



## INNOVATING FOR CONTINENCE: THE ENGINEERING CHALLENGE, 2013

### Biographies of Speakers

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#### **Alan Cottenden, PhD**

Professor Cottenden is: the Technical Director of the Continence and Skin Technology Group, University College London, England; a Simon Foundation Advisory Board member; Trustee of the British Bladder and Bowel Foundation; Chair of the Organizing Committee for the biennial “Incontinence: The Engineering Challenge” conferences run by the UK Institution of Mechanical Engineers; and Chair of Committee 20 (Management Using Continence Products) of the WHO (World Health Organization) International Consultation on Incontinence. He has been involved in continence technology R&D for almost 30 years, Professor Cottenden has engaged in a broad diversity of projects encompassing the whole gamut of fundamental and applied physical and life sciences research through to translational research work, commercial consultancy, product design and development, and international standards work. He has over 250 scientific and clinical publications, refereed conference contributions and patents, has given over 100 invited lectures, and has facilitated and chaired numerous academic, clinical, commercial and charity events in the UK and overseas.

#### **Nick Donaldson, PhD**

Professor Donaldson studied Engineering and Electrical Sciences at Cambridge University. From 1977 to 1992 he worked for the Medical Research Council, Neurological Prostheses Unit, under the direction of Professor G. S. Brindley. In that period, his main field of research was the technology and use of implanted device for the restoration of useful leg function to paraplegics. Since 1992, Donaldson has been Head of the Implanted Devices Group at University College London. He has been Principal Investigator for many projects related to implanted devices and functional electrical stimulation. He is a Professor in the University and teaches a course called ‘Medical Electronics & Neural Engineering’. His research interests now include implanted device technology, the development of devices that use natural nerve signals as inputs; stimulators of nerve roots in paraplegia; the use of electrical stimulation for recreational exercise of paralyzed legs; and methods to encourage functional neurological recovery after injury. He has published 90 papers in peer-reviewed journals.

#### **Anne Farbrot, PhD**

Dr. Farbrot holds a position as Standardization Development Manager, at SCA Hygiene Product AB, Sweden. Her main responsibilities are national and international development of standards supporting the purpose of the products. With a background in bioanalytical and medical sciences, the end-user utility and the influence of the situation in which a product is used has always been of particular interest. Dr. Farbrot is a co-author of several scientific papers in applied sciences within life science, including incontinence care.

### **Geoff Fernie, PhD**

Professor Fernie is Vice President, Research at Toronto Rehab. He is a professor in the Department of Surgery at the University of Toronto with cross-appointments that include the Institute of Biomaterials and Biomedical Engineering, the Graduate Department of Rehabilitation Science and the Departments of Mechanical and Industrial Engineering, Physical Therapy and Occupational Therapy. A mechanical engineer, he has over 100 peer-reviewed journal papers and book chapters, and 16 families of patents. Professor Fernie has a doctorate in Bioengineering from the University of Strathclyde.

### **Heather Gage, PhD**

Dr. Gage is Professor of Health Economics at the University of Surrey, Guildford, England. Her research interests encompass many aspects of health service delivery, but particularly focus on evaluative studies and outcomes measurement. She is involved as economist in a variety of multidisciplinary projects funded by British National Health Service (NHS), European Commission, industry and the voluntary sector. Recent work has been published in a range of health, clinical and medical journals. In 2000-2001, she held visiting positions at the Boston University School of Public Health and the Center for Health Quality, Outcomes and Economic Research of the US Veterans Healthcare Administration. She is the lead health economist for the NHS Research Design Service – South East, and a member of the Dementias and Neurodegenerative Diseases Research Network Primary Care Study Group.

