

MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

CLIENT COMPANY SPOTLIGHT

RAYOMAR ENTERPRISES, INC

RayoMar Enterprises, Inc, on-site client company at the Macomb-OU INCubator, was issued a second patent this month. This patent broadens and strengthens the claims of RayoMar's original patent in addition to adding an electrical connection component, locking down the "reverse" (EO)2® configuration, and adding important applications connected to power and energy.

More specifically, RayoMar's second patent includes a snap-on, snap-off mounting for solar photovoltaic modules and the snap-on automotive battery. The battery component saves weight, money and time in comparison to the current system, whereas the photovoltaic modules would make a simpler process for Solar Farm farmers.

"I would highly recommend that startups and early-stage companies in the area align themselves with Mac-OU INC. There are plenty of resources that you can take advantage of at the incubator, and the culture here is very supportive," Richard Rayos, RayoMar's Founder, President and CEO, said.

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RAYOMAR Enterprises Inc



MAY 2015

UPCOMING EVENTS

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

Bloggng for Business 101
Social Media Club Detroit
June 23, 9 - 10 a.m.

LOCAL EVENTS OF INTEREST

**Who's "Borrowing" Your
Brand Online?**
OU INCubator
May 28, 5:30 - 7 p.m.

**An Insider's Guide to Wide
Area WorkFlow (WAWF)**
Macomb Regional PTAC
June 4, 8 - 1 p.m.

Government Contracting 101
Macomb Regional PTAC
June 18, 9 - 12 p.m.

State Contracting 101
Macomb Regional PTAC
June 25, 9 - 12 p.m.

Government Contracting 101
Macomb Regional PTAC
July 16, 9 - 12 p.m.

MAC-OU INC HAPPENINGS

TAKEAWAYS FROM THE 2015 NATIONAL BUSINESS INCUBATION ASSOCIATION CONFERENCE



**A group of Michiganders enjoying NBIA in
Denver, CO**

**L to R: Amy Butler, Chris Moultrup, Sandra
Darland, Joan Carleton, Andrea Chom**

Mac-OU INC staff members recently attended the National Business Incubation Association's 29th International Conference on Business Incubation in Denver, CO, to gain insights on industry advancements and best practices. This year's conference brought together more than 600 incubation and entrepreneurial support professionals from all over the world to engage in eight full-day workshops, nearly 60 educational sessions, and numerous networking events.

"I am thankful to have had the opportunity to attend the NBIA conference recently. I was impressed by the level of knowledge so freely shared as well as the number of people I met from all over the globe. It was truly a remarkable learning experience!" Andrea Chom, Support Services Coordinator, said.

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EXECUTIVE-IN-RESIDENCE NEWS

**BUTZEL LONG: "EEOC ISSUES PROPOSED GUIDANCE AS
TO WELLNESS PLAN INCENTIVES"**

The Americans with Disabilities Act ("ADA") generally prohibits employers from making disability-related inquiries or requiring medical examinations. A common exception to that general prohibition permits voluntary medical examinations as part of an employee health program. The Equal Employment Opportunity Commission ("EEOC") recently issued a proposed update to its regulations regarding employer wellness programs.



BUTZEL LONG
Trust. Always.

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JIM RUMA: DEFENSE ARTICLES OF INTEREST

"The Message of the Day Is Partnership" - General Bingham

by Jim Stickford via Tech Center News

One thing the defense industry has in common with the auto industry is that it is cyclical. "I've been in the defense industry for 40 years," said Jim Ruma, who serves on the board of directors of the Michigan chapter of the National Defense Industrial Association (NDIA). "I started out with Chrysler Defense before it was sold to General Dynamics. And one thing I saw, and I believe still holds true today, is that when the defense industry was enjoying good times, the auto industry was experiencing troubles. And when the auto industry was flush, the defense industry was in a down cycle."

Technology Updates for US Army Combat Vehicle Fleet

by Sandra Erwin via National Defense Industrial Association's Business & Technology Magazine

This recent article highlights key points, chosen by Mac-OU INC's defense expert Executive-in-Residence, Jim Ruma. Please see below for the key takeaways:

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Q&A WITH MAC-OU INC STAFF



BRIAN ANSTETT, IT INTERN

Mac-OU INC is pleased to introduce the newest member of the Mac-OU INC staff, Brian Anstett! Brian is the new IT intern, providing technical support to the Macomb-OU INCubator staff and clients, as well as the other organizations that call the Velocity Center home. He is an information technology major with an oboe performance minor. In his free time, Brian enjoys playing video games, programming, and spending time with his close friends.

