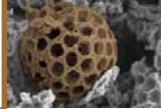




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Last year's event sold out!  
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*SSTi's 8th Annual Conference  
& Pre-conference workshops*

## BUILDING TECH-BASED ECONOMIES: PREPARING FOR TOMORROW'S CHALLENGES

*October 13-15, 2004  
Philadelphia*



# Building Tech-based Economies: Preparing for Tomorrow's Challenges



One word sums up today's efforts to build tech-based economies: *challenging*. A restructuring manufacturing base,

revolutionary scientific breakthroughs, China and India heralding a truly global economy, and tight budgets have left many states and communities simply reacting to change or waiting for better times. Experts agree that's no way to grow a strong economy.

With these challenges come new winners and losers. But unlike most races, this competition does not pit one region against another, only ourselves. Our initiative. Our resourcefulness. Our commitment. Regions with strong innovation systems will win prosperity.

Regions that will thrive are preparing for tomorrow's challenges by defining their future — a future built on innovation, entrepreneurship, talent, and growth of knowledge assets. They are looking at the tech-based economic development policies and programs around the world that have worked well in the recent past, are adjusting to the unique needs of their specific region, and are adapting quickly to changes in technology development and economic times.

Fortunately, there is one place to which policymakers and practitioners can turn

to prepare for tomorrow's challenges: **SSTI's 8th Annual Conference.**

SSTI's annual conferences provide the nation's most widely respected forum for policymakers and practitioners to work and learn together, share successes and failures, and engage in productive dialogue on how to grow vibrant economies based on investments in science and technology. We invite you to join us in Philadelphia to see and learn for yourself.

*...the one event to  
prepare for the future...*

## About SSTI

SSTI is a national nonprofit organization dedicated to improving government-industry programs that encourage economic growth through the application of science and technology. SSTI publishes the e-newsletter, *SSTI's Weekly Digest*, and the *Funding Supplement*. For a free subscription, visit [www.ssti.org](http://www.ssti.org).

## SSTI Pre-conference Options

### Marketing Success: Telling the TBED Story

Wednesday, Oct. 13 • 9:00 a.m. — 4:30 p.m.

Successful tech-based economic development organizations (TBED) have three things in common: they do good work, they know they're doing good work through program evaluation and impact assessments, and they make people aware of the good work they're doing.

This stimulating, day-long workshop goes in-depth into the best way to communicate your success. We'll consider how to define your audiences, determine what your message is, and then tailor your message to clients, constituents and key decision makers.

Sharing their experiences and offering advice on what to do and pitfalls to avoid, our panels of national leaders have expertise in all aspects of tech-based economic development marketing, including developing a tech image for your community, building support for

investing in science and technology in your legislature, and promoting your TBED program.

#### Moderated by:

• **Rich Bendis**, President and CEO, Innovation Philadelphia

#### Panelists include:

- **John Fremstad**, Vice President Technology Business Development, Metro Orlando Economic Development Commission
- **Kent Glasscock**, President, National Institute for the Commercialization of Intellectual Property
- **Richard Miller**, Vice President Marketing and Communications, Innovation Philadelphia
- **Paulette Shafer**, Senior Outreach Liaison, Oklahoma Center for the Advancement of Science and Technology

### University City Science Center: An Insider's Tour

Wednesday, Oct. 13 • 1:00 p.m. — 4:30 p.m.

SSTI is pleased to offer a behind-the-scenes tour of the first and one of the largest urban science and technology parks in the world — Philadelphia's University City Science Center. In the 40 years since its founding, the Science Center has become an important engine of economic growth for the entire Greater Philadelphia Region and beyond, having helped build over 350 new technology and life science companies.



The half-day tour will allow you access to some of the most technologically-advanced office and lab space in the world, including fully-equipped wet labs and a technology incubator. You will learn best practices on developing a science and technology park as well as a

technology incubator from some of the world's leading authorities. They will share their expertise on how to plan for and respond to the ever-changing demands of small and medium-sized technology companies in all industries, from life sciences to nanotechnology.

Don't miss this eye-opening journey into a world-renowned science and technology park that fuses talent, capital and opportunity, providing the environment needed to

commercialize promising new technology and innovations.

Transportation will be provided to and from the Loews Philadelphia Hotel, site of SSTI's 8th annual conference.



## Pre-conference Options cont.

### Developing Angel Organizations: A Practical Guide

Wednesday, Oct. 13 • 9:00 a.m. — 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.

In the meantime, angel investors quietly are providing 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 with accredited investors 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. Just as the weather varies across the country, so, too, do 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 and Angel Capital Association, this full-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 type and structure that is right for the involved investors and your community.

**Presenter:**

- **Susan Preston**, Entrepreneur-in-Residence, Ewing Marion Kauffman Foundation

### An Introduction to Tech-based Economic Development (TBED)

Wednesday, Oct. 13 • 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.

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 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:**

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

## SSTI Opening Reception

To get your experience at SSTI's annual conference off on the right foot, the City of Philadelphia proudly invites you to enjoy a private evening at our most beautiful and interesting new cultural center — the National Constitution Center. The evocative museum is the first devoted to one of the most important and innovative documents in world history — the U.S. Constitution.



