



Encouraging Regional Innovation

SSTI's 12th Annual Conference ::: October 14-16, 2008

Pre-conference — Tuesday, October 14

Pre-conference Workshops (separate registration fee required)

SSTI offers four intensive pre-conference workshops — each takes place at the InterContinental Hotel Cleveland. Registration in the main conference is not required to participate in a pre-conference workshop.

Full-day Workshops — includes workshop materials, continental breakfast, lunch and a.m. & p.m. breaks

8:30 a.m. - 9:00 a.m. Registration

9:00 a.m. - 4:30 p.m. • [Secrets to Successful Biocommercialization Support](#)
 • [Introduction to Tech-based Economic Development](#)

Half-day Workshops — includes workshop materials, afternoon refreshments and snacks

12:30 p.m. - 1:00 p.m. Registration

1:00 p.m. - 4:30 p.m. • [Creating and Strengthening Partnerships with Federal Laboratories](#)
 • [Effective Entrepreneurship Assistance](#)

Main Conference — Tuesday, October 14

Opening Reception for SSTI's 12th Annual Conference

The Opening Reception will take place at the entertaining Rock N Roll Hall of Fame. Registration to the main conference is required to attend the Opening Reception, which includes food, refreshments and full access to the Hall of Fame. Transportation will be provided beginning at 6:15 p.m.

6:30 p.m. - 10:30 p.m. Opening Reception hosted by NorTech at Rock N Roll Hall of Fame

Main Conference — Wednesday, October 15

All activities take place at the Intercontinental Hotel Cleveland unless otherwise noted.

6:15 a.m. - 7:15 a.m. • Hatha Yoga Class, offered by the Cleveland Clinic's Center for Integrative Medicine
 • Runners' Club

7:30 a.m. - 7:00 p.m.	TBED Hall of Success — poster session
7:30 a.m. - 8:30 a.m.	Registration Desk opens & continental breakfast
8:30 a.m. - 9:05 a.m.	Welcoming & Opening Remarks
9:05 a.m. - 10:15 a.m.	Plenary: Where Do We Go from Here? State Leaders' Perspectives
10:45 a.m. - 12:00 p.m.	<ul style="list-style-type: none"> • Semi-Plenary: Universities' Current and Future Role in Regional Innovation • Breakout Session: Where Do We Go from Here? Continuing the Discussion
12:00 p.m. - 1:10 p.m.	Lunch & Keynote provided by David Wilhelm, Founder and President of Woodland Venture Management
1:10 p.m. - 1:30 p.m.	<i>SSTI Excellence in TBED Awards</i> Presentation
2:00 p.m. - 3:15 p.m.	Concurrent Breakout Sessions <ul style="list-style-type: none"> • Open Innovation I: Industry Insights • Planning for Transitions • Fostering a Culture of Entrepreneurship • Excellence in TBED Award Presentations, Part One
3:45 p.m. - 5:00 p.m.	Concurrent Breakout Sessions <ul style="list-style-type: none"> • Open Innovation II: The Role for TBED • Assessing the Impact of TBED • Strategic Use of Federal Programs to Support TBED • The Northeast Ohio Strategy: Public-Private Partnerships Emerge as Key to TBED Success
5:00 p.m. - 7:00 p.m.	National Innovation Reception — sponsored by the Kansas Technology Enterprise Corp. (KTEC)
7:00 p.m. - ????	Dine-a-round — small group reservations made at several of Cleveland's finest restaurants (individuals pay for own dinner, sign up at registration center; limited number may participate)
8:00 p.m. - 11:00 p.m.	Wii Room & Bar sponsored by GSP Consulting — open to everyone!!!
7:00 p.m. - 9:00 p.m.	SSTI State Member Dinner (invitation only)

Main Conference — Thursday, October 16

All activities take place at the Intercontinental Hotel Cleveland unless otherwise noted.

