads the nation in fabricated metals, rubber, plastic, stone, clay and non-electrical machinery. But, they said, Ohio faces important economic challenges that include obsolescence of manufacturing facilities, decline in productivity, and below average growth in high technology and service industries. Ohio must meet those challenges by providing a climate that is supportive of business and industry and conducive to expansion, they added. In this context, they see the OTTO program playing a significant role by providing a channel for business and industry to the technological expertise of Youngstown State University and Ohio's other colleges and universities, as well as to other resources in state and federal agencies, and private and non-profit institutions.

If the problem is of a "hi-tech" nature, the OTTO program has the mechanisms to take advantage of the modern technology deriving from the universities and also from engineering and research funded by the federal government through such agencies as NASA, the National Science Foundation, and the Departments of Energy and Defense. The OTTO program can place business and industry in touch with scientists as many of the federal laboratories for direct assistance on individual and special problems.

In the final analysis, Dr. McBride and Cossler said the emphasis of OTTO is on practical applications to problems and on nurturing growth and increased productivity that can make Ohio businesses more profitable. Big or small, Ohio's economic future, and particularly the economic future of Mahoning and Trumbull Counties, depends upon retention, expansion and creation of business. Assisting to accelerate that process will be primary role of Youngstown State University's technology transfer agent.

For further information on the program, persons can contact the Cushwa Center for Industrial Development at YSU.

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