



A quarterly electronic publication from the

**NASA Scientific and Technical Information (S T I) Program**

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**July 2001**

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## ...From the NASA S T I Program's Principal Center

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### STI Attends 2001 Global Air & Space Conference

Representatives from the NASA STI Program's Center for AeroSpace Information (CASI) attended the 2001 Global Air & Space Conference held in Arlington, Virginia, from May 7-9, 2001. Sponsored by the American Institute of Aeronautics and Astronautics (AIAA), Global Air & Space featured contributions from co-sponsors such as the Aerospace Industries Association, the Aviation Week Group, and Pratt & Whitney. Out of the approximately 570 attendees, about 16 percent picked up a catalog and 11 percent picked up a copy of NASA's *Spinoff* publication. Trade organizations expect the number of attendees to stop by a booth to be from about 15 to 20 percent.

In addition to CASI representatives, NASA's JoAnne Rocker and George Roncaglia, representing the AIAA Technical Information Committee, sponsored a session on competitive intelligence (CI) on May 9. The Committee invited experts from the field of CI to talk about the uses and implementation of CI programs in organizations. CI is the legal and ethical practice of information gathering about competitors and the marketplace. Information sources like company web pages, online newspapers and news organizations, electronic journal articles and reports, and Internet search engines allow CI practitioners to analyze company strengths and weaknesses for their customers.

Blake Kimbrough, Senior Marketing Analyst, at The Aerospace Corporation, and Kenneth Sawka, Vice President and Director of Fuld & Company's Consulting Practice, represented the CI industry and spoke on their experiences as CI professionals. Mr. Kimbrough discussed the necessity for employee and management buy-in for developing CI programs. CI programs require staff and resource investments and time to evolve. Mr. Sawka spoke on his company's CI consulting business and the variety of his clients from bioengineering to telecommunications. CI requires expertise in both understanding client needs and analytical skills. The Technical Information Committee on CI proved a success and was well received by the audience.

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### CASI Team Worked to Beat the Clock!

A Center for AeroSpace Information (CASI) team worked to ensure that the STI web page at <http://www.sti.nasa.gov> and its related links met the requirements of the Workforce Investment Act of 1998, which is better known as Section 508. The deadline for compliance was June 21, 2001. This means that some content and the look of some of the pages have been altered to comply with the existing requirements.

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## ...S T I Program Plan

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In part, the NASA S T I Program Plan states, "The NASA Scientific and Technical Information Program is an integral part of NASA's future. The program supports the Agency's missions to communicate scientific knowledge and understanding to help transfer NASA's research and development to the aerospace and academic communities.... By ensuring a fast, two-way process of internal and external information exchange, the S T I Program helps NASA avoid duplication of research, time, and cost and to make its wealth of information available to benefit its customers.... Each Center is responsible for acquiring, tracking, and producing, or having produced, NASA S T I related to their Center mission; and for ensuring that Center S T I reaches the S T I Database [at the NASA Center for AeroSpace Information]."

To that end, each NASA Center executes the S T I Program mission and objectives by way of a team of individuals that applies professional publishing standards to all scientific and technical information passing through its doors. Whether the information will result in a document to be distributed through the traditional print and mail process or an electronic document available on the Internet--or both--the team is responsible for making it happen, going through the process step-by-step with each customer. For information about the S T I Program at any NASA Center, visit <http://www.sti.nasa.gov>.

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## ...From NASA's Goddard Space Flight Center

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### Technology Showcase 2001

The NASA Goddard Space Flight Center hosted Technology Showcase 2001, June 14-15, 2001. The goal of the showcase was to build unique spacecraft and incorporate information technology that reduce the cost and accelerate the delivery of scientific data to researchers around the globe. In addition to state-of-the-art information technology, evolving technologies at Goddard include thermal control, spacecraft navigation, microelectronics, intelligent systems, and super-conducting detectors. Participants at the showcase had the opportunity to:

- see some of NASA's newest award-winning technologies;
- explore opportunities with Goddard technology leaders;
- learn how Goddard research and technology can be leveraged for new technology development;
- discuss how innovations move from research base to new technologies; and
- attend forums to explore the intersection between research and new technologies.