6:30 a.m. - 7:30 a.m.	<ul style="list-style-type: none"> • Hatha Yoga Class, offered by the Cleveland Clinic's Center for Integrative Medicine • Runners' Club
8:00 a.m. - 2:30 p.m.	Conference Information Center reopens
8:00 a.m. - 2:15 p.m.	TBED Hall of Success — poster session continues National & Local Sponsor Exhibits continues
8:00 a.m. - 9:00 a.m.	Breakfast

9:00 a.m. - 10:15 a.m.	Concurrent Breakout Sessions <ul style="list-style-type: none"> • Alternative Sources for Financing TBED Initiatives • Innovative Approaches to Commercialization • A Leadership Role for Universities: Continuing the Discussion • Excellence in TBED Award Presentations, Part Two
10:45 a.m. - 12:00 p.m.	Concurrent Breakout Sessions <ul style="list-style-type: none"> • Semi-Plenary: Developing a Federal Agenda to Support State & Regional TBED • Becoming a Go-To Organization • Help Wanted: Building the TBED Workforce
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:15 p.m.	Trends: What's Next for TBED? — sponsored by the Greater Oklahoma City Chamber of Commerce
2:15 p.m.	Adjournment

Pre-conference Sessions — Tuesday, October 14

Secrets for Successful Biocommercialization Support **Tuesday, October 14 • 9:00 a.m. – 4:30 p.m.** **Intercontinental Hotel Cleveland**

To put together this very special day exploring successful biocommercialization through a technology-based economic development lens, SSTI is extremely fortunate to be partnering with [Cleveland Clinic Innovations](#), an enterprising organization within one of the world's leading private medical institutions that has rapidly developed an impressive record for commercializing life science technologies. We'll approach the topic from several perspectives – but all with the end in mind of how do we make state and local bio-innovation support initiatives more effective.

State and local activities specifically targeting the life sciences and biotechnology are the most numerous of the industry-focused approaches toward encouraging regional innovation. While the biosciences only employed 1.3 million in the country in 2006, the promise and potential growth – based on the \$29 billion of academic research conducted that year and the \$11.6 billion invested by venture capitalists in 2007 – is enough to cause states and communities to invest a few billion more toward ensuring the economic spillovers remain within their borders.

Enormous conferences are held each year for the biotech and biomedical industries, drawing tens of thousands of participants. But none – until this intensive full-day workshop – have focused specifically on how best do public-private initiatives assist bio-based businesses.

Topics will include:

- Understanding Medical Entrepreneurs – listening to and participating in candid interviews with members of the medical profession who have helped move their research into successful businesses.
- From MD to VC – experiences of medical professionals becoming financiers – how to approach them as funding partners for angel networks and venture capital funds. We'll also look at other public and private VC sources specifically targeting medical-related opportunities.
- Strategic & Tactical Issues for Biocommercialization – discussion of the services, support infrastructure and internal expertise needed to properly address and capitalize on the unique character of bioscience R&D.
- Exits & Economic Development – balancing political and economic expectations to how bioscience commercialization actually occurs through IPOs, M&As, etc. and making the most to maximize the economic development impacts.
- The Future of U.S. Bio Business – insights into how state, local and academic public policy and practice can prepare for and react to emerging challenges and trends in the life science

sectors

This event represents an exciting first for SSTI and TBED professionals focused specifically on supporting life science research and commercialization. Attendance will be limited to maximize the value for participants. We encourage you to register early. \$195 separate registration fee

[return to the top](#)

Introduction to Tech-based Economic Development

Tuesday, October 14 • 9:00 a.m. – 4:30 p.m.

Gaining a good understanding of tech-based economic development (TBED) - the approaches, vital elements, effective strategies, successful programs, proven policies, and important lessons learned from failures - will make your efforts in the field more rewarding.

This full-day interactive workshop is tailored to those professionals new to tech-based economic development. Attendance is always limited to a small group to ensure each participant benefits from the personalized session — walking away with a firm foundation for SSTI's full conference and for their TBED responsibilities back home.

In a format that is engaging, educational and enjoyable, you will discover proven programs and policies for creating technology companies, financing high-tech firms, commercializing technology, and developing productive university-industry partnerships. Attend the session to find out what your peers and colleagues in successful communities and states are doing to build tech-based economies.