Whether you're unwinding after one of the four preconference options or just arriving in the City of Brotherly Love, the Opening Reception affords a wonderful, relaxed environment to reconnect with colleagues and network with other conference attendees, speakers, as well as Philadelphia's government, academic, and corporate leaders.



**SSTI 8th Annual Conference  
Opening Reception**  
National Constitution Center  
6-9 p.m. Wednesday  
October 13, 2004  
[www.constitutioncenter.org](http://www.constitutioncenter.org)

The National Constitution Center provides a stimulating setting to open the premier event for the field. Please plan to join us!

Shuttle transportation for conference participants will be available to and from the National Constitution Center and the conference site, the Loews Philadelphia Hotel.



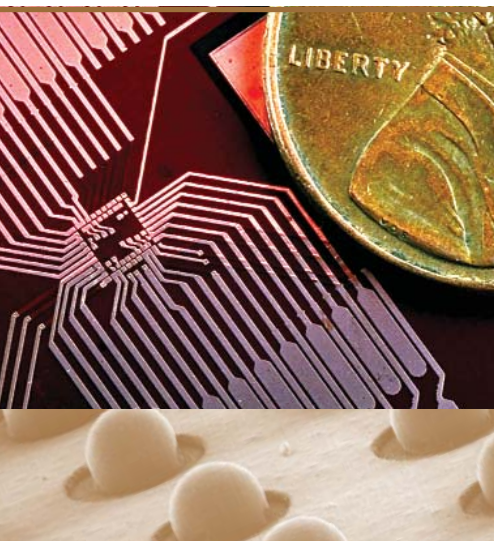


## Looking for *CECd credit*? We've got it!

SSTI is pleased to alert Certified Economic Developers (CEDs) to the fact that **SSTI's 8th 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.



CEDs greatly enhance their skills and marketability by attending the nation's most comprehensive and intensive learning opportunity for building tech-based economies — **SSTI's annual conference!**



## SSTI Main Sessions

### New Developments in Angel Investing Thursday, Oct. 14 • 9:00 a.m.

Experts estimate that business angels may be responsible for up to 90 percent of the outside equity investment in start-up and early-stage companies. This makes them important to organizations interested in accelerating the growth of innovative technology businesses. We look at the forces that are shaping the field and new developments in making this important source of capital more accessible to entrepreneurs.

#### Presenters:

- **Marianne Hudson**, Director, Entrepreneurship, Kauffman Foundation
- **Catherine Mott**, Managing Director, BlueTree Allied Angels
- **Susan Preston**, Entrepreneur-in-Residence, Kauffman Foundation

### Using Federal Funding to Build a Tech Workforce Thursday, Oct. 14 • 9:00 a.m.

One of tomorrow's challenges is ensuring that we have a workforce armed with the skills to handle the complex technical nature of new technologies. Tapping federal workforce funds in creative ways can help achieve this in an affordable fashion. We examine a strategy for identifying critical skills shortages and leveraging federal workforce funds to address those shortages effectively.

#### Presenters:

- **Lori Clark**, Senior Policy Advisor, Illinois Department of Commerce and Economic Opportunity
- **Richard Seline**, Founder and Principal, New Economy Strategies

### Assessing State S&T Investment Thursday, Oct. 14 • 9:00 a.m.

State spending on science and technology continues to increase with more funds going to support the research enterprise. Assessing the results of those investments continues to be one of the biggest challenges for

policymakers. We consider the new ground broken on the topic by two groups as they work to assess state investments in S&T in Maine and Arizona. An Advanced Session.

#### Presenters:

- **Catherine Renault**, Program Manager, Research Triangle Institute
- **Rick Heffernon**, Senior Management Research Analyst, Morrison Institute of Public Policy

### The Help We Got (and the Help We Needed) Thursday, Oct. 14 • 10:45 a.m.

The type of assistance your emerging tech firms really need often isn't described in lofty mission statements or organizational objectives. You learn about it only by listening to your clients. In this panel session we get advice from real entrepreneurs on the kind of assistance they've received, the additional help they could have used,

and how that support should be delivered.

### Foundations as TBED Catalysts Thursday, Oct. 14 • 9:00 a.m.

Increasingly, foundations are spurring communities to address and embrace economic change. In this session, senior foundation representatives share their views and rationale for the growing involvement of the philanthropic sector in tech-based economic development and how that experience may be transferred to other communities.

#### Presenters:

- **Brian E. Kelley**, Program Director, Economic Opportunity, Heinz Endowments
- **Brad Whitehead**, Senior Program Officer for Economic Development Initiatives, Cleveland Foundation (invited)

## Ready to move up to the next skill level?

### Try our series of Advanced Sessions!

If you've been in the field a while and have attended SSTI's annual conferences in the past, you may be excited to see we've designed eight breakout sessions to address advanced subject matter within the given topics. The presentations and discussions of those topics identified as Advanced in the descriptions will be tailored specifically to participants already comfortable with the terms and issues that tend to arise.

Please note, all conference registrants are welcome to attend any of the 30 breakout sessions offered on Thursday and Friday.

