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Accommodations

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Visit the hotel online to receive the conference rate of \$135. Under "Check Rates and Availability" on the hotel website (see below), simply enter the date range for the SSTi conference and ANCANCA in the Group Code box. This special rate expires **Oct. 9, 2006**.

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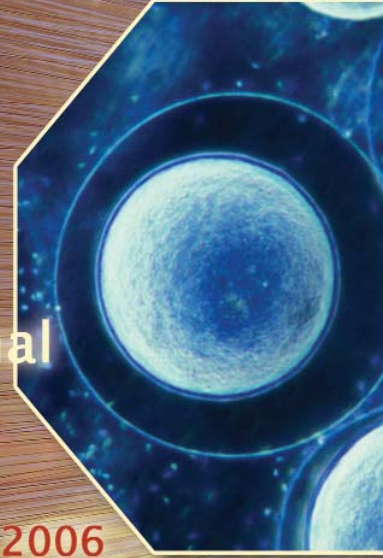
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Transforming Regional Economies Oklahoma City

October 31 - November 1-2, 2006



10

SSTI'S 10TH ANNUAL CONFERENCE



Transforming Regional Economies

Oklahoma City

October 31 - November 1-2, 2006

WHAT TO EXPECT

- ✓ in-depth examinations of some of the best **state and regional approaches** to cultivate a bright economic future
- ✓ unparalleled **networking with the right people** within the tech-based economic development community
- ✓ stimulating dialogue and **thought-provoking exchange** between great thinkers, old friends and new peers from across the country
- ✓ renewed energy and personal resolve to address the challenges of **strengthening your state or local economy**

ABOUT SSTI

The State Science and Technology Institute is a national nonprofit organization dedicated to improving government-industry programs that encourage economic growth through the application of science and technology.

SSTI'S 10TH ANNUAL CONFERENCE

For a few days this fall, more than 300 of the nation's greatest thinkers and practitioners for building tech-based economies will descend on Oklahoma City to gain:

- ✓ Better ways to commercialize innovations
- ✓ Methods to improve entrepreneurial assistance and research grant programs
- ✓ Insightful discussion on national innovation policies and research funding priorities
- ✓ New approaches to increase local access to risk capital
- ✓ Tools to measure the effectiveness of public-private investments to encourage tech-based economic growth

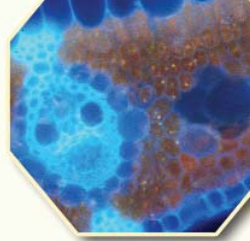
All of them will find answers in Oklahoma City — at the premier professional development event of the year for the tech-based economic development community. The only question remaining is ***will you be among them?***

Seating is limited. Visit www.ssti.org to register online today.

SSTI

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Transforming Regional Economies: *The Essence of Tech-Based Economic Development*

Incubators and accelerators. Angel, seed and venture capital. Research parks. University and industry research. Technology licensing and commercialization. Entrepreneurship assistance. R&D tax credits.

Technology workforce development. Regional technology councils. Manufacturing extension. Science and technology advisers.

While all have specific functions, collectively, these activities are working toward a single goal of transforming a regional economy to be more competitive in the knowledge-driven global market.

These are not the same components used for traditional economic development approaches that strive to improve or maintain economic vitality of a geographic area. Technology-based economic development (TBED) is driven to improve the standard of living of an area while increasing their capacity to generate new opportunities for wealth creation through a combination of knowledge, innovation, and entrepreneurship.

How well TBED programs work together depends on many variables, not the least important is the degree to which they embrace concepts of cooperation, partnership, integration, and unity in vision. The full economic impact of investments to encourage growth through science and technology can remain

unrealized when true public-private, university-industry-government collaboration is not in place.

Fortunately, there is a solution. There is a single place, a single event, each year at which the leadership and staff from the complete spectrum of programs and practices dedicated to transforming regional economies share common experiences, insights and approaches. Collectively, they form a national community dedicated to advancing innovation-based economic growth.

The event is *SSTI's 10th Annual Conference*. The participants will be drawn from the full-spectrum of TBED practice from across the country. SSTI's annual conference is the only event that draws such a wide cross-section of the TBED community and provides the premier professional-development opportunity of the year for launching, re-energizing, or transforming the TBED talents of your state, region, university or locality.

