

GANNON UNIVERSITY

Under the Arch
April 9, 2001 • Volume 2 • Number 27

Our Events

Tuesday, April 10

● Gathering in Praise: Celebrating Random Acts of Kindness.

Ecumenical Service, 11 a.m., Waldron green space. (Rain site: WCC piano atrium.)

● Pot Luck Luncheon.

11:30 a.m. to 1 p.m. Yehl Alumni Room, WCC. Sponsored by Gannon Employee Event Committee. Pizza, antipasto and beverages will be provided. Bring a dessert to share.

Thursday, April 12-Monday, April 16

● Easter holiday.

University closed.

Wednesday, April 18

● Chautauqua-at-Gannon Lecture Series.

“The State of the Bush Presidency: An Early Assessment” by Dr. Paul Light, nationally known media commentator and lecturer. 7 p.m., Zurn 104. Free and open to the public.

Thursday, April 19

● English Awards Night.

Featuring poet Margaret Gibson, author of seven books of poetry. Evening also will include presentation of student awards, reception, and book signing. 7:30 p.m., Yehl Alumni Room, WCC. Free and open to the public.

Our Big News

SBDC awards \$25,000

A former critical care and operating room nurse looking for a better way to insert breathing tubes into patients is getting \$25,000 to continue her quest to develop a new medical device she and a friend invented.

Gannon University’s Small Business Development Center and the state’s Ben Franklin Technology Partners Program recently awarded \$25,000 to Natalie McCray to bolster her newly created business, Intubation Plus Inc., in Corry. The business will develop and manufacture innovative medical devices, including “The Easy Intubator,” already being developed.

McCray was the winner of “The Big \$25,000 Idea Northwestern Pennsylvania Business Plan Contest.” She emerged from a field of 32 entrants to win the prize, awarded at a ceremony on the Gannon campus.

Funded by the Ben Franklin program located in University Park, Pa., the contest was administered through Gannon’s SBDC to award funding to an entrepreneur to start a business or advance a newly created one in one of the four counties served by the SBDC: Erie, Crawford, Warren and Mercer. Rules of the contest stated that the business must be related to manufacturing or technology.

McCray recently started her business, locating it in the Corry Incubator operated by the Corry Area Industrial Development Corp.

McCray and co-inventor Dr. Anthony Cubb, a pulmonary physician, conceived of the Easy Intubator idea when discussing the need for a more accurate way to intubate patients and to decrease the risk to patients.

McCray is a registered nurse with more than 25 years of experience in the intensive/critical care setting and the operating room. She currently is not actively practicing nursing while she pursues her business venture. Cubb’s background includes more than 15 years of experience in internal medicine and pulmonary medicine, where he specialized in intubating and managing patients on ventilators.

Intubation involves inserting a breathing tube into a patient’s trachea, the airway that leads from the throat to the lungs. The procedure is used in emergency situations when a patient needs help breathing and in preparing patients for surgery where general anesthesia is used. Medical personnel perform this procedure by feel rather than sight.

“You’re not sure exactly where it goes,” McCray said of laryngoscopes, devices currently used to perform intubation. “The tube could go into the esophagus, which is the passage from the throat to the stomach, or it could go too far into the trachea, going off to one side and serving only one lung instead of both, or it

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Our Events

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April 19-22 and 26-28

●“A Flea in Her Ear.”

Schuster Theatre production, directed by Ed Helenski. Curtain 8 p.m. Tickets \$5 for general admission and free to Gannon Community. For tickets, call the Box Office at ext. 7494.

Saturday, April 21

●Financial Aid Seminar.

10 a.m., Palumbo 1200. Overview of financial aid process. For information, call Office of Financial Aid at ext. 7337.

●Opening Reception: Mary Hamilton Exhibit.

Opening reception for the Schuster Art Gallery’s Mary Hamilton watercolor exhibit. 1 to 4 p.m. at the gallery, third



Our Folks

Prayers requested

✠Prayers were requested April 5 for **Mary Raymond**, mother of **Anita Miller**, director of research, University Advancement. **Mrs. Raymond** is seriously ill and was to undergo tests.

✠Prayers were requested April 5 for **Ken Fisher**, brother of **Marianne Fisher**, secretary, University Advancement, and uncle of **Sara Fisher**, Gannon student. **Ken** is recovering from recent major surgery.

✠Prayers were requested April 5 for **Donna Fisher**, sister-in-law of **Marianne Fisher**, secretary, University Advancement, and aunt of **Sara Fisher**, Gannon student. **Donna** was to undergo surgery for long treatment for a serious illness.

✠Please remember all in your prayers.



Our Big News

SBDC awards \$25,000 Continued from page 1

could not go far enough into the trachea.”

To remedy this, the Easy Intubator invented by McCray and Cubb is equipped with fiber optics so that the user, such as paramedics, nurses and doctors, can now see the vocal cords and, therefore, guarantee accurate placement.

Another feature of the Easy Intubator provides even greater protection to the patient in that the portion of the device that comes into contact with the patient is disposable, thereby eliminating the need to sterilize the device and help prevent the spread of disease between patients, McCray said.

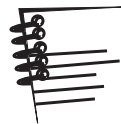
McCray has obtained a patent for the Easy Intubator and has had a functioning prototype developed and is submitting it for review by Food and Drug Administration examiners. The \$25,000 grant will enable her to complete the next step by having numerous prototypes manufactured for clinical trials. Following completion of the clinical trials and FDA approval, the intubator can be introduced to the health care marketplace.

McCray’s new company, Intubation Plus, will contract with a manufacturing firm to produce and package the Easy Intubator, and she will serve as the marketing force. Additionally, she plans to develop other medical devices.

Robert Ottman, director of Gannon’s SBDC, noted that while one person won the contest, many more benefited by being contestants.

“About a third of the entrants were SBDC clients already, but the rest were not and have been turned into our clients,” Ottman said, “We had all these budding entrepreneurs out there who didn’t know about the SBDC and ways we can help them until this contest. We can help them with the business side, while Ben Franklin assists them with the technology side.”

Announcement of the contest in December spurred 80 budding entrepreneurs to request information, resulting in 32 people making formal entry by submitting a three-page business plan for the first round of judging, SBDC officials said. Six finalists were chosen and required to submit more detailed eight-page business plans and make formal presentations before a panel of judges.



Our Notes

Sing Happy Birthday to...

- ☺April 9... **Walter Minot, Joseph Steele, Sharon Crisman.** ☺April 10... **Brenda Wilson.** ☺April 11... **Elizabeth Skladanowski.** ☺April 12... **Dorothy Lyons, Kathleen Wehan, Gunter Moritz.** ☺April 13... **Joy Armbruster, Linda Kobler.** ☺April 14... **Michael Wellington, Joel Burlingham, Sr. Lynette Petruska, Veronica McConaughy.** ☺April 15... **Rick Diz.** ☺April 17... **Suzanne O’Connell, Kristin Saczalski, Carolyn Knox, Jessica Beu.** ☺April 18... **Amy Weller.** ☺April 19... **Marguerite Millis.** ☺April 20... **DeWayne Sokol, Linda Lundy, David Nordquest, Melanie Maurice.**

Arch on Easter break

A reminder that *Under the Arch* will not be published April 16 because the university will be closed for the Easter holiday.