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SSTi's 7th Annual Conference  
October 21-22, 2003  
Seattle, Washington

*Photo: Bell Harbor International  
Conference Center (conf. site)*

# Building Tech-based Economies: From Policy to Practice

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[www.ssti.org](http://www.ssti.org)



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**T**he key to tech-based economic development is getting the right people together at the right time in the right place...



SSTI's annual conferences have proven to be that place for technology-based economic development practitioners and policymakers.

The reputation of SSTI's annual conference as the premier professional development event for the field has grown dramatically each year. As you'll see inside this brochure, the 7th annual conference once again delivers the information and event you, your staff, your clients, your community, and your region need to build a more vibrant innovation-based economy.

SSTI has crafted an impressive slate of 24 high impact sessions, led by the top in the field on the most critical and pressing subjects:

- **technology entrepreneurship** - we're offering a six-pack of exciting sessions

developed in partnership with the Ewing Marion Kauffman Foundation for fostering and sustaining tech entrepreneurship;

- **research universities' contribution** to local and state economic growth — five sessions to strengthen the partnership between academia and economic development toward the common goals of R&D and technology commercialization;
- **the right tools to improve program performance** and expand your reach through accurate measurement, effective marketing and stable funding; and,
- **timely topics** on issues such as homeland security, financing life science firms, the future of manufacturing, and rural tech-based economic development.

In short, there are lessons to be learned from others' successes and failures. Experiences shared, new partnerships formed, and innovative ideas discussed are sure to strengthen every state, region, local and university effort that aims to create a new competitiveness.



SSTI's annual conference offers the best opportunity for practitioners and policymakers to assess where we've been, where we want to be, and the best strategies to get there.

It's simple. The communities, universities, regions and states leading the next economic boom will be there — will you?

## *A few extras...*



- ♦ SSTI's 7th annual conference is recognized by the **International Economic Development Council (IEDC)** as a professional development event that counts toward the recertification of Certified Economic Developers (CECD).
- ♦ SSTI is a national nonprofit organization dedicated to improving government-industry programs that encourage economic growth through the application of science & technology.
- ♦ Visit SSTI at **[www.ssti.org](http://www.ssti.org)**.

*Hotel & Pre-conference Site*  
**The Seattle Marriott Waterfront**



**S**STI has reserved a block of rooms at a phenomenal rate for downtown at the brand new **Seattle Marriott Waterfront**, conveniently located across from Bell Harbor. Having just opened in April 2003, the hotel offers spectacular views from every room, ranging from the downtown city skyline, Mt. Rainier, magnificent Elliott Bay and the majestic Olympic Mountains.

The Seattle Marriott Waterfront – situated between piers 62/63 and 66 – borders Seattle's most popular waterfront sites and is within walking distance to the city's major downtown attractions: Pike Place Market, Seattle Aquarium, Space Needle, Seattle Center, Experience Music Project, Washington State Ferries, Victoria Clipper, shopping and financial districts.

Be sure to receive your discounted room rate of \$162 (single/double) by mentioning you will be attending the SSTI Conference. You can make your hotel reservation by calling 1-800-228-9290. To receive this great rate, you must make your hotel reservation before Friday, September 19, 2003.

**Note: All pre-conference sessions will be located at The Seattle Marriott Waterfront.**

## *2 ~ Pre-conference Sessions*

### *Monday, October 20, 2003*

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#### *Half-day Workshop*

#### **Developing Angel Organizations: A Practical Guide**

**1:00 – 4:30 p.m.**

Access to capital sources is an essential element for building a tech-based economy and growing thriving businesses. Policymakers and practitioners in many regions worry about how their tech firms will finance growth as the contraction of the venture capital industry continues to capture the headlines.

In the meantime, angel investors – who have received little press – have provided significant financing of entrepreneurial companies. Experts estimate that, on a cumulative basis, angel investments have been double that of venture capital over the last 30 years. Further, angels are financing start-up and early stage businesses, filling a void left by VCs. Angels recognize opportunity exists even in a risk-averse market and are putting up their money as proof.

Angels can be found or nurtured anywhere. Or can they? How does a tech start-up find a good angel? How does an angel find a good start-up? How do angels find each other for financing larger opportunities?

Increasingly savvy regions and states have been working to encourage the creation and success of angel investor organizations to help companies tap into angel investments. The

number of angel organizations has tripled since 1995. These groups of angel investors are looking for deal flow and can make larger investments by combining their resources. But just as the weather varies across the country, so too, does the philosophy, the motivations, and the depth of the pockets of its angels. What's the best way to develop a strong angel investor community in your region?

Presented by the Ewing Marion Kauffman Foundation, this half-day workshop will focus on the development of angel organizations, including a step-by-step process for determining whether or not your community can support an angel organization and, if it can, the organizational type and structure that is right for the involved investors and your community.

#### **Presenter:**

- Ms. Susan Preston,  
Kauffman Entrepreneur-in-Residence,  
Ewing Marion Kauffman Foundation
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#### *Full-day Workshop*

#### **Financing Technology-based Economic Development: New Times, New Strategies**

**9:00 a.m. – 4:30 p.m.**

What alternate sources of funding are best? Earmarks? Foundations? EDA funds? Revenue bonds? Private contributions? Should you privatize? Where do you start?



# Pre-conference Sessions cont. ~ 3

Monday, October 20, 2003

You may be asking yourself: do I really need to worry about this?

It can all be a bit intimidating, but after too many rounds of across-the-board cuts, your programs' effectiveness could start to bleed. Can you afford to wait?