We invite you to join your peers at this special event. Attendance will be limited to ensure the high quality of interaction, dialogue and community past participants have grown to expect each year.



David Thompson — *Publisher, The Oklahoman*

Across the country, the regions transforming their economies invariably have media that are reporting, analyzing, and editorializing on the need for change. One of Oklahoma's most significant voices for investing in the future is David Thompson, the publisher of *The Oklahoman*, the state's largest newspaper and one of the top 100 newspapers in America.

Mr. Thompson's keynote speech will explore the role of the media in transforming regional economies.

Having grown up in Oklahoma, Mr. Thompson began his career at *The Oklahoman* in 1974. Positions at the

Colorado Springs Sun and the *Charlotte Observer*, preceded his May 2003 return to Oklahoma when he was named publisher of *The Oklahoman* by then-owner and publisher, Mr. Edward L. Gaylord.



Throughout his career, Mr. Thompson has been active in civic affairs. He takes an active role in economic development as a member of the board of directors of several organizations including the Greater Oklahoma City Chamber, the State Chamber of Commerce, the Oklahoma

Health Center Foundation, and as a member of the Oklahoma Business Roundtable.

OPENING RECEPTION — TUES., OCT. 31, 6:30 P.M.

On the evening of Oct. 31, SSTI's conference participants will be treated to a fun-filled evening of dinner, drinks, art, culture and entertainment thanks to the overwhelming generosity of the conference's 22 local hosts (see page 28). The event will be held at the National Cowboy & Western Heritage Museum, a stunning cultural art museum and research center.

The Opening Reception affords a wonderful environment to reconnect with colleagues and network with other conference attendees, speakers and our local hosts. Festivities will begin at 6:30 p.m. Shuttle transportation will be provided between the conference hotel and the museum beginning at 6:15 p.m. On the Web: www.nationalcowboymuseum.org



Transforming a Regional Economy: Moving Forward Together

Tuesday, Oct. 31 • 9:00 a.m. - 4:30 p.m.

(Registration: \$75 member; \$95 nonmember)

This is a city that has to be seen to be believed — and this candid session with Oklahoma City's top movers and shakers should make it a must for every local economic development professional.

How does a medium-sized city in a small state accomplish big things? How was a down-at-the-heels tract of urban landscape transformed into a 27-acre research park featuring a seven-building complex with 600,000 sq. ft. of Class A wet-lab space and a 97 percent occupancy rate? How did the city convince its citizens to tax themselves higher to support one of the largest capital improvement projects in the country — one that has already yielded more than \$2.4 billion in public and private investment? This full-day session will provide answers and insights from the key players in the initiatives that have radically transformed the face of the community.

In the morning, participants will travel to the Presbyterian Health Foundation Research Park. The complex's master plan calls for the construction of 10 buildings, raising the total research and office space to more than 1 million sq. ft. Working in cooperation with federal, state and local agencies, the park is a collaborative alliance including businesses, government and higher education. It is strategically located near the Oklahoma Health Center to create a synergism of research science and commercialization. Through interactive sessions with the city and state's bioscience leadership, participants will learn the inside story of how vision, leveraging resources, and a spirit of collaboration resulted in one of the most important economic drivers in central Oklahoma.



Following lunch at the Research Park, participants will depart for a tour of Oklahoma City's MAPS projects. Guided by former Oklahoma City Mayor Kirk Humphreys, the tour will highlight the new and upgraded sports, recreation, entertainment, cultural and convention facilities funded through MAPS. The projects began in 1993, when voters approved the MAPS sales tax, and were completed in 2004. Oklahoma City is the first city in the country to undertake a public facility enhancement project of this size. All projects are now complete and paid off.

As a result of MAPS, downtown Oklahoma City has seen more than \$2.5 billion in new public and private development. The initial investment has spurred millions of dollars in additional development, filling in voids and redeveloping underutilized land as housing, mixed use offices, and arts and entertainment facilities. MAPS was the catalyst for dramatically changing public perception and improving quality of life in downtown, which has developed into a vibrant 24/7 community with places to live, work and play.