#### Advanced Sessions include:

- *Assessing State S&T Investment*  
Thursday, Oct. 14 • 9:00 a.m.
- *The Private Side of Commercializing University Research*  
Thursday, Oct. 14 • 10:45 a.m.
- *Defining Public ROI*  
Thursday, Oct. 14 • 10:45 a.m.
- *Bringing University Research to the Marketplace*  
Thursday, Oct. 14 • 2:00 p.m.
- *TBED Role in Strengthening Regional Innovation*  
Thursday, Oct. 14 • 2:00 p.m.
- *Senior Practitioners' Forum*  
Friday, Oct. 15 • 8:00 a.m.
- *The Geography of Innovation: Implications for TBED*  
Friday, Oct. 15 • 9:30 a.m.



# Main Sessions cont.

## **Ideas that will Change Everything** **Thursday, Oct. 14 • 10:45 a.m.**

It's not often that new ideas come along that have the potential of changing the TBED field substantially, but this year we highlight two that SSTI believes could have a dramatic impact for many communities. Learn how grid computing is changing the way researchers are able to attack problems and how Kansas has put an old-school economic development financing tool to use for growing its biosciences industry.

### **Presenters:**

- **Jane S. Patterson**, Executive Director, e-NC
- **Tracy Taylor**, President & CEO, Kansas Technology Enterprise Corporation

## **Defining Public ROI:** **A Roundtable Discussion** **Thursday, Oct. 14 • 10:45 a.m.**

Have you noticed when people start describing the return on public science

and tech investments everyone seems to be talking a different language? Government leaders, researchers and industry alike desperately need a common way to define their expectations for public S&T investments — and to create ties to measurable outcomes that all parties can support. Join us for a discussion on how to define public ROI. An Advanced Session.

### **Discussion led by:**

- **Rick Heffernon**, Senior Management Research Analyst, Morrison Institute of Public Policy

## **From Regionalism to Workforce:** **Facing Tomorrow's Challenges** **Thursday, Oct. 14 • 10:45 a.m.**

The challenges before the individual states are diverse: from growing global technology competencies to local workforce development, from the emergence of new technologies to the disappearance of high-wage

manufacturing jobs. The impact of these issues crosses statelines and results in new partnerships, renewed cooperation, a new regionalism. This engaging discussion among state economic development directors will take on how they're responding to the tough issues we're all facing.

### **Panelists:**

- **Caren S. Franzini**, Chief Executive Officer, New Jersey Economic Development Authority
- **Judy McKinney-Cherry**, Director, Delaware Economic Development Office
- **Aris Melissaratos**, Secretary, Maryland Department of Business and Economic Development

## **The Private Side of Commercializing** **University Research** **Thursday, Oct. 14 • 10:45 a.m.**

From the vantage point of the private sector, the culture, red tape and gatekeepers as well as the size and unfamiliarity of universities make tech transfer intimidating. This session provides a useful guide to profile universities, scope out their processes, scout out the best technologies and commercialize them. We'll also try to elucidate key issues — IP rights, data rights, revolving doors and conflicts of interest — that are disrupting conventional concepts of the role of universities. An Advanced Session.

### **Presenter:**

- **Meg Wilson**, Instructor, Executive Masters of Science, Science & Technology Commercialization, IC2, University of Texas at Austin

## **Creating an Upside from Downsizing** **Thursday, Oct. 14 • 2:00 p.m.**

It doesn't matter if there's a strong or weak economy, structural realignment of companies or entire industries — downsizing — happens. Not terribly comforting when your community faces the layoffs, however, so how do you turn



## **Into entrepreneurship?** **Check out these seven great offerings!**

*New Developments in Angel Investing*  
**Thursday, Oct. 14 • 9:00 a.m.**

*Best Practices to Encourage Tech-based Entrepreneurship: A Roundtable Discussion*  
**Thursday, Oct. 14 • 9:00 a.m.**

*The Help We Got (and the Help We Needed)* **Thursday, Oct. 14 • 10:45 a.m.**

*Creating an Upside from Downsizing*  
**Thursday, Oct. 14 • 2:00 p.m.**

*Generating Capital: New Times, New Approaches*  
**Thursday, Oct. 14 • 3:45 p.m.**

*The Impact and Importance of Entrepreneurship*  
**Friday, Oct. 15 • 8:00 a.m.**

*Encouraging Tech Entrepreneurship: Best Practices*  
**Friday, Oct. 15 • 9:30 a.m.**

## **The SSTI Best Practices Series: Three Special Sessions**

The most effective long-term programs and policies adapt to changing times, changing needs, and changing challenges. Are your efforts at risk of unknowingly following a path others already have found leads nowhere?

It's hard to believe, but most states have had one sort of tech-based economic development strategy or another in place for 15-20 years. That also means the field now has a cadre of seasoned TBED professionals around the country who have watched, learned and led the evolution of programs and policies to improve their efficiency and impact.