"The Macomb-OU INCubator has provided me with an opportunity to work with a huge array of different companies and technologies. As a student, being able to learn from so many different individuals and their industries is very beneficial," Brian said.

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PARTNER HAPPENINGS

OAKLAND UNIVERSITY'S SCHOOL OF ENGINEERING & COMPUTER SCIENCE SENIOR DESIGN LABORATORY

Oakland University's School of Engineering and Computer Science (SECS) has announced their new Senior Design Laboratory (SDL), a unique and highly flexible facility that provides SECS undergraduate students the space and resources to design, model, simulate, optimize, fabricate, test and deliver multidisciplinary engineering projects.

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THE SMALL BUSINESS ADMINISTRATION INTRODUCES SBIR.GOV



The Small Business Administration has officially launched SBIR.gov, the new SBIR/STTR (Small Business Innovation Research and Technology Transfer) website for technologists, innovators, entrepreneurs and SBIR/STTR enthusiasts. This program of "12 Agencies . . . 1 Vision: Seed the Future" combined clever UI/UX designing, massive canvassing of input from across the U.S. and creation/deployment of smarter algorithms and data mining to develop a comprehensive overview of SBIR/STTR projects, news and events. Visit [SBIR.Gov](#) for more information.

BEST OF MICHBUSINESS AWARDS OPEN FOR NOMINATIONS

Nominations Due: June 1

#MichBusiness Contest: Now through June 30

MichBusiness Awards: November 17

The Best of MichBusiness awards program is dedicated to one thing – recognizing those companies and individuals that make Michigan a top-notch place to do business. Award nominations are now open for the 2015 event, with categories ranging from Community Leaders to Manufacturing Inspirations to Stellar Startups.

MichBusiness, powered by the Michigan Business Professional Association, is a social media community whose mission is to celebrate and promote both success and opportunity within Michigan businesses. By using #michbusiness, you help us give a "High Five" to the outstanding things going on in Michigan. Use the hashtag now through June 30 and you'll be entered for a chance to win a \$500 gift card to your MichBusiness of choice. Visit MichBusiness.com for more information, the nomination form and contest details.



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

If you wish to subscribe or unsubscribe to this mailing list, please click [here](#).

Thursday, May 21, 2015 - May 2015 Newsletter: Client Company Spotlight: "RayoMar Enterprises, Inc"

RayoMar Enterprises, Inc, on-site client company at the Macomb-OU INCubator, was issued a second patent this month. This patent broadens and strengthens the claims of RayoMar's original patent in addition to adding an electrical connection component, locking down the "reverse" (EO)2® configuration, and adding important applications connected to power and energy.

More specifically, RayoMar's second patent includes a snap-on, snap-off mounting for solar photovoltaic modules and the snap-on automotive battery. The battery component saves weight, money and time in comparison to the current system, whereas the photovoltaic modules would make a simpler process for Solar Farm farmers.

"I would highly recommend that startups and early-stage companies in the area align themselves with Mac-OU INC. There are plenty of resources that you can take advantage of at the incubator, and the culture here is very supportive," Richard Rayos, RayoMar's Founder, President and CEO, said.

RayoMar's (EO)2® SnapTop™ Carrier and Fastener Mounting System allows for the storage of gear, in an organized fashion, in waterproof, crushproof cases. Applications for this "snap-on" and "snap-off" system are diverse, including wall or ceiling; car and truck roof-rack systems; power-sport vehicles such as motorcycles, ATVs and boats; and the (EO)2® SnapPak™ Backpack Carrier System.

RayoMar's primary patent is under the registered trademark (EO)2® SnapTop™ Fastener/Mounting System, and is the only "rigid" snap-on, snap-off fastener in the world. It is scalable from inches to several feet, designed to hold forces well over 10,000 pounds, cannot come apart accidentally when within specifications, has very low attachment and release forces when compared to holding forces, can be made of different materials such as aluminum, magnesium, steel, plastics, etc.; can be manufactured with different forming technologies such as extruding, molding, casting, machine; and can be integrated into the part itself.

The second patent exponentially expands the utility and practicality of (EO)2®, which, in its most basic form, is a new, disruptive Nut & Bolt Technology. As the Worldwide Industrial Fastener Market is over \$72 billion annually, Rayos is foreseeing (EO)2® to make similar impacts as Velcro®, or the hooks & loops fastener. Similar to Velcro®, (EO)2® will impact society, changing the way we mount, carry, and assemble things.