Maybe. Perhaps your tech-based economic development (TBED) program will be one of the lucky ones that escapes the double impact of record federal deficits and the bleak forecast for the states' 2004 fiscal situation.

A safer bet is, given the continuing fiscal crisis, if your TBED effort isn't exploring alternate sources of funding, it will be soon.

In this intensive full-day session, we'll look at the pros and cons, dos and don'ts, nuances and intricacies of incorporating non-state and alternative state finances into your TBED funding portfolio.

We'll be drawing on the expertise of:

- foundation leaders who have put millions into TBED programs
- TBED organizations that can tell the story of securing Congressional earmarks
- a lobbyist disclosing how to work with and win over elected officials, and
- an EDA insider and EDA grant recipients on the process for gaining EDA funding.

More information on the workshop slate will be available at [www.ssti.org](http://www.ssti.org).

Diversifying your funding base won't be easy – and none of these people will tell you otherwise. This stimulating workshop will give participants an honest and eye-opening assessment of the challenges presented, the risks taken, the limitations encountered, the prices paid, the payoffs earned, and the benefits gained by securing alternate funding.

**Can your organization, your clients, your community, afford for you to miss this?**

*Full-day Workshop*

## **An Introduction to Tech-based Economic Development**

**9:00 a.m. - 4:30 p.m.**

Gaining a good understanding of tech-based economic development – 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.

Expanded to a full-day, this 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 afterward with a firm foundation for SSTI's full conference and for their tech-based economic development responsibilities back home.

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.

**Presenters:**

- Mr. Dan Berglund, President and CEO, SSTI
- Ms. Marsha Schachtel, Senior Fellow, Institute for Policy Studies, Johns Hopkins University

*Note:* This popular workshop sells out. Register early for the best chance to ensure participation.



## 4 ~ Main Sessions, October 21-22, 2003

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### **Building and Sustaining Legislative Support**

Tired of the "Legislator, can you spare a dime" routine every budget cycle? Whether budget times are flush as they were a few years ago or tight as they are now, having lasting legislative buy-in is a prerequisite for most successful tech-based economic development. But how do you get it and once you get it how do you keep it? In this session, we'll learn from the experiences of two states: one that has

just recently made the case that significant investment in science and technology is important and the other that has managed to sustain consistent legislative support for two decades.

#### **Presenters:**

- The Honorable David Ford, Indiana State Senator
- Mr. Chad Paul, CEO, Ben Franklin Technology Partners of Northeastern PA

### **Effective Marketing: What's the Story?**

You can have the best program in the country, but without an effective marketing strategy, few of your potential clients or prospective funding sources will know it. We'll look at the keys to deploying forceful marketing strategies – from defining who you are and who your multiple audiences are to how to reach those audiences efficiently – and the experiences of one organization which has developed an exemplary approach.

#### **Presenters:**

- Mr. Scott Levy, Levy Sheckler
  - Mr. Kevin Lane, Director of Public Relations, Pittsburgh Technology Council
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### *SSTI's Conference Bookstore* **Completing Your TBED Toolchest . . .**

**S**killed craftsmen and women always say, "Use the right tool for the job." In the multi-faceted field of tech-based economic development, gaining a firm grasp of the complex issues confronting your clients, constituency or community is the first tool for *successful program design, implementation and evaluation*.

While you are at the conference, grab a cup of coffee and wander into our bookstore at the Bell Harbor International Conference Center. SSTI has handpicked *more than 120 of the best titles* available to aid the policy, practice and study of tech-based economic development. Whether you're just starting out in the field or a seasoned professional managing a large portfolio of programs,

SSTI is confident you will discover at least one book or publication – more often than not, several – that will significantly improve your understanding and application of tech-based economic development policies.

With online bookstore prices and the convenience of real-life browsing, the *SSTI Conference Bookstore should not be missed!* Find perfect reading for the plane ride home!



### **The Whys and Hows of Performance Measurement – and Perils of Avoidance**

In this session, we examine one of the hallmarks of a strong tech-based economic development program: that it has an integrated performance measurement system in place. The system could be used to better manage programs or to help make the case for public support. We'll explore why performance measurement is important and approaches that can be taken, and report on the results of a new survey that will help you benchmark your evaluation system against others.

#### **Presenters:**

- Dr. Ken Poole, Executive Director, ACCRA
- Dr. Julia Melkers, Associate Professor, College of Urban Planning and Public Affairs, University of Illinois-Chicago

## Main Sessions cont. ~ 5

### Performance Measurement Under the Microscope: A Close Look at Two Case Studies

Measuring performance is of critical importance, but it makes some program managers and policymakers squirm because it can be viewed as difficult, costly, and imprecise. In this session, we'll consider the experiences of two programs that tackled the issue head-on, producing reports that not only help program managers understand what's working, but also demonstrate the real impact the programs are having.

#### Presenters:

- Mr. Robert Gittler, Coordinator of Regional Initiatives, Ben Franklin Technology Partners of Southeastern PA
- Dr. Charles Colgan, Professor, Edmund S. Muskie School of Public Service, University of Southern Maine

### Survivors of the Fiscal Winter of '02-'04: A Roundtable Discussion

During the last two years, we've seen some venerable tech-based economic development programs have their budgets frozen, cut cold to the core, or even blown completely away. What's to be learned from their experiences or from those that are surviving? Is it all bad news? Did you realize there's been nearly a billion dollars in new commitments from the states to tech-based economic development during the same period? We'll use SSTI's analysis of the situation as a starting point for

what promises to be a lively discussion with concrete suggestions on how not just to survive, but to thrive in a tight economy. For mature audiences only.