### **Susan Gallagher, RN, PhD, MA, MSN, WOCN, CBN, HCRM**

Dr. Gallagher, Founder and CEO of the Celebration Institute, Inc., Houston, Texas, is a wound ostomy continence nurse, certified bariatric nurse, licensed health care risk manager and certified safe patient handling professional with over 25 years of experience working as a registered nurse and consultant. Dr. Gallagher holds a masters degree in nursing, a master's degree in religion and social ethics, and a PhD in policy ethics as it pertains to obesity. She is a recognized expert in bariatrics, skin and wound care, safe patient handling and movement, and risk and loss control. She served as Senior Bariatric Risk Analyst for Stevens and Lee Lawyers and Consultants from 2004 – 2010, providing on-site practice assessments for over 120 bariatric surgeons and facilities throughout the US. She lectures internationally on the interdisciplinary and organizational approach to patient care. She has appeared in television, radio and video presentations and has published more than 100 peer-reviewed articles related to safety, obesity, outcomes, ethics and culture. Dr. Gallagher was the inaugural chair of the WOCN Bariatric sub-committee from 2002 – 2008, and currently serves on the JWOCN editorial board. She also serves on the editorial boards for *Ostomy/ Wound Management*, *Bariatric Times*, *American Journal for Safe patient Handling and Movement*, and *Bariatric Nursing and Surgical Patient Care*. She has presented at the Safe Patient Handling and Movement Conference for the past eleven years, and served as a reviewer for the VISN 8 Veterans Bariatric Toolkit published by the Patient Safety Center of Inquiry, Tampa Florida. She served as Chair of the National Association of Bariatric Nurses Task Force for Sensitive Care of the Obese Person, and was lead author on the Task Force Report published in 2008. She is on the Executive Board of Directors for the National Association of Bariatric Nurses. In 2009, she was honored with publications in *Nursing 2009*, *Nursing Management*, the *American Nurses Association Online Journal of Issues in Nursing* and many more. She has contributed more than 15 book chapters,

one of which is in the 2012 Elsevier BOOK OF THE YEAR. Dr. Gallagher recently contributed chapters on bariatric safety in both the *Handbook of Hospital Safety* 2010 edition, and the 2012 book titled: *Epidemic of Medical Errors and Hospital-Acquired Infections*. Susan is author of the book titled, *The Challenges of Caring for the Obese Patient*.

### **Phillip Gibson, PhD**

Dr. Gibson is a Materials Research Engineer and Molecular Sciences and Engineering Team Leader, Materials and Defense Sciences Division (MaDSci), U.S. Army Natick Soldier Research, Development, and Engineering Center, Natick, Massachusetts, USA. Dr. Gibson's research areas include: 1) heat and mass transfer through porous materials; 2) ballistic protection, including thermoplastic composites for helmets; 3) novel chemical protective uniform materials; and 4) blast protection (transmission of shock waves through materials and their interaction with the human body). His research and engineering work is documented in 45 journal articles, 23 government technical reports, 1 book, 145 conference talks, and 3 patents.

### **Mark Havie**

Mr. Harvie is President of Omni Measurement Systems, Inc. Omni is a research and development company specializing in mechanical and electro-mechanical design, bio-medical sensors design, and bio-medical research. The company produces an Advanced Mission Extender Device (AMXD), a light weight, fully-automatic urine collection device for both male and females that is US Air Force Safe to Fly tested and FDA approved. Mr. Harvie's experience encompasses mechanical, manufacturing, and design engineering. Prior to his current position he was the President of International Scale Systems, Inc.

### **David Hughes, MBA**

Mr. Hughes is Vice-President of Technology Sourcing, a specialty consulting firm that advises both small clients and multi-national clients on developing new technologies and products, starting new businesses and introducing new products to the market. Mr. Hughes has started eight new businesses in medical technology, pharmaceutical production and various commercial products. He has turned around three medical device companies. He is an executive with two active start-ups and a board member of several others. He has extensive experience with FDA-regulated products. He has been an advisor to the Simon Foundation for many years.

### **Bill Keevil, PhD FAAM**

Professor Keevil is the Director of the Environmental Healthcare Unit, University of Southampton, England; a Fellow of the American Academy of Microbiology and Fellow of the Royal Society of Medicine; expert advisor to the House of Commons Science & Technology Committee and assessor to the NIH biofilm program, US Department of Agriculture, European Commission and Irish Higher Education Authority. Professor Keevil has been involved in biofilm research and persistence of pathogens in the environment and healthcare for over 30 years, including inventing the EDIC microscope to view biofilms on complex surfaces in real time and developing an artificial urine growth medium to study urinary pathogen colonization of catheters and leg bags of various compositions.

**Håkan Leander**

Mr. Leander is working at The Swedish Institute of Assistive Technology. The main areas of interest are products for managing bladder and bowel weaknesses. This includes absorbent products for incontinence and ostomy products. The main work is development of standards with special emphasis towards evaluation methods. Mr. Leander also works with the Swedish network for incontinence professionals, NIKOLA. Mr. Leander has a lengthy experience working with standardization as an expert on several standardization committees.