One reason the workshop sells out year after year is that it is led by two of the top names in our field. If you're new to the field, there is no better way to prepare for the caliber of discussion and content at SSTI's 12th Annual Conference than to attend this full-day, highly interactive workshop examining the fundamental elements of successful tech-based economic development.

Presented by:

- Dan Berglund, President & CEO, SSTI
- Marsha Schachtel, Senior Fellow, Johns Hopkins Institute for Policy Studies

[return to the top](#)

Creating and Strengthening Relationships with Federal Laboratories

Tuesday, October 14 • 1:00 p.m. – 4:30 p.m.

The nation's federal laboratories have emerged as a tremendous resource for states and regions looking to build their tech-based economies. In fact, 42 of the top 100 innovations identified by *R&D Magazine* in 2006 were commercialized in partnership with one or more of our 700 federal laboratories. To keep that number growing, the federal labs are reaching out - looking for partnerships not only in their backyard, but across the country.

This half-day pre-conference session is tailored to those organizations looking to get in on the action, to get their foot in the door of the federal laboratories, and to strengthen existing ties in particular fields of research and commercialization.

The brightest brains from the leadership of the federal laboratory system and state TBED organizations with successful fed lab experience will be at the session to provide specialized help for those in attendance. All registrants will have the opportunity to describe their technological and commercialization needs in advance, which will be used to generate the session's content.

Session outline:

- Overview of various federal laboratory programs and partnerships Roundtable discussion on how to create productive relationships between TBED organizations and federal laboratories Discussion of working with labs from different agencies
- How to build partnerships with the federal laboratories' Technology Locator service
- Conclude with personal specialized assistance from both state TBED and federal laboratory representatives

Presenters include:

- Richard Brenner, Assistant Administrator, Office of Technology Transfer, Agricultural Research Service, USDA
- Dan Luton, Associate Director, Oklahoma Center for the Advancement of Science and Technology (OCAST)
- Belinda Padilla, Program Manager, Technology Transfer Division, Los Alamos National Laboratory
- Renée Winsky, President and Executive Director, Maryland Technology Development Corporation (TEDCO)
- John Slanina, Policy Analyst, SSTI

[return to the top](#)

Effective Entrepreneurship Assistance: Advice from the Experts**Tuesday, October 14 • 1:00 p.m. – 4:30 p.m.**

Although entrepreneurship is recognized as a necessary ingredient in building a sustainable innovation economy, there is no single "right" way to provide entrepreneurship assistance. But those initiatives that have demonstrated a history of success are beginning to attract global attention for their achievements. Now, rather than traveling the country to learn firsthand about the programs, we've gathered some of the nation's most respected leaders to share their experience and lessons learned.

This half-day pre-conference session will provide a behind-the-scenes look at some of the country's most effective entrepreneurship programs and the strategies that have helped them succeed. Presenters from internationally-recognized regional and state initiatives will provide insight into building an entrepreneurial culture, identifying potential entrepreneurs, connecting new business owners to the resources they need and helping to build high-growth firms. The session will include examples from both metropolitan and rural regions.

Richard Bendis of Bendis Investment Group LLC will lead the discussion, which will feature an in-depth exploration of successful programs and give you the opportunity to ask the experts about shaping and executing an effective entrepreneurship strategy that's best suited for your region.

Presenters include:

- Ray Leach, CEO, JumpStart Inc.
- Tom Walker, President & CEO, i2E

Moderator:

- Richard Bendis, President & CEO, Bendis Investment Group LLC

[return to the top](#)

Main Conference Sessions — Wednesday, October 15**Plenary: Where Do We Go from Here? State Leaders' Perspectives****9:05 a.m. – 10:15 a.m.**

This is the first of four highly interactive plenary and semi-plenary sessions dedicated to exploring the future look of technology-based economic development. We'll use instant audience polling and a relaxed interview format to explore some of the biggest challenges facing the economic development field: how do we best integrate TBED with more traditional economic development approaches? With budgets tightening, what investments are most important to sustain for state economic development efforts? How do cluster strategies and industrial recruitment fit into future economic development? Can workforce development, K-20 education and economic development be assimilated into a unified public policy strategy at the state level? How can TBED, economic development and state energy strategies be coordinated? What will state economic development look like in 10 years?