#### Discussion led by:

- Mr. Dan Berglund, President and CEO, SSTI

### Adding Power to Your Innovation Index: Turning Assessment into Motivation

An innovation index (or S&T report card as it's sometimes called) can be a powerful tool in communicating where you stand and where you should be going. But what data best convey the issues of importance for tech-based economic development? What's the best way to present it so it doesn't end up on a shelf? How do you transform the data into a motivating message and action plan that your audiences embrace? These are only some of the questions our expert panel will address in this informative session.

#### Panelists:

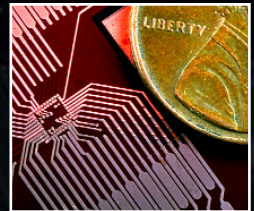
- Mr. Bob Kispert, Director of Federal Programs, Massachusetts Technology Collaborative
- Dr. Lynn Stabler, Vice President for Policy and Analysis, Mississippi Technology Alliance
- Mr. Tab Wilkins, Director of Operations, Washington Technology Center



SSTI promises . . .

## The Highest Caliber Content

The conference agenda is set each year by SSTI's member organizations, ensuring the conference sessions are of the *greatest value for participants*. It's about timely and intense professional development courses, not commercials.



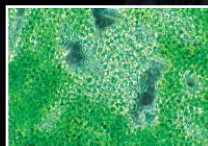




SSTI delivers . . .

## Quality over Quantity

Fighting hundreds of attendees at conferences to meet or find the right people isn't fun. We don't call that networking. At SSTI's annual conference, *audience size is limited* to encourage open and creative exchange. It's about conversation with your peers, not speed dating. This is *not* an event for the masses.



## 6 ~ Main Sessions, October 21-22, 2003

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### A Conference-within-a-Conference

### The SSTI-Kauffman Track for Tech Entrepreneurship

**U**ntil now, the opportunities have been fairly limited for tech-based economic developers to learn from the lessons of fellow practitioners running successful entrepreneurship programs. Through a unique partnership with the Ewing Marion Kauffman Foundation, SSTI is excited to offer a track of six breakout sessions dedicated to sharing and documenting the specific policies, strategies and practices that foster technology entrepreneurship.

The link between tech entrepreneurship and sustained growth is increasingly recognized by economic developers. As a result, myriad exciting approaches to encourage tech entrepreneurship have sprung up across the country.

These same entrepreneurship programs face unparalleled challenges for the foreseeable future, however. State and local fiscal constraints limit the service delivery capabilities of many initiatives, while also demanding new approaches to creating

opportunity for entrepreneurial success. The contraction of the venture capital market, with the disappearance of viable exit strategies, makes launching and growing capital-intensive, technology-based enterprises more difficult. These challenges are occurring when, due to the economic downturn, the need has grown significantly to encourage entrepreneurship and help tech businesses thrive and grow.

The need, too, is greater for practitioners and policymakers to share tools, tips and techniques on successful approaches to encouraging entrepreneurship. That's where SSTI's 7th annual conference plays a key role.

To make sure the track is of optimal value for all participants, it is based on the expertise and support of the nation's leading organization for entrepreneurship, the Kauffman Foundation. Together we've crafted six high-impact sessions that will reward attendees with excitement and insights to take back to your local efforts — whether you're just starting or well on your way.

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E W I N G M A R I O N  
KAUFFMAN FOUNDATION

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# Main Sessions cont. ~ 7

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## Best Practices for Encouraging Technology Entrepreneurship

Efforts to encourage technology-based entrepreneurship have been underway for at least three decades, and with that long of a track record there are lots of lessons to be learned. In this session we'll examine two of the best programs in the country: the Council for Entrepreneurial Development (CED) and Larta. Between the two of them they've helped hundreds of entrepreneurs, implemented innovative programs, and assisted client companies to raise hundreds-of-millions of dollars.

### Presenters:

- Ms. Monica Doss, President, Council for Entrepreneurial Development
- Mr. Victor Hwang, Chief Operating Officer, Larta

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## What Works for Entrepreneurship: A Roundtable Discussion

Policymakers and practitioners have a range of options available in the area of entrepreneurship — everything from entrepreneurship dorms at universities to angel investing, to celebrating entrepreneurship, to intensive assistance for entrepreneurs. Join this freewheeling roundtable discussion to share your experiences and learn from others about what works and what doesn't for entrepreneurship.

## Entrepreneurship-driven Development: Linkages

This highly interactive session will share groundbreaking findings about the dynamic relationship between innovation, entrepreneurship and regional economic growth and development. The session will examine the level of entrepreneurship within and across all U.S. regions over time and will demonstrate and analyze the linkages between innovation, entrepreneurial activity and regional economic growth.

### Presenter:

- Dr. Jennifer Montana, Partner, Advanced Research Technologies, LLC

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## Advanced Technology Entrepreneurship Development

It isn't just about start-ups. Helping to sustain entrepreneurial tech firms requires talents and tools beyond writing a business plan and securing the first round of financing. Drawing on Oklahoma's proven record of success, this engaging-yet-advanced session will explore the finer art and technique of consulting with tech entrepreneurs.

### Presenters:

- Ms. Sheri Stickley, Director of Technology Development Programs, Oklahoma Center for the Advancement of Science and Technology (OCAST)
- Mr. Tom Walker, Executive Vice President and COO, Oklahoma Technology Commercialization Center

## Top 10 Policies for Technology Entrepreneurship

Beyond funding specific programs to assist entrepreneurs in starting and sustaining their businesses, there are a range of policy options to be considered for encouraging lasting entrepreneurship. With both policymakers and practitioners in mind, this session will explore the top 10 policies proven to promote technology entrepreneurship.