**Robert A. Linsenmeier, PhD**

Professor Linsenmeier has a joint appointment in Biomedical Engineering in the Robert R. McCormick School of Engineering and Applied Science, and in Neurobiology in the Weinberg College of Arts and Sciences, with an additional appointment in Ophthalmology at Northwestern University, Evanston, Illinois. His research interests are in the role of retinal oxygen transport and metabolism in both normal conditions and diseases such as diabetic retinopathy and retinal detachment, and in bioengineering and physiology education. His teaching is largely in the area of human and animal physiology. He is the Director of the Northwestern Center for Engineering Education Research. Formerly, he was the Associate Director of the VaNTH Engineering Research Center in Bioengineering Educational Technologies, and chair of the Biomedical Engineering Department at Northwestern. He is a fellow of the American Institute of Medical and Biological Engineering, the Biomedical Engineering Society, and the Association for Research in Vision and Ophthalmology. He was conference chair of the Biomedical Engineering Society Annual Meeting in 2006, the Third Bioengineering Education Summit Meeting in 2008, and the American Institute of Medical and Biological Engineering (AIMBE) Annual Event in 2011. His roles for AIMBE have included Vice President, Treasurer, Academic Council Chair, and Chair of the College of Fellows.

**Margaret Macaulay RN, DN**

Ms. Macaulay is currently a research nurse at the Continence & Skin Technology Group, University College, London. Here she works with Professor Alan Cottenden and Professor Mandy Fader on a range of research studies evaluating and developing continence technologies. Her background is as a community-based continence nurse specialist in the London area. Her current area of interest is the development of a new, international, generic and independent website for people requiring information about the selection and use of continence products for containing incontinence and toileting. This is based on material previously published in the ICI book *Incontinence* (5<sup>th</sup> edition available online). Further recent work includes a study to evaluate male urinary devices for men who have had prostate cancer. Ms. Macaulay will shortly be working as project coordinator on a major National Health Service funded research program to investigate re-use of catheters for intermittent self-catheterization.

**Michael Marasco, MBA**

After 20+ years in the corporate world, Director and Clinical Professor Marasco joined the faculty of the Northwestern University McCormick School of Engineering and Applied Sciences as a Clinical Professor and Director of the Farley Center for Entrepreneurship and Innovation (CEI). He has been teaching entrepreneurship and intrapreneurship for the past 14 years. Professor Marasco continues to be a zero and early stage investor through his venture capital company, Solesde. He currently sits on the boards of Sportige, Zone Medical, and Context

Media. He researches how established businesses can successfully foster new businesses through corporate venturing. He also focuses on the concept of “bootstrapping” – how to grow a company with little or no capital. Professor Marasco received his BS in Accountancy with high honors from DePaul University and an MBA from the Harvard Business School.

### **AI Maslov, BSEE, MSEE, MBA**

Mr. Maslov is Consultant, Senior Partner at Breuer Partners & Company. Mr. Maslov has over 35 years of experience in the medical device industry with Baxter International and Hollister Incorporated in various management positions in sales, marketing, product, and business development in international markets. His career started with IBM Corporation developing real-time computer applications in lab automation, health sciences and patient monitoring systems. In his current position with Breuer Partners, he assists individuals and companies in bringing products to market.

### **Katherine Moore, PhD, RN**

Dr. Moore is Professor and Associate Dean of Graduate Studies, Faculty of Nursing University of Alberta and holds an adjunct appointment with the Division of Urology, Department of Surgery, Faculty of Medicine. Dr. Moore received her RN at St. Paul's Hospital, Vancouver; BA (English) at McMaster University Hamilton; BN at Dalhousie University, Halifax; MN and PhD from the U of A. She completed a Post Doctoral Fellowship on UTI in females at Kings College London, UK, funded by the Leverhulme Trust and worked with Professors James Malone Lee and Alan Cottenden. Dr. Moore is a Trustee of the International Continence Society and an active member of several continence related committees and groups. Most recently, with physiotherapy colleague Chantale Dumoulin, she co-led the 5<sup>th</sup> International Consultation on Incontinence Chapter on *Conservative Management of Incontinence*. She has over 80 publications including three Cochrane reviews, one urology book co-authored with Dr. Mikel Gray, and several book chapters. She is involved in clinical nursing research of people with urologic disorders. Her primary research interests are incontinence, urinary tract infections, neurogenic bladders, and prostate cancer. Recent studies have focussed on issues related to indwelling and intermittent catheterisation in adults with SCI and children with spina bifida.