In addition to exhibits representing award-winning technology being developed at the Center, the showcase offered keynote speeches and discussion forums. Speakers included representatives from NASA Headquarters and the Goddard Space Flight Center, as well as officials from Maryland business and industry. The plenary sessions provided the attendees with the opportunity to hear descriptions of important industry technology roadmaps and how they pertain to Earth and Space Science technologies. The forum sessions focused on providing an overview of several industry, academic, and government development plans for Earth and Space Science-related technologies. For more information on Technology Showcase 2001, visit <http://techshowcase.gsfc.nasa.gov>.

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### Goddard Space Flight Center Visitor Center Open House

At the culmination of Technology Showcase 2001, the Goddard Space Flight Center held an open house to which all members of the community were invited on June 16. The Open House, held from 9 a.m.-4 p.m. at the Visitor Center, offered an opportunity for participants to visit the Technology Showcase exhibits, enjoy a guided bus tour of Goddard facilities, and hear Earth- and Space Science speakers. For the children there were puppet shows, featuring Echo the Bat and Jenny and Jeff's Adventure in Space, a model rocket launch, and other special demonstrations and activities that included making comets, making rocket racers, making volcanoes, and making UV bead bracelets. Participants had the opportunity throughout their visit to enjoy international food concessions and music.

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## ...From the NASA History Office

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### New NASA History Publications

The NASA History Office is pleased to announce the availability of Monograph in Aerospace History #23 entitled *The Eclipse Project*, by Tom Tucker. This monograph describes the Eclipse project involving Kelly Space & Technology, Inc., NASA's Dryden Flight Research Center, and the Air Force in flight testing a concept whereby a launch vehicle for a satellite could be towed to initial launch behind a transport airplane. Flight research with a C-141A as the tow aircraft and an F-106 as the simulated launch vehicle began in December 1997 and ended in February 1998. The flights demonstrated that the concept was viable. The monograph's author, Tom Tucker, has told the story in an interesting way that should make the monograph a joy to read. Monographs 2-23 are available by sending a self-addressed 9x12" envelope for each monograph with appropriate postage for 17 ounces (typically \$3.95 within the U.S., \$5.05 for Canada, and \$11.00 for overseas. International customers are asked to purchase U.S. postage through an outlet such as <http://www.stampsonline.com>) to the NASA History Office, Code ZH, Washington, DC 20546.

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### NASA History Website Updates:

The NASA History Office is pleased to announce that *Pioneering the Space Frontier: The Report of the National Commission on Space* (commonly called the NCOS or Paine Report), May 1986, is now on-line at <http://history.nasa.gov/painerep/cover.htm>. Please note that this is a full-text HTML version; no graphics are included due to copyright issues. Special thanks to Eracenia Kennedy and Diane Reid for scanning this document.

To commemorate the 20th anniversary of the launch of STS-1 on April 12, 1981, we are pleased to announce a new website with much useful and interesting information about the Shuttle. It is available at <http://history.nasa.gov/sts1/index.html>. Special thanks to Douglas Ortiz of our printing and design office who prepared this attractive and functional site.

To commemorate the 40th anniversary of President John F. Kennedy's famous May 25, 1961 speech before Congress in which he proposed landing an American on the Moon by the end of the decade, the NASA History Office created a new site at <http://history.nasa.gov/moondec.html>. This page has links to the full speech, key documents, and other information about Project Apollo.

In addition, the NASA History Office is pleased to announce the on-line availability of *NASA Leadership and America's Future in Space: A Report to the Administrator* by Dr. Sally K. Ride, August 1987. Commonly known as the Ride report, this document is available from <http://history.nasa.gov/riderep/cover.htm> on the Web in an HTML version (with fully searchable text) and a PDF version (with full-color graphics). Special thanks to Mike Walker, Eracenia Kennedy, and Diane Reid, for their assistance with document scanning and preparation.

The NASA Investigation Board Report on the Initial Flight Anomalies of Skylab 1 is now on-line at <http://history.nasa.gov/skylabrep/SRcover.htm> on the Web. This 1973 report covers the loss of the meteoroid shield and loss of a solar array that caused other problems on the first Skylab mission. Special thanks to Dirk Stoffels for formatting this report for the Web. Please note that this site includes TIF images so you may need to check the configuration of your browser software.