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## Developing an Entrepreneurial Culture

One of the elements required for a tech-based economy is an entrepreneurial culture — an environment where entrepreneurship is a matter of routine. But needing one and having one are two entirely different things. How exactly do you develop an entrepreneurial culture? One of the nation's leading experts on entrepreneurship will provide practical tips on creating an entrepreneurial mindset throughout your community.

### Presenter:

- Dr. Patricia Greene, Dean of Undergraduate Programs, Babson College



## 8 ~ Main Sessions, October 21-22, 2003

### Industry-driven Tips For Working with Federal Labs

For most areas of the country, the 700+ federal labs are valuable, but largely untapped, assets for building stronger tech-based firms. We'll hear directly from several companies on what is required to establish and maintain a successful relationship with a federal lab. These industry representatives will offer rock-solid advice on how to identify a federal lab partner and how to work within the federal lab system through research, development and commercialization.

#### Presenters:

- Dr. Philipp Kirsch, President and Founder, IPM Tech
- Mr. Robert McClain, Project Leader, Ondeo Nalco Energy Services

### What's Cooking at Breakfast? A Policy and Program Clinic

Looking for great advice to build a tech-based economy, but can't afford expert consultant fees? Combine your hot breakfast with hot discussion as a panel including some of the top thinkers and practitioners in tech-based economic development take on tough questions from conference participants. This lively, engaging and informal session is fast becoming a perennial favorite for SSTI conferees.

### The Future of Manufacturing and What We Do About It: A Roundtable Discussion

Manufacturing is continuing to shed thousands of jobs — high-paying jobs that may never return. The realities of globalization are settling in as small manufacturers are hit hard and

competition from China continues to increase. What is manufacturing's future in the United States, and how do states, regions and communities prepare for it? Join this roundtable discussion to share ideas on what policymakers and practitioners are and can be doing.

#### Discussion led by:

- Dr. Ken Poole, CEO, Center for Regional Economic Competitiveness

### Keynote Speaker

## David Giuliani

### Founder and Chairman, Pacific Bioscience Labs

**D**avid Giuliani is a serial entrepreneur and the founder and chairman of his eighth startup, Pacific Bioscience Labs, a developmental-stage company. Prior to his current venture, he co-founded and was the CEO of Optiva Corporation, which developed the Sonicare® sonic toothbrush. Optiva was acquired in late 2000 by Royal Philips Electronics of the Netherlands. Prior to Optiva, he co-founded International Biomedics, a biotechnology company that pioneered a state-of-the-art optic sensor, which continuously monitors arterial blood bases in critically ill patients.



Mr. Giuliani was recognized for his innovative business practices when he

participated as a featured speaker in the 1996 White House Conference on Corporate Responsibility. In 1997, he was named "Entrepreneur of the Year" for the U.S., an award presented by the Small Business Administration.

He recently stepped down as chairman of the Washington Technology Center, Washington's statewide science and technology organization committed to accelerating the innovation-based economy.

Mr. Giuliani received his B.S. from the University of California, studied graduate level electrical engineering and business at Stanford University, and has authored over a dozen U.S. patents. He enjoys hiking, playing acoustic guitar, studying Italian, and all the things he couldn't do as a denizen of the corporate world.

## Main Sessions cont. ~ 9



### Homeland Security: Understanding the Opportunities

With nearly \$1 billion being invested in science and technology at the Department of Homeland Security (DHS) next year, thousands of technology companies across the country are trying to tap into this new funding source. But understanding the opportunities in this new field and rapidly changing organization is challenging. This session will help make sense of what DHS is trying to accomplish and how it's going about it.

#### Presenter:

- Dr. John Voeller, ASME Fellow, Department of Homeland Security and Chief Technology Officer, BV Solutions Group, Inc.

### Bringing the Innovation Economy to a Town Near You: Strategies for Rural Tech-based Economic Development

Rural areas can be aggressive participants in tech-based economic development — and reap the results of their efforts with strong tech firms and high wage jobs. We'll hear directly about two unique examples of how states have taken advantage of rural areas' distinctive characteristics, learning firsthand how less populated areas can keep pace and lead in the Innovation Economy.

#### Presenters:

- Mr. Ed Meyer, Associate Director, Utah Business Development Program
- Dr. William Brundage, Commissioner, Kentucky Office for the New Economy

### Financing Early Stage Life Sciences Companies

The life sciences are undisputedly today's darlings of the tech-based economic development community, but biotechnology commercialization has unique and complex needs that make securing financing for research and young start ups particularly challenging. The National Institutes of Health funds the preponderance of basic life science research in this country and, through the NIH SBIR program, also has supported thousands of early-stage biotech companies. Each life science technology is unique, though, and SBIR isn't always the best route to commercialization. With the expert guidance of the NIH SBIR Program Manager and a venture capitalist schooled in funding biotech firms, this session will explore alternate strategies for building your bio-based economy one viable company at a time.

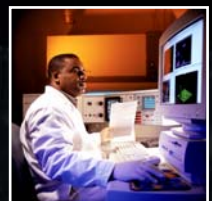
#### Presenters:

- Dr. Jo Anne Goodnight, SBIR/STTR Program Coordinator, National Institutes of Health
- Mr. Chuck Hirsch, Managing Partner, Madrona Venture Group

## If you're interested in...

- building a vibrant tech-based economy,
- supporting entrepreneurship,
- capitalizing on universities' impacts on local and regional development,
- encouraging strong partnerships among industry, academia, and federal labs,
- extending economic growth to all regions and population groups,
- improving the impact of your tech-based economic development program portfolio,

...then *Building Tech-based Economies: From Policy to Practice* is for you!