### **Diane Newman, DNP ANP-BC FAAN BCB-PMD**

Dr. Newman is a certified nurse practitioner who serves as Co-Director of the *Penn Center for Continence and Pelvic Health*, Division of Urology, University of Pennsylvania Medical Center in Philadelphia, as well as Instructor in the School of Medicine at the University of Pennsylvania. Dr. Newman received her Bachelor of Science degree in nursing from LaSalle University in Philadelphia, a Master of Science degree in nursing from the University of Pennsylvania, and completed a postgraduate study at the University of Pennsylvania's School of Nursing and her Doctorate of Nursing at Thomas Jefferson University in Philadelphia. Dr. Newman's clinical practice involves the assessment and treatment of patients with urinary incontinence and overactive bladder. She is an internationally known speaker and is currently co- or sub-principal investigator for numerous clinical trials. A prolific writer, she has written and presented more than 100 scientific papers, chapters, and articles on the assessment, treatment, and management of incontinence with an emphasis on the nurse's role. She is the author of the book *The Urinary Incontinence Sourcebook* and is the co-author of *Managing and Treating Urinary Incontinence* and *Overcoming Overactive Bladder*.

**Kaoru Nishimura, RN**

Ms. Nishimura is the founder and chairperson of the Japan Continence Action Society and a director of the Japanese Society of Geriatric Urology. She is also a Japanese Society for Dementia Care Board member. Ms. Nishimura studied in England and returned to Japan as the country's first continence advisor in 1988. She is the author of over twenty books on continence care and consults for several continence clinics. Ms. Nishimura is known throughout Japan for her dedication to continence care. Kaoru also works with industrial designers to develop devices for individual patients with unique incontinence challenges, and several of these devices have been commercialized. Her outstanding work has been recognized with the 2006 AVON Award and the "Healthy Society Award" in 2007. Ms. Nishimura is a member of the Continence Promotion Committee of the International Continence Society.

**Christine Norton, PhD, MA, RN**

Dr. Norton is Professor of Nursing Innovation at King's College London & Imperial College Healthcare NHS Trust, London. She is also Nurse Consultant, bowel control, at St. Mark's Hospital in London. She has been working with people with incontinence for over 30 years in a variety of settings. She has an extensive research output on ways of helping people with faecal incontinence, as well as teaching both nationally and internationally. She is the author of the book *Nursing for Continence*, co-editor of the book *Bowel Continence Nursing*, and has authored or co-authored articles in such prestigious journals as *The Lancet*, *Spinal Cord*, *British Journal of Surgery*, *Journal of Advanced Nursing*, *Nursing Times*, *American Journal of Nursing*, *Diseases of the Colon and Rectum*, and many others. Professor Norton chaired the UK national guideline and international groups on managing faecal incontinence.

**Christopher Payne, MD, FACS**

Dr. Payne is Professor of Urology at Stanford School of Medicine and Director of Female Urology and Neurourology at Stanford. He is nationally recognized as a leader on issues in female urology having served on NIH advisory panels on urinary incontinence and interstitial cystitis. Dr. Payne was a member of the panel which defined bladder research priorities for the 21st century at a meeting sponsored by the Office of Women's Health Research. He is a current member of the medical advisory board for the Interstitial Cystitis Association. Dr. Payne has published numerous articles and book chapters on urinary incontinence and surgical reconstruction. His expertise in clinical research has been recognized through two NIH principal investigator grants focusing on treatment of interstitial cystitis. In 2008 he served as Chair of the Research Methodology subcommittee for the World Health Organization's International Consultation on Incontinence. Dr. Payne's practice is concentrated in three areas: surgical treatment of urinary incontinence and pelvic prolapse, clinical trials in interstitial cystitis and urinary incontinence, and urodynamic evaluation of complex bladder dysfunction.

**Paul E. Plsek, BS, MS**

Mr. Plsek is an internationally recognized author, speaker and consultant on creativity and innovation in business. A systems engineer, former director of corporate quality planning at AT&T, and the developer of the concept of Directed Creativity™, his work can be described as "helping organizations think better." While his clients span many industries, his work over the past several decades has focused in health care. He is the Chair for Innovation at the

Virginia Mason Medical Center (Seattle); the Director of the National Health Service Academy for Large-Scale Change in the UK; and a member of the editorial board for the Agency for Healthcare Research and Quality's Innovation Exchange in the US. Mr. Plesk is the author of dozens of journal articles and six books, including: *Creativity, Innovation and Quality*; *Thinking Differently*; *an Executives' Guide to Creating the Culture for Innovation*.