Discussants:

- Lee Fisher, Lieutenant Governor, State of Ohio
- John Richardson, Commissioner, Maine Department of Economic and Community Development
- Dennis Yablonsky, Secretary of Community and Economic Development, Commonwealth of Pennsylvania

Facilitator:

- Edward (Ned) Hill, Vice President for Economic Development, Cleveland State University

[return to schedule](#)

Semi-Plenary: Universities' Current and Future Role in Regional Innovation

10:45 a.m. – 12:00 p.m.

Our second interactive session dedicated to the future of TBED, this time examining the challenges facing one of the most central partners for regional innovation: higher education. We're fortunate to be able to draw on the expertise and insights of national leaders who are actively immersed in regional technology-based economic development initiatives. Instant audience response and a casual interview format will allow participants to engage in a forward-thinking discussion on a wide array of topics. What we expect from our universities is rapidly changing-- even if policymakers and politicians are not clearly stating what those expectations are. As states simultaneously fund ambitious centers of excellence while cutting core operating support, today's environment for universities is entirely different from that of just 10 years ago...and the environment 10 years from now will be entirely different from today. But where are we heading, where should we be heading, and what does it mean for the tech-based economic development community and universities? There are no shortages of opinions on both sides of every one of those items so this promises to be a lively session!

[return to schedule](#)

Where Do We Go From Here? Continuing the Discussion

10:45 a.m. – 12:00 p.m.

We expect our introductory session looking at the future relationship of tech-based economic development with conventional economic development will raise a number of issues and ideas that require further exploration among conference participants. In this session, we'll continue the discussion among practitioners and policymakers to chart how to put the best emerging ideas into real practice.

Facilitator:

- Kenneth Poole, CEO, Center for Regional Economic Competitiveness (CREC)

[return to schedule](#)

Insights on Open Innovation (Parts I and II)

In the global marketplace, many firms are searching for novel technologies and products originating from sources external to the company. This two-part series of sessions will explore Open Innovation in detail. The first panel session features the opportunity to discuss the issue with top industry leaders while they share their perspectives on this emerging global trend. The second session turns the focus back to the practice of supporting regional economic growth, answering the question: how should TBED organizations amend or adjust their strategies to capitalize on Open Innovation opportunities?

Open Innovation I: Industry Insights

2:00 p.m. – 3:15 p.m.

Moderator:

- Lee Cheatham, Executive Director, Washington Technology Center

[return to schedule](#)

Open Innovation II: The Role for TBED

3:45 p.m. – 5:00 p.m.

Facilitator:

- Lee Cheatham, Executive Director, Washington Technology Center

[return to schedule](#)

Planning for Transitions

2:00 p.m. – 3:15 p.m.

Everyone knows there will be a new occupant in the White House in January, but TBED practitioners across the country already should be focused toward 2010 - when 36 states have gubernatorial

elections and at least 18 will see new governors because of term limits or retirements. Many state legislative chambers also are likely to experience change due to term limits, changing demographics and the continual swing of the political spectrum. Add tight fiscal pressures from the economic downturn and maintaining momentum for your TBED investments could be challenging in most states. This session will explore what steps you need to take - beginning today - to protect and expand your state's investments in scientific research, entrepreneurship, and technological innovation.

Facilitator:

- Sheri Stickley, Deputy Director for Strategic Planning & Initiatives, Oklahoma Department of Commerce

[return to schedule](#)

Fostering a Culture of Entrepreneurship

2:00 p.m. – 3:15 p.m.

TBED initiatives provide valuable support to the innovation community, but without a culture that motivates people to start new businesses, no high-tech economy can sustain itself. This discussion will explore the motivations behind entrepreneurship and how TBED organizations can contribute to an environment that encourages and rewards new venture creation. Panelists also will discuss how organizations can catalyze new business starts through networking, matchmaking and creative use of innovative spaces.

Presenters:

- Ernie Dianastasis, Managing Director, CAI and Chairman, First State Innovation
- Tony Redpath, Vice President, Partner Programs, MaRS Discovery District

Moderator:

- Richard Bendis, President & CEO, Bendis Investment Group LLC

[return to schedule](#)

SSTI Awards for TBED Excellence, Part One

2:00 p.m. – 3:15 p.m.