# *Tuesday, October 21, 2003*

7:00-8:00 a.m. Registration and Continental Breakfast

8:00-8:45 a.m. Welcoming Remarks and Conference Overview

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|-----------------|--|---|---|--|
| 9:00-10:15 a.m. | Universities as Partners in Local TBED | Entrepreneurship-driven Development: Linkages | Adding Power to Your Innovation Index: Turning Assessment into Motivation | Regional Collaboration: Building Success Across Boundaries |
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|                  |   |   |  |  |
|------------------|---|---|--|--|
| 10:45-12:00 p.m. | Financing University Technology Commercialization | Top 10 Policies for Technology Entrepreneurship | From Reports to Results: Implementation of The Strategy for Sustainable 'Innovation Churn' | The Future of Manufacturing and What We Do About it: A Roundtable Discussion |
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**12:00 – 1:30 p.m. Lunch and Keynote Address by David Giuliani**

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|----------------|---|--|--|--|
| 2:00-3:15 p.m. | Industry Perspectives on Working With Universities: What You Need to Know | Best Practices for Encouraging Technology Entrepreneurship | The Whys and Hows of Performance Measurement — and Perils of Avoidance | Bringing the Innovation Economy to a Town Near You: Strategies for Rural Tech-based Economic Development |
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|----------------|--|--|--|--|
| 3:45-5:00 p.m. | University Research Parks: A View from the Field | Advanced Technology Entrepreneurship Development | Performance Measurement Under the Microscope: A Close Look at Two Case Studies | Survivors of the Fiscal Winter of '02-'04: A Roundtable Discussion |
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5:00-6:30 p.m. Hosted Reception



# *Wednesday, October 22, 2003*

7:00-8:45 a.m. Breakfast Buffet

7:30-8:45 a.m. What's Cooking at Breakfast? A Policy and Program Clinic

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9:00-10:15 a.m. Financing Early Stage  
Life Sciences Companies

Developing an Entrepreneurial  
Culture

Effective Marketing:  
What's the Story?

Industry-driven Tips for  
Working with Federal Labs

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10:45-12:00 p.m. Encouraging the  
Entrepreneurial Spirit  
Among Faculty

What Works for  
Entrepreneurship:  
A Roundtable Discussion

Building and Sustaining  
Legislative Support

Homeland Security:  
Understanding the  
Opportunities

**12:00 – 1:30 p.m. Lunch and Trends for the Future of Tech-based Economic Development**

1:30 p.m. Adjournment





SSTI offers . . .

## Affordability

SSTI takes its nonprofit status seriously! Registration fees are kept low so organizations can afford to *bring their whole team* to get everything possible out of the conference. A great hotel rate and most meals – two breakfasts, two lunches, full-service breaks and reception – are included. SSTI works hard to reduce your overall costs.



## 12 ~ Main Sessions, October 21-22, 2003

### **From Reports to Results: Implementation of The Strategy for Sustainable 'Innovation Churn'**

What are the best tactics and implementation strategies to advance regions and states from 'analysis paralysis' to creating competitive 'innovation churn' — continuous and sustainable results from the assets, institutions, and individuals. Metrics and performance measurements must convert into implementation, action, and results. How do you and your leaders answer the question "what do we do on Monday?" A mixture of case studies, implementation failure signs, and realistic expectations for broad stakeholder engagement will be discussed.

#### **Presenters:**

- Mr. Richard Seline, Principal, New Economy Strategies
- Dr. Mary Walshok, Associate Vice Chancellor, UC-San Diego

### **Trends for the Future of Tech-based Economic Development**

This highly interactive and informal session caps off each conference and has become one of the most entertaining each year. SSTI's President and CEO will lead the dissection of the latest developments, the implications and issues for TBED policymakers and program managers, and discussion of where the trends may lead.

#### **Discussion led by:**

- Mr. Dan Berglund, President and CEO, SSTI

### **Regional Collaboration: Building Success Across Boundaries**

Tech-based economic development is difficult in any area, but it gets infinitely more complicated when municipal and state boundaries are crossed. In today's global economy, political boundaries might not count for much in economics, but they do in the real world of designing programs and developing partnerships. We'll examine the lessons learned and the experiences of two of the most successful approaches to transcend boundaries when building a knowledge-based economy.

#### **Presenters:**

- Mr. Jim Clinton, Executive Director, Southern Growth Policies Board
- Mr. David Frankland, President and CEO, KC Catalyst

### **Financing University Technology Commercialization**

Nearly every university wants to commercialize more of its technologies. Most tech-based economic developers wouldn't mind seeing them succeed. Whatever approach is taken, a good pool of capital – whether public, private, institutional or angel – is a critical ingredient for success. But cash isn't as plentiful as it was a couple of years ago, so we'll spend this session exploring ways universities have been successful financing commercialization of lab-generated technology during the down economy.

## Encouraging the Entrepreneurial Spirit Among Faculty

Transferring technology from the laboratory to the marketplace is a critical step in building a tech-based economy. When that lab is at a university, encouraging faculty members to take the steps required to commercialize the technology – whether it's starting with invention disclosure or ending with company spinoff – can be a significant challenge. In this session, we'll learn about the surprising results of new research on what encourages the entrepreneurial spirit among faculty and the successful experiences of one faculty member.