Presenters include:

- **Michael Anderson**, President, Presbyterian Health Foundation
- **Michael Carolina**, Executive Director, Oklahoma Center for the Advancement of Science and Technology
- **Joseph Ferretti**, Senior Vice President & Provost, Oklahoma University Health Sciences Center
- **Kirk Humphreys**, former Mayor, Oklahoma City
- **Hershel Lamirand**, President & CEO, Oklahoma Health Foundation
- **Greg Main**, President & CEO, i2E
- **Stephen Prescott**, President, Oklahoma Medical Research Foundation
- **Roy Williams**, President & CEO, Greater Oklahoma City Chamber of Commerce



Introduction to Tech-based Economic Development

Tuesday, Oct. 31 • 9:00 a.m. - 4:30 p.m.

(Registration: \$195 member; \$275 nonmember)

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

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

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

One reason the workshop sells out year after year is that it is led by two of the top names in our field. If you're new to the field, there is no better way to prepare for the caliber of discussion and content at SSTI's 10th Annual Conference than to attend this full-day, highly interactive workshop examining the fundamental elements of successful tech-based economic development.

Presented by:

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



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Half-day Pre-conference Sessions

Tuesday, Oct. 31 • 1:00 p.m. - 4:30 p.m.

Registration is \$150 for members or \$175 for nonmembers.

Turning Innovations into Enterprises: A Practitioner's Guide to Technology Commercialization

SSTI is excited to make available this internationally popular technology commercialization workshop in a half-day format especially designed for TBED professionals. Through this highly interactive practicum, Dr. Randy Goldsmith will walk you step-by-step through the renowned Goldsmith Technology Commercialization Model — a portfolio of assessment tools and financing resources that can help your clients achieve their business objectives. His approach to technology commercialization has been adopted successfully by NASA and economic development organizations throughout the U.S. and the United

Kingdom. Participants will learn how to work with clients to identify the most appropriate key milestones, to ask the tough but critical questions, to estimate realistic costs, and to determine an entrepreneur's true strengths and weaknesses. Based on his extensive technology commercialization experience in the private, public and university sectors, Dr. Goldsmith will share proven strategies and practical tools to help your region's entrepreneurs turn technology innovations into successful enterprises. Seating will be limited.

Presented by:

- **Randy Goldsmith**, President, Mississippi Technology Alliance

TBED Program Evaluation: An Introduction

One of the hallmarks of effective TBED programs is that their leaders regularly evaluate how they are performing. But to do evaluation properly, you must consider why you are evaluating, what you are evaluating, and how best to do it. What tools and methods will generate the most appropriate and reliable metrics? What metrics are viable indicators of positive performance, and how should they be presented in order to have the most meaning for key stakeholders?

approaches that some of the leading programs have used to evaluate their effectiveness and impact. Cathy Renault will lead participants in this discussion of performance metrics fundamentals — a good course for those new to TBED and a good refresher for anyone on how to successfully deal with a perennial challenge of TBED program management.

Presented by:

- **Cathy Renault**, Program Manager of Technology-based Economic Development, RTI International

In this half-day session, we'll examine those basic but critical questions and consider

Gold



ANGLE Technology Group

ANGLE Technology Group is an international technology commercialization and consulting firm engaged in the full range of activities that drive new technology business creation. ANGLE works with national, regional and state governments, universities and industry on all aspects of technology-based economic development and technology commercialization: regional and national technology strategy development; feasibility, planning, and management of research parks, business incubators, and venture funds; plus technology firm creation. ANGLE operates in the US, Europe and Middle East. www.angletechnologyus.com



The Federal Laboratory Consortium for Technology Transfer (FLC), a nationwide

network of over 700 federal laboratories, is the only government-wide forum for technology transfer (T2). The FLC provides the framework for developing T2 strategies and opportunities by promoting and facilitating technical cooperation among federal laboratories, industry, academia, and state and local governments. www.federallabs.org

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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.



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The Manufacturing Extension Partnership (MEP) is a nationwide network of resources transforming manufacturers to compete globally, supporting greater supply chain integration, and providing access to technology for improved productivity. MEP is a program of the U.S. Department of Commerce Technology Administration at the National Institute of Standards and Technology (NIST). MEP leverages public and private resources to make a comprehensive range of services and assistance available to smaller manufacturers. www.mep.nist.gov



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facilitates COE success nationwide. Through strategic partnerships, NCOE promotes new technologies development, transfer and commercialization. NCOE produces very important management reports, services and projects. NCOE also provides access to unique resources and tools for member center benefit. www.nationalcoe.org.