Finally, we are pleased to announce that the complete text and images of the *Report of the Presidential Commission of the Space Shuttle Challenger Accident* (commonly known as the Rogers Commission report, after its chairman, William P. Rogers) are now on-line. This site includes both the multi-volume report itself, which was published in June 1986, as well as the *Implementations of the Recommendations*, published in June 1987. The site is at <http://history.nasa.gov/rogersrep/51cover.htm> on the Web. The report includes extensive testimony, charts, photos, correspondence, and analytical narrative and is a tremendous reference source for those interested in the Challenger accident. We hope you find this on-line version useful. Very special thanks to volunteer Chris Gamble, who undertook the mammoth task of scanning and formatting this report for the Web. We greatly appreciate his yeoman efforts, as well as those of Eracenia Kennedy and Diane Reid, who assisted with some of the scanning.

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### 2002 Aerospace History Literature Award

The American Institute of Aeronautics and Astronautics (AIAA) is now accepting nominations for the new History Literature Award. The Aerospace History Literature Award is presented for the best original contribution to the field of aeronautical or astronautical historical non-fiction literature published in the last five years dealing with the science, technology, and/or impact of aeronautics and astronautics on society. The purpose of this award is to provide recognition by the aerospace profession to an author or editor for an outstanding and significant work in the field of aerospace history. The award is generally presented at the AIAA Aerospace Sciences Meeting and Exhibit.

Requirements: Nomination must have been published within the last five (5) years. This would include revised editions of previous works and translations of previous works. All nominations will be held over for consideration for one year. Nominations must be submitted in the English Language. Six (6) copies of the nominated publication must be submitted with the nomination. Past winning works of the AIAA History Manuscript Award are NOT eligible for this award. Publications with multiple authors are allowed.

### **2002 History Manuscript Award**

The AIAA is also now accepting nominations for the History Manuscript Award. The History Manuscript Award is presented for the best historical manuscript dealing with the science, technology, and/or impact of aeronautics and astronautics on society. The purpose of this award is to provide professional recognition to an author who makes a major and original contribution to the history of aeronautics or astronautics. The award is presented yearly at the AIAA Aerospace Sciences Meeting and Exhibit held in Reno, NV each January.

Requirements: Manuscripts for this award must be in English and can be in their first year of publication. Manuscripts previously published in part in periodical form are eligible. Manuscripts may be written by one or more authors. Manuscripts should be substantial historical studies of book length, but no longer than approximately 100,000 words. Manuscripts must be typewritten, double-spaced, and on one or both sides of the paper. Illustrations may be submitted, but are not necessary for judging. All submittals are to include six copies of the nominated manuscript.

The deadline date for nominations for both awards is July 30, 2001. To request nomination forms or additional information, please contact Peter Gabriel, Honors and Awards Liaison, at (703) 264-7623 or via e-mail at [PeterG@aiaa.org](mailto:PeterG@aiaa.org) or Tony Springer, History Committee Chair at (202) 358-0848 or via e-mail at [tony.springer@hq.nasa.gov](mailto:tony.springer@hq.nasa.gov).

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## ...The NASA Commercial Technology Program *An Overview*



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The NASA Commercial Technology Program encompasses a national network of specialized centers and organizations that assist U.S. businesses and industry in accessing, utilizing and commercializing NASA-funded research and technology. The organizations work closely with each other to provide a full range of technology transfer and commercialization services and assistance. The NASA Commercial Technology Network (NCTN) consists of the Commercial Technology Organizations at each of the NASA field centers, the Jet Propulsion Laboratory, the National Technology Transfer Center (NTTC), the six Regional Technology Transfer Centers (RTTCs), NASA Tech Briefs, UNISPHERE, and other specialized organizations and services. All are dedicated to fostering dual-use technology partnerships and the transfer and commercialization of NASA-sponsored research and technology.

The NCTN provides access to a wide variety of information resources that can be searched and consulted for research and technology, patents, technical expertise, and R&D facilities, as well as for technology partnering, licensing, and commercialization opportunities. In addition to serving as an integrated information resource, the NCTN is developing into an electronic marketplace for NASA-sponsored technology, facilitating communications, transactions, and partnerships between NASA and the U.S. private sector.

Visit the NCTN website at <http://nctn.hq.nasa.gov> for more information on the NASA Commercial Technology Program and the members of its network.