SSTI's second annual awards recognizing excellence in technology-based economic development emphasize the impact, strategic value and replicability of some of the nation's top initiatives. These two sessions will provide conference participants the opportunity to explore the award winning programs in depth directly with program administrators. Comments we received after last year's sessions say it all: "great! most beneficial program info!" and "this was the best session I attended" and "a great drill down into award winning programs" and "very valuable - frank, open opinion and discussion." This year promises more of the same! Awardee presenters will be announced closer to the conference date.

[return to schedule](#)

Assessing the Impact of TBED

3:45 p.m. – 5:00 p.m.

Understanding and documenting the economic and social impacts of public investments to encourage regional innovation are absolute musts for every TBED initiative - regardless of size and targeted audience. As a result, measuring impact is a perennial challenge, one that has been addressed using a variety of approaches for the varying types of assistance or policy intervention. Good TBED evaluation requires the right blend of possibilities, politics and pragmatism. In this session, we'll examine better approaches to impact assessment via a no-holds-barred discussion with two of the best practitioner minds on the topic.

Panelists:

- Rebecca Bagley, Deputy Secretary for Technology Investment Office, Pennsylvania Department of Community and Economic Development
- Deborah Cummings, Assistant Director, Technology and Innovation Division, Ohio Department of Development

Moderator:

- Mark Skinner, Vice President, SSTI

[return to schedule](#)

Strategic Use of Federal Programs to Support TBED

3:45 p.m. – 5:00 p.m.

A diverse funding base for TBED efforts is always best, but the growing budget crises facing state and local governments may necessitate tapping new sources as simply a matter of survival. Even if you aren't in budget straits, this session will provide a valuable overview of federal programs supporting state, local, and university technology-based economic development initiatives and how those opportunities can be leveraged strategically. By offering examples of successful and unsuccessful collaborations with federal agencies, this discussion will help TBED professionals make the most of federal resources.

Presenters:

- Phillip Singerman, Senior Vice President, B&D Consulting
- Phillip Battle, Policy Analyst, SSTI

[return to schedule](#)

The Northeast Ohio Strategy: Public Private Partnerships Emerge as Key to TBED Success

3:45 p.m. – 5:00 p.m.

The importance of public-private partnerships emerged as an enabling factor in the revitalization of the Northeast Ohio economy during early 1980s. Since then, those relationships and investments in technology, innovation, entrepreneurship, have evolved and grown as we strive to make our regional economy globally-competitive. In this session, we'll hear how the Northeast Ohio TBED strategy has evolved and continues to be part of their sustainable model.

Panelists:

- David Abbott, Chairman, The Fund for Our Economic Future and Executive Director, The George Gund Foundation
- Dorothy Baunach, President and CEO, NorTech
- Baiju Shah, President, BioEnterprise

Moderator:

- Joseph Roman, President and CEO, Greater Cleveland Partnership

[return to schedule](#)

Main Conference Sessions — Thursday, October 16

Alternative Sources for Financing TBED Initiatives

9:00 a.m. – 10:15 a.m.

Direct state appropriations and federal earmarks are two of the better known ways to fund regional innovation support - but not the only ways. Foundations increasingly are recognizing smart tech-based economic development investments may be very effective toward reaching more traditionally identified social goals. Other TBED initiatives are creatively securing dedicated public funding. In this enlightening session we'll explore examples of non-traditional funding sources from around the country, drawing on the practical experiences of both the funder and funded for these alternative approaches and funding mechanisms.

Panelists:

- Sandra Johnson, Executive Vice President, Flinn Foundation
- Tom Thornton, President and CEO, Kansas Bioscience Authority
- John Slanina, Policy Analyst, SSTI

[return to schedule](#)

Innovative Approaches to Commercialization

9:00 a.m. – 10:15 a.m.

Faced with the task of bridging the gap between research institutions and industry, many institutions are looking to move beyond the traditional Bayh-Dole model of technology commercialization. This panel discussion will examine several commercialization strategies that have been successful in bringing together universities, federal laboratories and private industry in a way that is responsive to the market and the technology needs of businesses. Panelists also will address innovative approaches to intellectual property management and how these methods can drive successful commercialization.