Oak Ridge National Laboratory is the Department of Energy's largest science and energy laboratory. Managed since April 2000 by a partnership formed by The University of

Tennessee and the Battelle Memorial Institute, ORNL was established in 1943 as a part of the secret Manhattan Project to pioneer a method for producing and separating plutonium. Today, ORNL is home to the world's largest civilian science project, the \$1.4 billion Spallation Neutron Source, and has been selected to build the fastest unclassified scientific computer in the world. www.ornl.gov



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RTI International is an independent, not-for-profit research organization that

serves academic, government, and commercial clients in the United States and abroad. RTI's technology commercialization team provides a complete range of economic development, technology transfer, and commercialization services including evaluation, technology assessments, market intelligence, portfolio mining, technology licensing, training, and strategic advising assistance. This team provides clients with critical data for informed decisions by analyzing the intersection of innovative science and

technology, existing industry/market needs, and emerging market trends. www.rti.org



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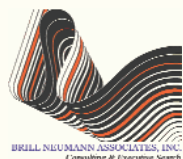
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Battelle, a global science and technology

enterprise, formed Technology Partnership Practice (TPP) to better serve clients with interests in economic development. TPP assists clients in the design and implementation of technology strategies, programs and projects. Battelle serves state and regional organizations, universities, foundations, technology organizations, and industry. Battelle is recognized nationally for its work in the biosciences, information technology and communications, advanced manufacturing, and nanotechnology industries. www.battelle.com



Brill Neumann Associates

We bring to our consulting and search assignments decades of senior management experience in higher

education, health care, and related not-for-profit organizations where we gained first-hand experience working on the challenges our clients face: defining mission and goals with key stakeholder groups; building coalitions to achieve plans; making thoughtful and judicious resource allocation decisions; and steering organizations through turbulent economic times. We have walked in your shoes. www.brillneumann.com/index.html



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strong legal experience and advancing technologies to enhance the growth and business progression of our clients. We provide General Counsel for various technology-based research parks and real estate developments by serving as advisors on land use, intellectual property, government funding advocacy, economic development incentives, telecommunications law and real estate transactions. To learn more, please visit us at www.szd.com.



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Become an SSTI Affiliate

Good things start happening for TBED organizations that become SSTI members — beginning with \$100 off of each conference registration.

We're constantly encouraging our conference registrants to bring more than one person to the event. Multiple attendees from the same organization allow broader coverage of more of the 23 concurrent breakout sessions, greater networking opportunities with more of the field's top thinkers and practitioners, and super savings on registrations. Join today and each member of your staff or board attending the full conference will receive \$100 off of their registration fees.

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Affiliate membership eligibility is limited to local and regional tech-based economic development programs, universities, trade associations, tech councils, incubators, manufacturing extension centers, research parks, and other tech-based economic development groups providing services to companies. Annual SSTI affiliate dues are \$750.

For-profit and consulting organizations, individuals and all other groups interested in tech-based economic development may inquire about opportunities to become SSTI Supporters.

Contact Noelle Sheets, SSTI's director of member services, at 614.901.1690 or sheets@ssti.org for more information.

Additional benefits of SSTI Affiliate membership include:

- 10% discount on SSTI Bookstore purchases
- 12 subscriptions to the *SSTI Funding Supplement* for staff and board members within your organization. This members-only electronic publication provides readers with application information, eligibility criteria and submission deadlines for hundreds of funding opportunities offered by the federal government and others.
- *SSTI Weekly Digest*: SSTI's weekly electronic newsletter provides readers with valuable, timely information on critical issues affecting the tech-based economic development community.
- Free, unlimited posting of position vacancies within your organization in the *SSTI Weekly Digest* and on our website.
- Access to the staff at SSTI as a resource for projects, reports or data collection related to tech-based economic development.
- One complimentary copy of all SSTI publications released during the year. Additional copies of publications are available at a discounted rate.
- Affiliate Membership recognition on our website (www.ssti.org/members.htm).

Latest Trends in Angel Investing

Wednesday, Nov. 1 • 9:00 a.m.