The primary sandbox for (EO)2® is in the \$646 billion outdoor recreation industry. Secondary and tertiary market segments, applicable for the current product line, are military, first responder/law enforcement, and automotive markets. More specific examples include General Dynamics Land Systems strong interest in the easy-on, easy off Armor Kits, Ford & Lear's interest in the under-hood applications, and at home use as television display mounts.

More information on RayoMar Enterprises and the (EO)2 SnapTop™ Carrier and Fastener Mounting System can be found at eo2fastener.com.



Friday, May 22, 2015 - May 2015 Newsletter: Mac-OU INC Happenings: "Takeaways from the 2015 National Business Incubation Association Conference"

Mac-OU INC staff members recently attended the National Business Incubation Association's 29th International Conference on Business Incubation in Denver, CO, to gain insights on industry advancements and best practices. This year's conference brought together more than 600 incubation and entrepreneurial support professionals from all over the world to engage in eight full-day workshops, nearly 60 educational sessions, and numerous networking events.

"I am thankful to have had the opportunity to attend the NBIA conference recently. I was impressed by the level of knowledge so freely shared as well as the number of people I met from all over the globe. It was truly a remarkable learning experience!" Andrea Chom, Support Services Coordinator, said.

"Of particular interest, I found it notable that individuals representing incubators with international clients consistently delivered a message stressing the necessity to assist international clients, and those who may accompany them, in the process of adapting to the cultural and social differences from their home countries."

"Not only did I receive many takeaways for improving my work with entrepreneurs, but I also heard fresh perspectives from international incubation professionals," Joan Carleton, Mac-OU INC's Marketing & Communications Manager, said.

"Brad Feld, co-founder of TechStars, delivered a keynote speech on the steps to build a startup community. His laid-back delivery mixed with his keen knowledge was definitely a characteristic I find common amongst entrepreneurs. It was a great learning opportunity to hear from such a success in the field."

NBIA advances the business creation process to increase entrepreneurial success and individual opportunity, strengthening communities worldwide. To accomplish this mission, NBIA serves as a clearinghouse of information on incubator management and development issues. The association engages in many activities that support members' professional development, including organizing conferences and specialized trainings and consulting with governments and corporations on incubator development. For more information, visit NBIA.org.

Monday, May 18, 2015 - May 2015 Newsletter: Executive-in-Residence News: Butzel Long: "EEOC Issues Proposed Guidance as to Wellness Plan Incentives"

The Americans with Disabilities Act ("ADA") generally prohibits employers from making disability-related inquiries or requiring medical examinations. A common exception to that general prohibition permits voluntary medical examinations as part of an employee health program. The Equal Employment Opportunity Commission ("EEOC") recently issued a proposed update to its regulations regarding employer wellness programs. The EEOC's proposed rule addresses: (1) the extent to which employers may offer incentives to employees to participate in wellness programs; and (2) whether employers that comply with regulations implementing the Health Insurance Portability and Accountability Act ("HIPAA") will also be in compliance with the ADA.

Wellness Program Incentives

Many employers offer incentives to their employees to encourage participation in a wellness program. Some employers even offer incentives based on whether an employee achieves certain health outcomes. The proposed rule provides that an "employee health program, including any disability-related inquiries and medical examinations that are part of such a program, must be reasonably designed to promote health or prevent disease." It further states that for a program to be "voluntary," an employer may not require an employee to participate in the program and may not deny coverage or limit the extent of coverage because of non-participation.

But what does it mean for participation to be "voluntary"? Previous guidance stated that a wellness program was voluntary if "an employer neither requires participation nor penalizes employees who do not participate." The EEOC is now proposing a cap on the allowable incentive. Specifically, the use of incentives, regardless if in the form of a reward or penalty, will be considered voluntary if the maximum allowable incentive does not exceed 30 percent of the total cost of employee-only coverage.

The EEOC also noted that "compliance with rules concerning voluntary employee health programs does not ensure compliance with all the anti-discrimination laws EEOC enforces."

HIPAA Compliance

The EEOC indicated that it has a responsibility to interpret the ADA in a manner that reflects both the ADA's goal of limiting employer access to medical information and HIPAA's and the Affordable Care Act's provisions promoting wellness programs.

Accordingly, wellness programs that are part of group health plans must comply with the ADA and must also comply with HIPAA requirements. Although HIPAA generally prohibits discrimination against participants in terms of premiums, benefits, or eligibility based on health factors, it provides an exception that permits financial incentives in connection with health promotion and disease prevention programs.