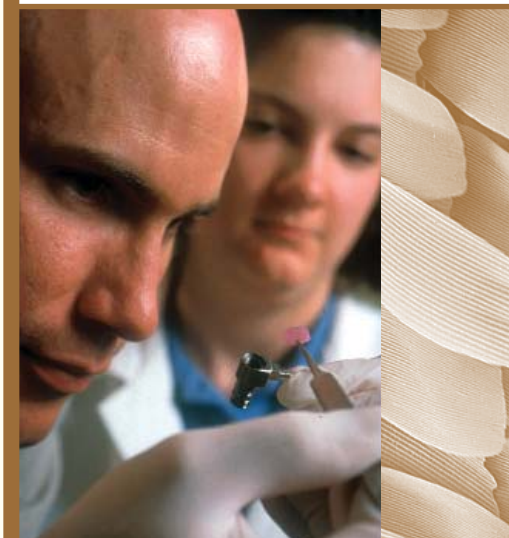
To capture this collective memory of lessons learned, SSTI is preparing a series of guides on best practices for core elements of tech-based economic development — drawing from extensive interviews with more than 50 of the nation's leading practitioners.

Join us for three special roundtable discussions as we present our preliminary findings and gather additional input from your peers on shaping these guides.

• *Best Practices to Encourage Tech-based Entrepreneurship: A Roundtable Discussion*  
**Thursday, Oct. 14 • 9:00 a.m.**

• *Best Practices to Expand and Exploit Academic R&D: A Roundtable Discussion*  
**Thursday, Oct. 14 • 2:00 p.m.**

• *Best Practices to Increase Access to Capital: A Roundtable Discussion*  
**Friday, Oct. 15 • 9:30 a.m.**



## Want to build your university research & commercialization capacity?

Six exciting sessions to get you on your way:

*Assessing State S&T Investment*  
Thursday, Oct. 14 • 9:00 a.m.

*The Private Side of Commercializing University Research*  
Thursday, Oct. 14 • 10:45 a.m.

*Defining Public ROI*  
Thursday, Oct. 14 • 10:45 a.m.

*Bringing University Research into the Marketplace*  
Thursday, Oct. 14 • 2:00 p.m.

*Developing Life Science Economies*  
Friday, Oct. 15 • 8:00 a.m.

*Redefining Everything: Converging Technologies & Higher Education*  
Friday, Oct. 15 • 9:30 a.m.



## Main Sessions cont.

the bad news into something good? We consider two resourceful approaches for turning pools of skilled workers into successful tech entrepreneurs.

### Presenters:

- **Tino Breithaupt**, Vice President, Technology Tri-Corridor, Michigan Economic Development Corp.
- **Stefanie Weaver**, Manager, Adult Entrepreneurship Education, Kauffman Foundation

### Bringing University Research to the Marketplace: A Panel Discussion Thursday, Oct. 14 • 2:00 p.m.

Considerable emphasis is placed on the role universities play in a knowledge-based economy, but can reality match the rhetoric? University spin-offs represent less than one percent of start-ups each year. Are current tech transfer practices optimal for maximizing the commercialization and economic development potential of university research? We pose these questions and more to a distinguished panel that struggles with these issues every day. An Advanced Session.

### Moderated by:

- **Lesla Mitchell**, Director, Technology Transfer, Kauffman Foundation

### Panelists include:

- **Chris Coburn**, Executive Director, CCF Innovations
- **Susan Shows**, Vice President, Georgia Research Alliance

### TBED Role in Strengthening Regional Innovation

Thursday, Oct. 14 • 2:00 p.m.

Increasingly, researchers recognize innovation concentrates geographically because of identifiable spatial, financial, physical, demographic and intellectual characteristics. The presence or condition of these traits collectively defines the health of an area's regional innovation system. We examine the pioneering work of the Innovation Systems Research Network and consider appropriate roles TBED institutions play to encourage cluster development and

regional innovation systems. An Advanced Session.

### Presenter:

- **David A. Wolfe**, Professor of Political Science and Co-Director, Program on Globalization and Regional Innovation Systems, Centre for International Studies, University of Toronto

### Respondent:

- **Marsha Schachtel**, Senior Fellow, Institute for Policy Studies, Johns Hopkins University

### Preparing for a Nanotech Future Thursday, Oct. 14 • 2:00 p.m.

With a global impact estimated to exceed \$1 trillion by 2015, nanotechnology is receiving enormous interest across the country. What are the timelines for business applications and commercialization? What can states and regions do to capture a portion of this economic development opportunity? We look at these and other questions as the world prepares for a nano future.

### Presenters include:

- **RoseAnn B. Rosenthal**, President & CEO, Ben Franklin Technology Partners/SEP

### Issues of Ethics: Recognizing and Responding to Public Concerns About S&T

Thursday, Oct. 14 • 3:45 p.m.

GMO protests at BIO conferences. Conflicts of interest affecting the results of industry-sponsored research and faculty/university IP ownership. Stem cell research debated on Capitol Hill. As the drive for innovation grows, pursuit of profit and patents may disrupt the flow of knowledge. As scientific advances continue to push forward, ethical issues become another challenge confronting TBED policymakers and practitioners. We won't try to settle any debates, but we will discuss the growing implications and responses to issues of ethics for state, local and national S&T policy.

### Generating Capital: New Times, New Approaches Thursday, Oct. 14 • 3:45 p.m.

Ask an entrepreneur the most important thing they need to make their business thrive and you will likely hear: access to capital. In this session we consider two novel approaches being employed to get cash in the hands of the job creators: how state tax incentives are being used to encourage capital formation and an innovative guarantee program for angel investors.