### Presenters:

- Ms. Catherine S. Renault, Senior Fellow, Office of Economic Development, University of North Carolina-Chapel Hill
- Dr. Paul Yager, Professor and Vice Chair, Department of Bioengineering, University of Washington

## University Research Parks: A View From the Field

Establishing university research parks is one of the hottest trends in tech-based economic development. It seems a new park is being announced every week. But is a research park the right thing for every area? How can you tell if one may be right for your community or organization? What are the critical factors for success? These are some of the questions that we'll explore with a distinguished practitioner and observer of the field.

## Universities as Partners in Local TBED

Across the country in widely varying regions, universities of all kinds are playing an active role in building tech-based economies. In this session, we'll explore the results of new research that looks at factors for engaging a university as an active participant and making a difference for the local economy. We'll also consider in-depth one of the best known examples: San Diego and the University of California-San Diego's CONNECT program.

### Presenters:

- Dr. Jerry Paytas, Acting Director, Center for Economic Development, Carnegie Mellon University
- Dr. Carolyn Lee, Director of Research for Public Programs, UC-San Diego

## Industry Perspectives on Working with Universities: What You Need to Know

Trying to foster relationships between universities and businesses? Industry representatives who have successfully worked with universities will share frank insights about these relationships, how they succeeded, and what professionals like you need to know to encourage productive industry-university partnerships.

### Presenters:

- Dr. Aelred Kurtenbach, Chairman of the Board, Daktronics
- Dr. Rodger McKain, President, SOFCo-EFS Holdings, LLC

## Hosted Reception

After an energizing first day of the conference, wind down and enjoy the company of old and new colleagues at our hosted reception.

The Bell Harbor International Conference

Center will dazzle us

with their culinary

skills, while we

provide you with the

opportunity to

minge and meet with conference

speakers and participants in a casual

setting. We can think of no better way to

end the day than with a full glass in one

hand, a plate of good food in the other,

surrounded by friends who are eager to

be involved in great conversation.





# Washington State

## Innovation Is in Our Nature

**F**rom William Boeing to William Gates, Washington has a history of nurturing the entrepreneurial spirit and embracing technology companies. The state is a thriving mix of active investors, world-class research universities and institutions, and experienced entrepreneurs.

Building on our solid base in aerospace manufacturing, Washington has become a dominant player in emerging technology industries. In addition to aerospace, the state's vibrant software and biotechnology/medical device industries contribute significant technology and life-sciences innovation to world needs.

Washington biotechnology companies are advancing revolutionary medical diagnostics and therapeutics, agriculture, and industrial processes — with increasing economic benefit locally. Our cutting edge research institutions across the state — the University of Washington, Washington State University, Pacific Northwest National Laboratory, Fred Hutchinson Cancer Research Center, Institute of Systems Biology, and The Heart Institute of Spokane — provide the foundation for this industry. These renowned institutions provide exceptional intellectual infrastructure and research capital.

The state has embarked on an effort to accelerate the emergence of the energy technology industry, building on the region's strengths in electricity, transmission and entrepreneurship. Our goal is that Washington and the Pacific Northwest be recognized as a dynamic place to start or build an energy technology company.

Leading edge research, a highly educated workforce, and an exceptional environment of innovation result in ideas being turned into companies at a greater rate than anywhere else. These young companies remain the engine of growth for the state's economy; Washington has the second highest rate of job growth among startup companies.

The majority of technology jobs are in Seattle, Spokane and Vancouver. Most of the growth in technology jobs, however, occurred in smaller communities across the state, replacing some of the state's more traditional industries. Despite a local and national downturn, Washington remains among the top regions for venture investment, ranking ninth overall.

Strengthening Washington's rich science and technology culture is its digital infrastructure, long cited as the best in the nation. The Center for Digital Government granted Washington the Sustained Leadership Award for serving its citizens through progressive online programs and making government more accessible through technology.

In short, Washington continues to embrace its inventive spirit and achievements. But these successes may, indeed, pale to Washington's greatest attribute — its natural beauty.



# While in Seattle . . .

**S**eattle is the Pacific Northwest. Breathtaking beauty, abundant recreation and a thriving city center merely scratch the surface of all the Emerald City has to offer. SSTI has always believed its conference attendees deserve the best — in 2003, Seattle delivers nothing less.

**Pike Place Market**, Space Needle and waterfront restaurants and night clubs all are within walking distance of the Bell Harbor International Conference Center, the site of SSTI's 7th Annual Conference. Pike Place is a nine-acre National Historic District that fields 100 farmers and merchants, 150 craftspeople, 500 residents and many street performers.

Built in 1962 for the Seattle World's Fair, the rotating 607-foot **Space Needle** was hailed as futuristic and daring. Now it is an internationally recognized symbol of Seattle. SkyCity, the Space Needle's revolving restaurant, features many exclusive and signature menu items. Breathtaking views are guaranteed from all tables.

If SkyCity does not appeal, set your sail for dinner on one of **Seattle's surrounding waters**. To the west lies saltwater Puget Sound; to the east, freshwater Lake Washington; and, in the middle, Lake Union.

Seattle also is home to a variety of dance, opera, symphony, and theatre venues and features glass studios, galleries, museums and sculpture. For shoppers, Nordstrom, Eddie

Bauer, REI and hundreds others are nearby.

A few more ideas for your consideration:

- Tour the **Seattle Aquarium**, Experience Music Project, Woodland Park Zoo, Tillicum Indian Village, or Pioneer Square.
- Visit the **Boeing** airplane production facility and the original Air Force One, or the Museum of Flight to see where Boeing began.
- Try other Seattle amenities in the culinary arts, flower gardens, parks, bike trails and wineries.