Employers may offer "wellness programs" in order to improve employees' health and reduce health care costs. These programs include nutrition classes, exercise facilities, weight loss programs and smoking cessation programs. Wellness programs may also include health risk assessments and biometric screenings that measure health risk factors such as body weight, cholesterol, and blood pressure levels.

Under the ADA, employers are only permitted to make health-related inquiries or require employees to undergo medical examinations in limited situations, such as when they are voluntary and part of an employee health program.

Word of Caution

These are the only proposed rules. Comments will be accepted for 60 days from the date of publication. However, employers that have or are considering implementing wellness programs must be careful to ensure that they comply with the current and any future ADA regulations, as well as HIPAA requirements.

If you would like more information about submitting comments, please do not hesitate to contact your Butzel Long Labor and Employment attorney.

Rebecca Davies
313.225.7028
davies@butzel.com

Thursday, May 14, 2015 - May 2015 Newsletter: Executive-in-Residence News: Jim Ruma: "Technology Updates for US Army Combat Vehicle Fleet

Army Begins Massive Makeover of Combat Vehicle Fleet

By Sandra Erwin

via National Defense: National Defense Industrial Association's Business & Technology Magazine

This recent article highlights key points, chosen by Mac-OU INC's defense expert Executive-in-Residence, Jim Ruma. Please see below for the key takeaways:

The Army has suspended purchases of new combat vehicles for the time being, but it is ploughing ahead with plans to gut aging tanks and equip them with fresh components and electronics...More than 1,600 Abrams tanks and 2,500 Bradley infantry combat vehicles would be overhauled over the next decade. ... In addition to the Abrams and the Bradley, the Army is looking to upgrade its Stryker light armored vehicles and Paladin howitzers.

Col. James W. Schirmer, Army program manager for armored fighting vehicles said the Army is not taking any chances with gee-whiz technology. "We need industry to bring us mature technology," he said. "The Army has been battered by acquisition failures, some of which were cause by "overreaching for technologies that did not exist," he added. "We need to get capabilities that are mature and ready to be integrated into vehicles."

Upgrading electronics onboard vehicles is a hard job, he noted. "Technology evolves much faster than automotive components. We face obsolescence problems with electronic components in vehicles we just finished designing."

It remains to be seen if there will be enough money to refurbish every vehicle, he said. "As we feel budget pressure, the Army tends to reduce the quantity of buys each year. That stretches out programs. And we have large numbers of older platforms.

(Abrams Upgrade Plan Engineering Change Proposal requests are noted in the article.)

Thursday, May 21, 2015 - May 2015 Newsletter: Q&A with Mac-OU INC Staff: "Brian Anstett, IT Intern"

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Last Book Read: Brave New World by Aldous Huxley

Favorite Food: Bolognese meat sauce pasta

Proudest Accomplishments/Achievement: "Being accepted to the Baldwin Wallace Conservatory of Music on a scholarship in 2013 and building my first computer program."

Summer Plans: "Camping, spending time with friends, studying for the MTA Microsoft Exam, and enjoying time off from school!"

Thursday, May 21, 2015 - May 2015 Newsletter: Partner Happenings: "Oakland University's School of Engineering & Computer Science Senior Design Laboratory"

Oakland University's School of Engineering and Computer Science (SECS) has announced their new Senior Design Laboratory (SDL), a unique and highly flexible facility that provides SECS undergraduate students the space and resources to design, model, simulate, optimize, fabricate, test and deliver multidisciplinary engineering projects.

The modular layout of the 3,000 square foot, 2-story SDL allows several projects to be carried out at once, and its close proximity to the SECS Machine Shop, with modern manufacturing capabilities such as electrical discharge machining (EDM), laser and water-jet cutting, 3D printing, and extensive computer numerical control (CNC) machining, provides the SDL an ideal location to support the design and fabrication needs of a diverse set of project sponsors.

The SDL specializes in complete, multidisciplinary projects, or those that involve the design, analysis, simulation and prototyping of a system that features computer control of an electromechanical device. Teams of senior computer, electrical and/or mechanical engineering students are assigned to address the specific needs and requirements of each project.

The SDL welcomes sponsored project proposals from local industry as well as projects that support the work of OU research laboratories and instructors. For more information, visit the SDL website at secs.oakland.edu/~latcha/SDL or contact Michael Latcha at (248) 370-2203 or latcha@oakland.edu.