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### About *Spinoff*

NASA's premier publication, *Spinoff*, annually features over 40 companies that have successfully utilized NASA technology in commercial products and processes. Each year NASA distributes tens of thousands of *Spinoffs* through trade shows, conferences, and special requests. The *Spinoff* web site, located at <http://www.sti.nasa.gov/to>, contains a searchable database, which includes an entry for every article ever featured. If you are familiar with companies that have successfully commercialized NASA technology and may be interested in this unique opportunity, please contact the *Spinoff* editors, Ms. Sarah Sheehan, ([sanderson@sti.nasa.gov](mailto:sanderson@sti.nasa.gov) or (301) 621-0244) or Ms. Rhiana Podraza, ([rpodraza@sti.nasa.gov](mailto:rpodraza@sti.nasa.gov) or (301) 621-0242).

To receive a printed copy of *Spinoff*, please contact the National Technology Transfer Center (NTTC) at (800) 678-6882, or visit the NTTC web site at <http://www.nttc.edu>.

### *Spinoff* on the Road

The *Spinoff* editors, Rhiana Podraza and Sarah Sheehan, attended the SAMPE 2001 conference in Long Beach, California from May 6-10, 2001. Sessions were offered by various NASA scientists and engineers, as well as other materials and processes experts. The *Spinoff* staff accompanied the NASA National Technology Transfer Center, complimenting their display. More than 39 percent of the 700 attendees picked up issues of *Spinoff* and other related materials. Special thanks to Tom Coleman of the NTTC, for all his assistance and efforts in making *Spinoffs* appearance possible.

### Special Feature: Excerpts from the Technology Commercialization Handbook

\*This document may also be found online at  
[http://www.nctn.hq.nasa.gov/division/commtechhandbook3\\_19.pdf](http://www.nctn.hq.nasa.gov/division/commtechhandbook3_19.pdf)

### Marketing and Finding Partners

Developing a marketing strategy and identifying potential partners for a NASA program/project's technologies and innovations is perhaps the most challenging part of the overall technology commercialization process. Each Center's Commercial Technology Office is available to support the NASA program/project in developing and implementing its commercialization/partnering strategy. This includes a range of activities to actively target and identify firms that have the capability to take a NASA technology from concept to the marketplace. Options available are:

- showcasing your technology to potential industry partners at trade shows;
- targeting companies by direct mail who are in an industry that can benefit from NASA technology;
- showcasing NASA technology at business seminars with high level corporate executives;
- targeting companies in different industries through magazines, public service announcements;
- promoting technologies through press releases to the media;
- accessing electronic commerce/TechFinder;
- through the national gateway at the NTTC; and
- through the regional gateway via the RTTC in your region

### NASA Tech Briefs

Based on results of a commercial evaluation of NASA-developed or funded technologies, an article describing the technology or innovation may be published in *NASA Tech Briefs*. This is a monthly magazine distributed free of charge to qualified subscribers, which publishes brief synopses (Tech Briefs) of NASA's new technologies that have been identified as having potential commercial value.

*NASA Tech Briefs* is:

- An official publication of NASA;
- A unique, powerful tool for engineers, managers, and scientists to reach industries they wish to target;
- The largest engineering magazine in circulation in the U S

*NASA Tech Briefs* is circulated to over 207,000 industry readers in the U S alone. The monthly magazine features exclusive reports of innovations developed by NASA and its industry partners/contractors that can be applied to develop new/improved products and solve engineering or manufacturing problems. The "Tech Briefs" span a wide array of fields, including electronics, physical sciences, materials, computer software, mechanics, machinery/automation, manufacturing/fabrication, mathematics/information sciences, and life sciences.

Most briefs offer a Technical Support Package (TSP) which explains the technology in greater detail and provides points of contact for questions or licensing discussions. *NASA Tech Briefs* also contains feature articles on successful NASA spinoffs, profiles of NASA tech transfer resources, and technology application stories. Regular news columns describe new patents, industry products, software, and literature.

#### **Technical Support Package (TSP)**

The Commercial Technology Offices at the Center may determine that a Technical Support Package or TSP needs to be developed for the new technology or innovation. Most technologies selected for *NASA Tech Briefs* have a TSP prepared for them. A TSP provides a full description of the item; a description of the problem it addresses; any unique features of the item; and the potential market applications. Appendix G is an example of a TSP. The innovator and/or program manager/COTR may be asked to assist. Contact your commercial technology office for information about publishing in *Tech Briefs*.

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