With so many attractions to engage the mind, body and spirit, participants of *Building Tech-based Economies: From Policy to Practice* are sure to experience more than just a great conference — they also will be treated to an exceptional visitor experience that energizes and refreshes before or after a rewarding conference schedule.

For more information on these and other attractions, visit Seattle's Convention and Visitors' Bureau at **[www.seeseattle.org](http://www.seeseattle.org)**.

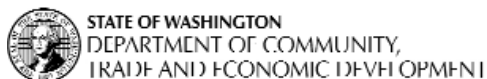


# 16 ~ 2003 Conference Sponsors

## Host



The **Washington Technology Center (WTC)** is Washington's statewide science and technology organization committed to accelerating the innovation-based economy. WTC stimulates job growth in Washington's companies by helping develop commercially viable technology. Since 1995, over 200 Washington companies working with WTC have secured \$280 million in outside financing or federal contracts. More than half the companies receiving WTC funding have had fewer than 100 employees. WTC also manages a Microfabrication Laboratory, a nationally recognized facility for research, technology development, and prototype manufacturing.



The **Washington State Department of Community, Trade and Economic Development (CTED)** assists in the building and sustaining of strong social, environmental and economic foundations. We work to ensure a sustainable and prosperous future for all of Washington's citizens. Our Housing Services, Community Services and Local Government divisions address a wide range of issues facing communities, from farm worker housing and historic preservation, to early childhood education and growth management. Our Economic Development, International Trade, Energy Policy and WorkFirst divisions address the promotion of job creation, two-way trade, economic growth, rural development and statewide energy strategy. Within CTED, you will also find several state boards, commissions and councils, including the state Energy Facility Site Evaluation Council and the state Building Code Council.

## Platinum



The **Ewing Marion Kauffman Foundation** of Kansas City works with partners to advance entrepreneurship in America and improve the education of children and youth. The Kauffman Foundation was established in the mid-1960s by the late entrepreneur and philanthropist Ewing Marion Kauffman. Information about the Kauffman Foundation is available at [www.kauffman.org](http://www.kauffman.org).



The **Experimental Program to Stimulate Competitive Research (EPSCoR)** is a joint program of the National Science Foundation and several U.S. states and territories. The program promotes the development of the states' science and technology resources through partnerships involving a state's universities, industry, and government, and the federal research and development enterprise. EPSCoR operates on the principle that aiding researchers and institutions in securing federal R&D funding will develop a state's research infrastructure and advance economic growth. EPSCoR's goal is to maximize the potential inherent in a state's S&T resources and use those resources as a foundation for economic growth.

## Gold



The **Advanced Technology Program (ATP)** bridges the gap between the research lab and the marketplace and stimulates prosperity through innovation. As part of the National Institute of Standards and Technology, ATP partners with companies of all sizes, universities and non-profits, encouraging them to take on greater technical challenges with potentially large

The **Ewing Marion Kauffman Foundation** of Kansas City works with

benefits that extend well beyond the innovators — challenges they could not, or would not do alone.



**Bechtel BWXT Idaho, LLC**  
The Idaho National Engineering and Environmental Laboratory (INEEL) is one of the Department of Energy's nine multiprogram national laboratories, and one of Idaho's five largest employers. Situated on a remote 890-square-mile desert site in eastern Idaho with supporting laboratory and administrative facilities in Idaho Falls, the INEEL employs over 5,400 scientists, engineers and support personnel. The laboratory performs work in all four business lines of the Department of Energy — environmental quality, energy resources, science and national security. More specifically, the INEEL is the nation's leading center of nuclear energy research and development. Day-to-day management and operation of the Laboratory is the responsibility of Bechtel BWXT Idaho.



The **Federal Laboratory Consortium for Technology Transfer (FLC)** is the nationwide network of federal laboratories that provides the forum to develop strategies and opportunities for linking the laboratory mission technologies and expertise with the marketplace. The FLC was organized in 1974 and formally chartered by the Federal Technology Transfer Act of 1986 to promote and to strengthen technology transfer nationwide. Today, more than 700 major federal laboratories and centers and their parent departments and agencies are FLC members.



# Conference Sponsors cont. ~ 17



The **National Institutes of Health (NIH)** is one of the world's foremost medical research centers. An agency of the Department of Health and Human Services, the NIH is the federal focal point for health research. NIH is the steward of medical and behavioral research for the nation. Its mission is science in pursuit of fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to extend healthy life and reduce the burdens of illness and disability. NIH works toward that mission by conducting research in its own laboratories; supporting the research of non-federal scientists in universities, medical schools, hospitals, and research institutions throughout the country and abroad; helping in the training of research investigators; and fostering communication of medical information.



The **Manufacturing Extension Partnership (MEP)** is a nationwide network of independent, non-profit centers assisting America's 360,000 smaller manufacturers. At the heart of the system are the nearly 2,000 field staff and manufacturing specialists whose jobs are to help firms interested in improving their bottom line. The field staff provide technical assistance, products, services and business best practices to help firms increase productivity, increase profits, and enhance their global competitiveness. MEP recently launched a new brand of services, 360vu. 360vu helps manufacturers look beyond point solutions to strategically improve their entire operations and take their companies to higher and higher levels of performance.



The Department of Energy's **Pacific Northwest National Laboratory (PNNL)** delivers breakthrough science and technology to meet key national needs. PNNL has 3,800 technical and professional staff, more than 1,000 patents, and an annual business volume of over \$550 million. PNNL's main offices are located in Richland, Washington. Battelle, located in Columbus, Ohio, has operated PNNL for DOE since 1965. Through its Economic Development Office, PNNL works with a variety of organizations to help start, expand, and attract new tech businesses to the region.