### **Robert Rosenberg, MBA**

Robert Rosenberg is the Associate Vice President for Communication at the University of Chicago, and an Adjunct Associate Professor in the Chicago Booth School of Business. He works to communicate the University's leadership in teaching, research, and impact; to strengthen the bonds between the University and the diverse communities it serves; and to promote entrepreneurship and economic development. During his twenty-three year career at the University of Chicago, Mr. Rosenberg has worked in communications, fundraising and technology. In 2000 Mr. Rosenberg joined Chicago Booth's Polsky Center for Entrepreneurship, where he teaches and mentors students in the College and the Business School. Mr. Rosenberg was a founder of the Illinois Biotechnology Industry Organization. He serves as board chair of Project Exploration, a director of the State of Illinois's Technology Development Fund, and a member of the advisory board of Hyde Park Angels. Mr. Rosenberg received an MBA from the University of Chicago, an MA from Tufts University, and a BA from Harvard University. He and his wife, Ellen, live in Hyde Park.

### **Peter Sayet**

Mr. Sayet has over 25 years of experience in the health care industry. From 1981-1986, Mr. Sayet served as the key operations executive at Sayet Associated Pathologist Reference Laboratory, Inc. (SAPRL), a family owned company. He was instrumental in operating SAPRL through difficult financial times and was responsible for opening significant new markets and pioneering the computerization of the company during the early stages of the computer "revolution". In 1987, Mr. Sayet conceived of, planned, founded and developed the Institute for Laboratory Medicine, Inc. (ILM), a 10,000 sq. ft. state-of-the-art medical laboratory facility. In just 2½ years, under Mr. Sayet's guidance, ILM became the largest physician-owned medical laboratory in the nation, boasting over 500 physician owners and almost \$10,000,000 in annual revenues. Within the ILM business plan, Mr. Sayet conceived of and guided the creation of the first ever *bi-directional* communication link between remote client and lab. Subsequently, Mr. Sayet worked on the invention and development of the FCD, which has proceeded through six generations of prototypes, and has now just completed its first full manufacturing run, while preparing for the first new implant tests of the newly manufactured device.

### **Hans Smola, MD**

Professor Smola is the Medical Director of Paul HARTMANN AG, a leading European Medical Device Manufacturer. He is interested in cutaneous tissue repair and epidermal regeneration and translating scientific progress into product based concepts. He closely interacts with technical product development teams at HARTMANN, and external clinicians and basic science groups for incontinence associated skin problems. He is affiliated with the Department of Dermatology, University of Cologne and has a close research collaboration with the wound healing group there.

**Kenneth Southall, PhD**

Dr. Southall is a new-emergent researcher at Institut Raymond-Dewar, a Montreal-based rehabilitation center and research institute. Dr. Southall received his PhD in Biomedical Science from Université de Montréal, and post-doctoral training at University of Ottawa. His research examines psychosocial adaptations to age-related health conditions, stigmatization, and its impacts on healthcare help seeking, including adoption and use of adaptive technologies. His work in research started with explorations of hearing loss stigma, and has since shifted to the stigma associated with other health conditions that arise with age, including continence difficulties.

**Chuck Stocking, JD**

Mr. Stocking is President and CEO of Principle Business Enterprises, Inc., a manufacturer of disposable patient-care products for hospitals, for long term care facilities and for people with serious physical disabilities. This Dunbridge, Ohio company is also involved in the manufacture of absorbent composite materials used in a host of industrial, environmental and healthcare products. Mr. Stocking's business service has included over 35 years of marketing, sales and operational leadership in manufacturing and service companies. He received his education at Principia College (B.A.) and his law degree from Northwestern University School of Law. He practiced law for six years and was Vice President and house counsel for General Binding Corporation headquartered in Northbrook, Illinois. Subsequently, he spent a number of years in Turn-Around Consulting practice with a heavy emphasis on strategic planning and execution. His firm, Principle Business Enterprises, Inc., has been a technology and innovation pioneer in their use of composite absorbent materials, as applied to incontinence and moisture management issues. In recent years the firm has made important breakthroughs in the incontinence-related areas of bariatric care, dementia care and wound prevention strategies.