### Presenters:

- **Kelly Williams**, Consultant, Community Development Venture Capital Alliance
- **Terrence Hicks**, Vice President, Investments & Entrepreneurial Services, Ben Franklin Technology Partners/SEP

### Creating Manufacturing's Future Thursday, Oct. 14 • 3:45 p.m.

While overall employment and share of the economy for manufacturing has fallen, subsectors within manufacturing have grown and have been a source of economic strength for some areas. In this session, we investigate the methods one state used to identify its driver industries and how it is redirecting economic development policies to support them.

### Presenters:

- **Pat Gammons**, COO, Team NEO
- **Rich Overmoyer**, Deputy Secretary, Technology Investment, Pennsylvania Department of Community and Economic Development

### Tapping EDA for Tech-based Economic Growth

Thursday, Oct. 14 • 3:45 p.m.

The U.S. Economic Development Administration has become an aggressive investor and partner in regional technology-focused projects. Many communities have taken advantage of this interest to secure funding for

## Wednesday, October 13

- 9:00–4:30 p.m. **Preconference Options** *pp. 3-4 — Registration required.*
- ♦ Marketing Success: Telling the TBED Story
  - ♦ Developing Successful Angel Organizations: A Practical Guide
  - ♦ An Introduction to Tech-based Economic Development
  - ♦ University City Science Center: An Insider's Tour
- 1:00–4:30 p.m. **Opening Reception at the National Constitution Center** *p. 5*  
— All conference registrants are encouraged to attend.

## Thursday, October 14

- 7:30–8:15 a.m. Registration and Continental Breakfast
- 8:15–8:50 a.m. Welcoming Remarks and Conference Overview
- 9:00–10:15 a.m. **Concurrent Sessions** *pp. 6-7*
- ♦ New Developments in Angel Investing
  - ♦ Using Federal Funding to Build a Tech Workforce
  - ♦ Foundations as TBED Catalysts
  - ♦ Assessing State S&T Investment
  - ♦ Best Practices to Encourage Tech-based Entrepreneurship: A Roundtable Discussion
- 10:45–12:00 p.m. **Concurrent Sessions** *pp. 7-9*
- ♦ The Help We Got (and the Help We Needed)
  - ♦ From Regionalism to Workforce: Facing Tomorrow's Challenges
  - ♦ The Private Side of Commercializing University Research
  - ♦ Ideas that Will Change Everything
  - ♦ Defining Public ROI: A Roundtable Discussion
- 12:00–1:30 p.m. Lunch and Keynote Address
- 2:00–3:15 p.m. **Concurrent Sessions** *pp. 9-11*
- ♦ Creating an Upside from Downsizing
  - ♦ Preparing for a Nanotech Future
  - ♦ Bringing University Research to the Marketplace: A Panel Discussion
  - ♦ TBED Role in Strengthening Regional Innovation
  - ♦ Best Practices to Expand and Exploit Academic R&D: A Roundtable Discussion
- 3:45–5:00 p.m. **Concurrent Sessions** *pp. 11, 14*
- ♦ Generating Capital: New Times, New Approaches
  - ♦ Issues of Ethics: Recognizing and Responding to Public Concerns about S&T
  - ♦ Creating Manufacturing's Future
  - ♦ Tapping EDA Funds for Tech-based Economic Growth
  - ♦ Roundtable for Women in TBED

## Friday, October 15

- 7:00–8:00 a.m. Breakfast Buffet
- 8:00–9:15 a.m. **Concurrent Sessions** *pp. 14-15*
- ♦ The Impact and Importance of Entrepreneurship
  - ♦ Developing Life Science Economies
  - ♦ Cultivating a Creative Economy: Putting Theory into Practice
  - ♦ What Does the Future Hold for Federal R&D?
  - ♦ Senior Practitioners' Forum
- 9:30–10:45 p.m. **Concurrent Sessions** *pp. 15-16*
- ♦ Encouraging Tech Entrepreneurship: Best Practices
  - ♦ Redefining Everything: Converging Technologies & Higher Education
  - ♦ Winning the Brain Gain Game
  - ♦ The Geography of Innovation: Implications for TBED
  - ♦ Best Practices to Increase Access to Capital: A Roundtable Discussion
- 11:15–12:30 p.m. TBED Town Meeting *see below*
- 12:30 p.m. Adjournment

### 11:15–12:30 p.m. Town Meeting: 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 popular 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:

- ♦ Dan Berglund, President and CEO, SSTi



## Main Sessions cont.

strategic planning and core infrastructure for a tech-based economy. The session provides critical information needed to tap into this pool of federal TBED funding.

**Presenters include:**

- **Paul Raetsch**, Regional Director, U.S. Economic Development Administration

**Roundtable for Women in TBED  
Thursday, Oct. 14 • 3:45 p.m.**

Juggling your travel schedule, the legislative session, your kid's swim team practice and your aging parents? Have you ever wanted to talk about the challenges you face, but the details are too politically sensitive to share with your neighborhood friends? Do women in TBED have challenges our male colleagues don't? If so, is there a role for SSTI, perhaps as an informal (or formal) support network of peers? Come share, visit and plan with other TBED women.