Panelists:

- Stephen Dahms, President and CEO, Alfred E. Mann Foundation for Biomedical Engineering
- Jack Savidge, Technology and Business Advisor, William J. von Liebig Center for Entrepreneurism and Technology Advancement at UCSD

Moderator:

- Martha Connolly, Director, Maryland Industrial Partnerships

[return to schedule](#)

A Leadership Role for Universities in Regional Innovation: Continuing the Discussion**9:00 a.m. – 10:15 a.m.**

Many communities are looking to universities for leadership in building a more vibrant economy. This facilitated discussion will continue our exploration of the issues identified in Wednesday's semi-plenary session on the current and future roles of university in regional innovation. Particular emphasis will be given to drawing out successful examples leadership based on forging strong partnerships with communities, within university administrations, and across academic disciplines, colleges and offices.

[return to schedule](#)

SSTI Awards for TBED Excellence, Part Two**9:00 a.m. – 10:15 a.m.**

SSTI's second annual awards recognizing excellence in technology-based economic development emphasize the impact, strategic value and replicability of some of the nation's top initiatives. These two sessions will provide conference participants the opportunity to explore the award winning programs in depth directly with program administrators. Comments we received after last year's sessions say it all: "great! most beneficial program info!" and "this was the best session I attended" and "a great drill down into award winning programs" and "very valuable - frank, open opinion and discussion." This year promises more of the same! Awardee presenters will be announced closer to the conference date.

[return to schedule](#)

Semi-Plenary: Developing a Federal Agenda to Support State & Regional TBED**10:45 a.m. - 12:00 p.m.**

Two years and numerous reports from Washington think tanks on a national innovation agenda have produced calls for action and little more. Left out in much of the discussion are the people on the front lines of the nation's innovation support system: the state, regional and university tech-based economic development community. That's going to change in our third interactive session dedicated to the future of TBED. This time, we'll focus our instant polling and moderated discussion exclusively on what state and regional TBED organizations really need, want and don't want from Washington to maintain regional competitiveness.

[return to schedule](#)

Becoming a Go-To Organization**10:45 a.m. – 12:00 p.m.**

The last decade has seen an explosion in the number of organizations and programs attempting to promote growth through tech-based economic development. As the field grows more crowded and funding sources more limited, establishing and maintaining your organization's prominent position for policy and service delivery is a critically important challenge. This session will share insights from successful leaders who strategically built effective relationships, formed collaborative partnerships, and deployed proven marketing techniques to ensure the innovation goals of their region are being addressed most efficiently.

Panelists:

- Michael A. Finney, President and CEO, Ann Arbor SPARK
- Renée Winsky, President and Executive Director, Maryland Technology Development Corporation
- Steven Zylstra, President and CEO, Arizona Technology Council

Moderator:

- Josh O' Brien, Senior Business Development Manager, Biosciences, Greater Oklahoma City

Chamber

[return to schedule](#)

Help Wanted: Building the TBED Workforce

10:45 a.m. – 12:00 p.m.

From entrepreneurs to university researchers to computer programmers, highly-skilled workers are essential to the growth of a technology economy. This session will examine how high-tech professionals make their decisions about where to live and work, and how TBED organizations can attract these workers to their region.

[return to schedule](#)

Trends: What's Next for TBED?

1:00 p.m. – 2:15 p.m.

SSTI's 12th Annual Conference will wrap up with a perennial favorite: Our capstone session will tie together everything we've learned through discussions during the interactive plenaries, semi-plenaries and breakout discussions with the addition of SSTI's distillation of the latest developments and trends affecting TBED, the most daunting challenges ahead and their implications for TBED policymakers and program managers. Aided by instant polling and active audience participation, SSTI's President and CEO will once again serve as both provocateur and community builder in this engaging session. As an added bonus this year, our closing session is generously sponsored by the Greater Oklahoma City Chamber of Commerce, which enables us to prepare proceedings for distribution following the event!

Facilitator:

- Dan Berglund, President & CEO, SSTI

[return to schedule](#)