**Rebecca Tanaka, MA**

Ms. Tanaka is a corporate trainer, author, and public speaker who is passionate about helping people realize their goals by communicating effectively. She has recently joined Zehren-Friedman Associates' Chicago office as a trainer and international account executive. For the prior 17 years, she was a professor of business and political communication at Wayo Women's University in Japan and Vice Director of the Office of International Affairs which involved managing international symposiums in the fields of nutrition and health. Additionally, she taught special programs at pharmaceutical and dental universities in Japan and conducted special programs for the Ministry of Education. Ms. Tanaka is a frequent presenter at business and civic events in the United States, Japan, and Finland on topics that deal with intercultural communications, public speaking, and professional writing. Prior to her speaking and teaching career, she was general manager of a hotel group, a lobbyist for the Public Ports Association, and a management analyst for the Department of Defense. All of these positions required that she hone her skills at meeting and greeting people. She has published eight books and more than 30 academic articles as well as narrated three documentary films.

**Mike R. Tracey, PhD**

Dr. Tracey is Vice President Neuro-Modulation Solutions and Venture Leader for a Johnson & Johnson venture program and has been with Johnson & Johnson since 2000. His responsibilities include all aspects of venture program management from concept development and testing

through to design, creation and delivery of strategic business and technology development plans. Prior to his role at SNS (Selective Nerve Stimulation), he championed efforts in women's healthcare at Johnson & Johnson & Ethicon. He established a team environment to drive concept creation and development, leading to a charter of new projects and consequent product lines. While at Ethicon, he participated in a European market management board, focused in the research and development arena and participated in the development of a co-invention process that extended outside the US market. He is the Board Chairman and President, Engineering World Health, a non-profit organization that mobilizes the biomedical engineering community to improve the quality of health care in hospitals that serve resource-poor communities of the developing world. His Ph.D. is in Biomedical Engineering from Catholic University in Washington D.C., and his early career focus was in the field of Human Factors Engineering and Electronic Instrumentation. With that background, he formed a successful start-up company focused around Human Centered Electronics.

### **Adrian Wagg, MB BS, FRCP, FHEA**

Dr. Wagg qualified from the London Hospital Medical College in 1988. He trained in General and Geriatric medicine in and around London and was appointed as a Senior Lecturer and Consultant in General Internal and Geriatric Medicine to University College London Hospitals in 1997. In 2010 he was appointed as Professor of Healthy Ageing and Divisional Director for Geriatric Medicine at the University of Alberta in Edmonton, Canada. He has an academic and clinical interest in urinary incontinence and has published many peer reviewed publications, chapters and reviews on the subject, spoken widely and is nationally and internationally recognized. His interests are in incontinence in the elderly, the effects of medication and comorbidity on continence status, the epidemiology and etiology of incontinence in the elderly and quality of care for older people. He was until recently an Associate Director of the Clinical Effectiveness and Evaluation Unit of the Royal College of Physicians, where he led the continence in older people program and the national audit of continence care. He is a Trustee of the International Continence Society.

### **Steven B. Warner, ScD**

Professor Warner is a member in the Mechanical Engineering Department faculty at the University of Massachusetts in Dartmouth. Trained at MIT as a broad-based materials scientist, he worked in industry for 14 years prior to joining GA Tech and then UMass Dartmouth. He has conducted research in a number of different areas in materials science including wicking and wetting; absorbency; stress-induced crystallization; high performance fibers; composites; thermal point-bonding; carbon fiber formation; thermal analysis; meltblowing, spunbonding, and solution and melt electrospinning. Professor Warner has published the results in more than 50 peer-reviewed papers and 6 US patents, as well as numerous conferences.

### **David Zehren**

Mr. Zehren is the Founder and President, Zehren-Friedman Associates. He started his career at IBM selling mainframe computers to major corporations. He then returned to academia at the University of Chicago Graduate School of Business (now Chicago Booth), where he served for ten years as Director of the Evening MBA Program. Returning to the corporate world, he worked as Vice President and Manager of Training at the First National Bank of Chicago. With

this corporate training background, Mr. Zehren launched Zehren-Friedman Associates, an eight person training/consulting firm specializing in skills training in the areas of sales, presentations, negotiations, and influence. The firm's focus continues to be on helping professionals communicate more effectively. In recent years, Mr. Zehren and his colleagues have conducted seminars for corporate and non-profit organizations on every continent except Antarctica. One of his interests is helping technical presenters communicate effectively with "mere mortals" who need to hear the presenter's message, but who don't have much interest in (or understanding of) the science or mathematics behind the message.

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