**Discussion led by:**

- **Catherine Renault**, Program Manager, Research Triangle Institute
- **Sheri Stickley**, Interim Executive Director, Oklahoma Center for the Advancement of Science and Technology

**Developing Life Science Economies  
Friday, Oct. 15 • 8:00 a.m.**

Nearly every region in the U.S. is positioning itself to capture some share of the anticipated biotech boom. We examine innovative approaches states and regions are taking and consider the results of a recent analysis of U.S. bioscience employment in an attempt to understand how to build upon unique comparative advantages in pursuit of bioscience development.

**Presenter:**

- **Marianne Clarke**, Research Director, SSTI

**Cultivating a Creative Economy:  
Putting Theory into Practice  
Friday, Oct. 15 • 8:00 a.m.**

Few TBED theories have captured as much attention and imagination as cool cities and the "Creative Class." In this session, TBED leaders share their experiences implementing creativity strategies and marrying these new efforts with more traditional economic development. The session also highlights a new report that identifies the principal factors attracting 24-34 year-olds and the demographic trends for this key segment of the population.

**Presenters:**

- **Kip Bergstrom**, Executive Director, Rhode Island Economic Policy Council
- **Joseph Cortright**, Vice President, Impresa (invited)
- **Michael Skaggs**, President and CEO, Next Generation Economy

**What Does the Future Hold for  
Federal R&D?  
Friday, Oct. 15 • 8:00 a.m.**

As the world's largest funder of basic research, the U.S. government has tremendous influence on our nation's ability to compete in an innovation-based economy. So where exactly is federal R&D support headed? What are the resulting implications for those trying to build tech-based economies? The nation's leading analyst on federal R&D spending takes a look at where we've been and where we may be headed.

**Presenter:**

- **Kei Koizumi**, Director, R&D Budget and Policy Program, AAAS

**Senior Practitioners' Forum  
Friday, Oct. 15 • 8:00 a.m.**

An outgrowth of the Fiscal Winter session at the Seattle conference, practitioners with at least five years experience in TBED are invited to join an open conversation on topics of common concern – whether it's developing a federal agenda to support state & local

TBED efforts, the latest thinking on effective approaches to TBED, or building broader support for science and technology. Those with less experience are welcome to join as observers. An Advanced Session.

**Discussion led by:**

- **Dan Berglund**, President and CEO, SSTI

**The Impact and Importance of  
Entrepreneurship  
Friday, Oct. 15 • 8:00 a.m.**

Securing financial and legislative support for your program is a lot easier when you can point to data explaining the impact of entrepreneurship. To better prepare you for your next budget battle, we consider what information is available on the importance of entrepreneurship and innovation as an engine of economic growth.

**Encouraging Tech Entrepreneurship:  
Best Practices  
Friday, Oct. 15 • 9:30 a.m.**

Every region wants more of its economy based on high-wage jobs and igniting local tech entrepreneurship is one of the best approaches to getting there. You've tried practically everything, now why not see what really works? In this session we dissect and examine two of the best mentoring and cash-raising programs in the country.

**Presenters:**

- **Lu Cordova**, President, CTEK
- **Kim Fisher**, Executive Director, Women's Technology Cluster

**Redefining Everything: Converging  
Technologies & Higher Education  
Friday, Oct. 15 • 9:30 a.m.**

Simultaneous advances in several fields – life sciences, information and communication technologies, and materials – are leading to the convergence of the three into entirely new disciplines. The result requires the physical and psychological destruction of



## Concerned about the human side of the Innovation Economy?

**Four focused breakouts to guide the way:**

*Using Federal Funds to Build Tech Workforce*  
Thursday, Oct. 14 • 9:00 a.m.

*From Regionalism to Workforce: Facing Tomorrow's Challenges*  
Thursday, Oct. 14 • 10:45 a.m.

*Cultivating a Creative Economy: Putting Theory into Practice*  
Friday, Oct. 15 • 8:00 a.m.

*Winning the Brain Gain Game*  
Friday, Oct. 15 • 9:30 a.m.







## Looking for the *latest & greatest?*

**Edge thinking to energize your TBED initiatives:**

*New Developments in Angel Investing*  
Thursday, Oct. 14 • 9:00 a.m.

*Ideas that Will Change Everything*  
Thursday, Oct. 14 • 10:45 a.m.

*Preparing for a Nanotech Future*  
Thursday, Oct. 14 • 2:00 p.m.

*Creating Manufacturing's Future*  
Thursday, Oct. 14 • 3:45 p.m.

*What Does the Future Hold for Federal R&D?*  
Friday, Oct. 15 • 8:00 a.m.

*Redefining Everything: Converging Technologies & Higher Education*  
Friday, Oct. 15 • 9:30 a.m.

*Town Meeting: Trends for the Future of Tech-based Economic Development*  
Friday, Oct. 15 • 11:15 a.m.



## Main Sessions cont.

many institutional structures to enable research environments to become more flexible, spontaneous and multi-disciplinary. In this session we consider how universities are breaking down figurative and literal lab walls to respond to these dynamic challenges.

### **Winning the Brain Gain Game**

**Friday, Oct. 15 • 9:30 a.m.**

Communities with the best and brightest have the competitive advantage in the knowledge-based economy. Crafting effective strategies for building and retaining this critical mass of workers and innovators is leading to new approaches, including building strong community ties with college students from their first campus visit through graduation. We examine how that can transform brain drain to brain gain.