**Sandia** is a national security laboratory operated for the U.S. Department of Energy by the Sandia Corporation, a Lockheed Martin Company. Sandia designs all non-nuclear components for the nation's nuclear weapons, performs a wide variety of energy research and development projects, and works on assignments that respond to national security threats — both military and economic. Sandia encourages and seeks partnerships with appropriate U.S. industry and government groups to collaborate on emerging technologies that support its mission.

## Silver



**New Economy Strategies (NES)** is a national strategic consulting firm based in Washington, D.C. with a focus on regional economic development of technology. A staff of five individuals link and leverage a network of over twenty experts in the fields of research and development, infrastructure, capital formation, workforce and skill development, university-industry partnerships, entrepreneurial management, and economic analysis of cluster growth. NES currently tracks 40 U.S. regions and 17 global regions where technology and innovation are drivers of the economy. This quarterly tracking identifies research, commercialization, workforce, infrastructure, capital formation and tax/incentive economic development trends influencing regional tactics for industry clustering.



The **Office of Technology Policy (OTP)** is responsible for developing and advocating policies and initiatives that maximize technology's contribution to U.S. economic growth, the creation of high-wage jobs, and improvements in our quality of life. OTP accomplishes this mission by working closely with industry and the science and technology community to identify critical issues, conducting and disseminating leading-edge research and analysis, and serving as an advocate for innovation in policy-making at all levels of government.

## The Bell Harbor International Conference Center



## Location

No other meeting facility in Seattle offers such breathtaking views as **The Bell Harbor International Conference Center**, located directly on Seattle's waterfront at Bell Street Pier 66.

Bell Harbor is one of the first Seattle venues to offer built-in high-tech presentation equipment. The waterfront meeting rooms offer state-of-the-art audiovisual systems with rear projection screens. Even the furnishings are



ergonomically designed for all-day events.

Technologically advanced and suited for comfort, the Bell Harbor will be the exclusive domain of the tech-based economic development community at SSTI's 7th Annual Conference. Registration will be limited to ensure an intimate and rewarding experience for all participants.

*Note:* The pre-conference sessions will be held at the Seattle Marriott Waterfront – SSTI's designated conference hotel – which is across the street from Bell Harbor (see p. 2).

## To get to Seattle . . .

### Air Travel

Seattle is well served by the **SeaTac International Airport**, a major hub for **United Airlines**. SSTI has chosen United as the official airline of its 2003 conference. To get a 5% discount off any fare, including First Class, or a 10% discount off full-fare unrestricted coach fares, book reservations with United seven days in advance at 1-800-521-4041. Discounts also apply on Shuttle by United and United Express.

An additional 5% discount will apply when tickets are purchased 30 days in advance of travel. Call United's Specialized Meeting Reservations Center at 1-800-521-4041 to obtain the best fares and schedule information. Be sure to mention **Meeting ID Number 516BG**.

### Rail & Ground Transportation

The Bell Harbor International Conference Center and Seattle Marriott Waterfront are just 20 minutes from SeaTac. **Round-trip shuttle fare** is approximately \$16. Taxi and limousine service also is available for hire. For those of you who will be driving, the conference center and hotel are near Interstate 5. Directions to Bell Harbor are available at [www.bellharbor.org](http://www.bellharbor.org).

**Amtrak** is offering two special deals for SSTI conferees! Get a 10% discount off the lowest rail fare to Seattle or take advantage of an **Amtrak Air-Rail** package with United — fly one direction, take the train the other! See our website for more details: [www.ssti.org](http://www.ssti.org)

### Dress

Dress at *Building Tech-based Economies: From Policy to Practice* is **business casual**.

## Pre-Conference Registration

October 20, 2003 (optional, choose one)

- ☐ Financing Tech-based Economic Development:  
New Times, New Strategies \$175\*
- ☐ An Introduction to Tech-based Economic  
Development \$175
- ☐ Developing Successful Angel Organizations: A  
Practical Guide \$75\*

\* A \$50 surcharge will be applied if you are not attending the full conference. Surcharge is waived for SSTI sponsors and affiliates.

## Conference Registration

October 21-22, 2003 (choose one)

**Early Registration** (before Sept. 30)

- ☐ SSTI Sponsors and Affiliates \$495
- ☐ All others \$595

**Standard Registration** (after Sept. 30)

- ☐ SSTI Sponsors and Affiliates \$545
- ☐ All others \$645

## Registration Options

- Fax your completed form to 614.901.1696
- Call us at 614.901.1690
- Register online at [www.ssti.org](http://www.ssti.org)
- Or mail this form to:

SSTI Conference  
5015 Pine Creek Drive  
Westerville, OH 43081



web form

## Contact Information (please print)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Payment Information

Payment Method: ☐ Check (payable to SSTI) ☐ Visa ☐ MC ☐ AMEX ☐ Discover

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expires (month/year): \_\_\_\_ / \_\_\_\_

Name on Card: \_\_\_\_\_

PO # (Gov't only): \_\_\_\_\_ Check # (enclosed): \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please describe any special needs (dietary or other): \_\_\_\_\_

## Building Tech-based Economies: From Policy to Practice

### Cancellation, Refund & Substitution Policy

Refunds will be made, less a \$75 administrative processing fee, for all cancellations received before October 10, 2003. No refunds will be made after that date. Substitutions may be made at any time in advance without penalty. "No shows" will be charged the full registration price.