#### **Presenters:**

- **Todd Hoffman**, President, Collegia
- **Kelly Lee**, Director of Community and Economic Development, Innovation Philadelphia

### **The Geography of Innovation: Implications for TBED**

**Friday, Oct. 15 • 9:30 a.m.**

What factors explain tech development's disproportional orientation towards larger metropolitan areas? How can small metro and rural areas exploit the geographic dynamics of tech development and commercialization to their own advantage? Based on the results of exciting new research, we look at these questions and offer suggestions for results-driven approaches that regions of any size can take. An Advanced Session.

#### **Presenter:**

- **Andy Reamer**, Principal, Andrew Reamer & Associates

## SSTI Location/Accommodations

**S**STI has done it once again. We've combined a great location with a fabulous hotel for your accommodations — and secured a great room rate for our conference participants! The conference will be held at the Loews Philadelphia



Hotel, the impeccably restored Philadelphia Savings Fund Society building. The 583-room hotel perfectly balances contemporary comfort and convenience with timeless elegance.

The location is ideal, situated in the heart of downtown Philadelphia just steps away from great shopping, historical sights, fine dining, arts, culture, nightlife, sports — you name it! Easy access to/from the airport as well.

The Loews Philadelphia Hotel is offering SSTI conference guests a phenomenal room rate of \$124 plus tax (single or double). Room availability is limited and is only available to conference registrants by calling: 215.627.1200 **before Sept. 13, 2004.**



### *Loews Philadelphia Hotel*

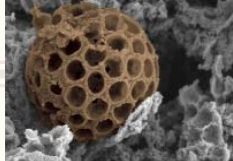
1200 Market Street  
Philadelphia, PA 19107  
[www.Loewshotels.com/Philadelphia](http://www.Loewshotels.com/Philadelphia)  
215.627.1200

With so many amenities, so much convenience, and such comfortable environs, the Loews Philadelphia Hotel is another reason why SSTI's 8th annual conference will be an exceptional experience not to be missed!

#### **Dress**

Dress at *Building Tech-based Economies: Preparing for Tomorrow's Challenges* is business casual.

# Welcome to the Birthplace of American Innovation: *Philadelphia's Story*



The Greater Philadelphia Region is the birthplace of American Innovation. It is a city of firsts, home to the nation's first public library, the first medical school, art school, hospital, university, public bank and the first computer, the ENIAC, developed at the University of Pennsylvania.

The Greater Philadelphia Region was home to many colonial innovators, including Benjamin Franklin. Mr. Franklin helped to create Pennsylvania Hospital, our nation's first hospital; he founded the University of Pennsylvania; he served as the nation's first postmaster and founded the first subscription library in 1731. Mr. Franklin also discovered the lightning rod and learned how to use electricity — he was truly the nation's first innovator and scientist.

In the Greater Philadelphia Region, the attendees of the SSTI 2004 Annual Conference will be able to experience the home of American innovation first-hand.

Today, Philadelphia's rich tradition of innovation continues. The biotechnology and pharmaceutical industry is thriving, the 83 academic institutions in the Region are home to cutting-edge research, and the Region's technology and research parks are second to none.

Within 50 short miles of Philadelphia, 80 percent of the world's pharmaceutical companies do research, develop groundbreaking drugs and treatments, and manufacture the medications in our cabinets. The chemical / petrochemical / advanced materials industry in the Greater Philadelphia Region sets the standards for every other company in the world. DuPont, Rohm and Haas and Sonoco are leading the industry from Philadelphia's own backyard. The world's top information technology and systems companies are located in the Region. Every day, Unisys, SAP, and Lockheed Martin create and commercialize technologies that change the way we live.

As the world moves into the 21st century and as globalization leads to new frontiers, Philadelphia is taking the lead as an evolving global economy, sharing its best practices in science and technology-based

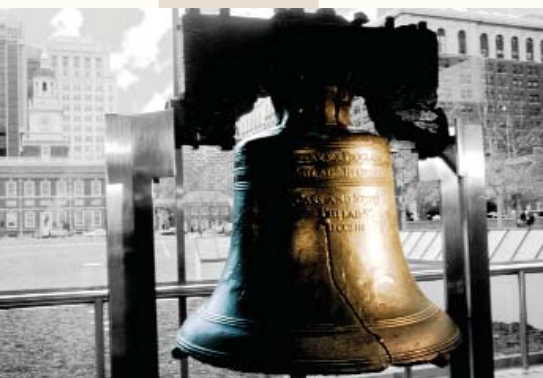
economic development and establishing relationships and networks that will pave the way for the future.

## Local Amenities

Philadelphia is the original walking city, home to "America's Most Historic Mile." Attendees could not select a city with more sites to see or things to do within walking distance of the SSTI Conference. Independence National Historic Park is in the midst of dynamic change with the recently opened Independence Visitors Center and National Constitution Center, the nation's only museum dedicated to this important national document. The brand new Liberty Bell Complex, opened in 2003, completes the new design of Independence Mall. Other exciting developments include the Lights of Liberty, a one-of-a-kind sound and lights show, which transports visitors back in time to experience the American Revolution.

Just eight blocks west of the SSTI Conference sits the Franklin Institute Science Museum. The Franklin Institute anchors the Benjamin Franklin Parkway, a grand avenue lined with the Academy of Natural Sciences, the Rodin Museum, the Cathedral of Saints Peter Paul, the Free Library of Philadelphia, and the Swann Fountain, all culminating at the Philadelphia Museum of Art, perhaps one of the world's greatest art museums. Fountains, small parks, statues and monuments all lend a formality that gives the Parkway its own special aura.

Sit. Eat. Philadelphia has some spectacular 5-star restaurants, and dozens more that are merely terrific. Every price range, too: South Philly Italian, Chinatown's best, French Country inns, and of course Manayunk, that hillside town that's a shrine to calories and art. Foodies from all over the world love the fragrant bustle of Reading Terminal Market, a farmer's market that could be in Paris but fortunately sits at 12th and Arch Streets instead. Whether it is history, arts and culture, fine dining, or a quick bite you are craving, Philadelphia is pleased to offer you its best.



## Host



**Innovation Philadelphia** is a public/private partnership created to grow the wealth and the workforce of the Greater Philadelphia Region's Innovation Economy by growing, attracting, retaining, and connecting technology-based businesses and workforce in the Region. Innovation Philadelphia accomplishes this mission by providing technology-based and early-based businesses with traditional seed capital, access to alternative funding, skilled human capital, commercialization assistance, entrepreneurial resources, and intellectual capital.



The mission of the **Pennsylvania Department of Community and Economic Development (DCED)** is to foster opportunities for businesses and communities to succeed and thrive in a global economy, thereby enabling Pennsylvanians to achieve a superior quality of life.



For more than two decades **Ben Franklin Technology Partners (BFTP)**, an international model for innovation in technology-based economic development, has worked to diversify and strengthen Pennsylvania's economy by focusing on entrepreneurial development and technological innovation. With a focus on the entrepreneur as the ultimate engine of growth, BFTP delivers crucial resources for technology-driven enterprises.



The **U.S. Economic Development Administration** leads the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.

## Platinum



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.



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).

## Gold



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.



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.

## Silver



**New Economy Strategies (NES)** is a national consulting firm

based in Washington, D.C. with a strong focus and proven track record on implementing technology-based regional economic development strategies. The NES staff augments its capabilities by leveraging 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.

Visit [www.ssti.org](http://www.ssti.org) to register and to find updates on conference agenda, speakers, and other details.



## Air

Air access to Philadelphia is easy and affordable through the Philadelphia International Airport. A hub for US Airways, PHL also has approximately 25 other scheduled passenger carriers and non-scheduled carriers serving more than 100 domestic and international destinations each day.

Located approximately seven miles from downtown Philadelphia, the airport is easily accessible for the conference site. More information is available through the PHL website, [www.phl.org](http://www.phl.org).

## Rail

Located near the heart of the Eastern population corridor, Philadelphia also is one of the most accessible cities to reach by rail. Fast, convenient and affordable, AMTRAK offers several time-saving options for conference participants coming from the Washington, Baltimore, New York City and Pittsburgh metropolitan regions. More information is available at [www.amtrak.com](http://www.amtrak.com).

## Once in the City...

Taxi service to/from the airport to the Loews Philadelphia Hotel runs a flat rate of \$20, one way. The city has a great public service option available as well: fast and frequent rail service to/from the Airport costs \$5.50 (one way) on the Southeastern Pennsylvania Transportation Authority's (SEPTA) R1 high speed rail line. The train operates from 5:25 a.m. until 11:25 p.m. daily, every 30 minutes and stops at all airport terminals. Use the Market East Station for your downtown stop, less than two blocks from the conference site.

If you come by AMTRAK, the train will stop at the 30th & Market Street Station, a short 5-minute taxi ride from the hotel, or, for \$2 (one way), take a SEPTA train to the Market East Station two stops away. More information on SEPTA is available at [www.septa.org](http://www.septa.org).

## SSTI's Conference Bookstore Completing Your TBED Toolchest...

Skilled 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. 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!



## CONTACT INFORMATION *(please print)*

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

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

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PAYMENT INFORMATION

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

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

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

PO # (Gov't only): \_\_\_\_\_ Special needs (e.g. dietary): \_\_\_\_\_

## Pre-Conference Options

*October 13, 2004 choose one*

- ☐ Marketing Success:  
Telling the TBED Story—\$175\*
  - ☐ Developing Successful Angel Orgs:  
A Practical Guide—\$175\*
  - ☐ An Introduction to Tech-based  
Economic Development—\$175\*
  - ☐ University City Science Center:  
An Insider's Tour—\$50
- \* 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 14-15, 2004 choose one*

### Early Registration *(before Sept. 17)*

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

### Standard Registration *(after Sept. 17)*

- ☐ SSTI Sponsors and Affiliates—\$595
- ☐ All others—\$695

## Registration Options

- **Register online** at [www.ssti.org](http://www.ssti.org)
- **Fax** to 614.901.1696
- **Call** 614.901.1690
- Or **mail** to:  
SSTI Conference  
5015 Pine Creek Drive  
Westerville, OH 43081

## Cancellation & Refund Policy

Refunds will be made, less a \$75 administrative processing fee, for all cancellations received **before** October 4, 2004. No refunds will be made after that date.

Substitutions may be made at any time.