Angel capital is becoming an increasingly important source of financing for tech start-ups, particularly as venture capital firms move to later-stage investments. The Kauffman Foundation will discuss the role of angels in the world of private equity and the growing trend of formalized angel groups, which are beginning to address a large capital gap for early-stage enterprises. Learn how this and other trends may affect your region and what trends to watch for as the angel group "industry" matures.

Presented by:

- **Marianne Hudson**, Director, Entrepreneurship, Ewing Marion Kauffman Foundation

Understanding the University's Role in Regional Economies

Wednesday, Nov. 1 • 9:00 a.m.

We'll examine the conclusions found through the first phase of MIT's Local Innovations Systems Project, which is investigating the roles of universities and other public research institutions as creators, receptors, and interpreters of innovation and ideas; as sources of human capital; and as key components of social infrastructure and social capital.

A Policy Session.

Presented by:

- **Sean Safford**, Assistant Professor of Organizations and Strategy, University of Chicago Graduate School of Business

Policy Sessions for Seasoned Practitioners

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 seven breakout sessions are focusing specifically on policy issues involving TBED. These sessions (identified in the descriptions as Policy Sessions) will provide you with an opportunity to step back and think about the big picture affecting your work now and in the future. Consider these sessions as the "why" you are taking a particular approach — or should be considering when developing your TBED strategies! Please note, all conference registrants are welcome to attend any of the breakout sessions offered on Wed. & Thurs.

Understanding the University's Role in Regional Economies

Wednesday, Nov. 1 • 9:00 a.m.

Is There a Future for U.S. Manufacturing?

Wednesday, Nov. 1 • 9:00 a.m.

Innovation and Creativity in City Regions

Wednesday, Nov. 1 • 10:45 a.m.

A Matter of Scale: Maximizing Impact from State TBED Investments

Wednesday, Nov. 1 • 2:00 p.m.

Higher Ed and Competitiveness: Ending Our Bipolar Relationship with Higher Ed

Wednesday, Nov. 1 • 3:45 p.m.

Recent Research: Studies that Should Influence TBED Policy & Practice

Thursday, Nov. 2 • 8:30 a.m.

New Trends in Commercialization and Intellectual Property Rights

Thursday, Nov. 2 • 10:00 a.m.

TBED Clinic

Wednesday, Nov. 1 • 9:00 a.m.

Think venture forum adapted to TBED program/policy. In this interactive session, up to three TBED practitioners will present challenges they are facing and the strategies they are employing or considering deploying to address those challenges. A distinguished panel will provide feedback and advice both on the strategies and alternative approaches that could be used to address the issues.

Panelists include:

- **Walt Plosila**, Vice President, Technology Partnership Practice, Battelle
- **Marsha Schachtel**, Senior Fellow, Johns Hopkins Institute for Policy Studies

Is There a Future for U.S. Manufacturing?

Wednesday, Nov. 1 • 9:00 a.m.

A blend of macroeconomics, international trade, business strategy, and public policy analysis, this session will examine the serious global restructuring and challenges facing America's manufacturing sector and consider its competitive future. Dr. Hill will not only make the case that it is possible for America's manufacturers to start playing offense with their business strategies, but also demonstrate that some manufacturers are doing just that — and that some regions are helping them along the way. The impact of firm strategy on regional economies and manufacturing's role in technology also will be examined. A Policy Session.

Presented by:

- **Edward "Ned" Hill**, Professor & Distinguished Scholar of Economic Development, Levin College of Urban Affairs, Cleveland State University

The People Piece of the Entrepreneurship Puzzle

Wednesday, Nov. 1 • 10:45 a.m.

There's a recipe for tech entrepreneurship and the key pieces need to be in place for success: Ideas, Capital, and People. Perhaps your region has the capital, or at least enough for the current deal flow. You may have the technologies, the ideas, the innovations. But not everyone with an idea and money will launch a thriving company. How do you find or recruit qualified, experienced entrepreneurial managers (a.k.a., serial entrepreneurs) for new ventures? This panel session will explore some of the approaches being taken to address this critical need.

Panelists are:

- **Becca Braun**, Chief Operating Officer of JumpStart, Inc.
- **Susan Shows**, Vice President, Georgia Research Alliance
- **Michael Skaggs**, President, Next Generation Economy, Inc.

Forging Local-University Partnerships for Regional Growth

Wednesday, Nov. 1 • 10:45 a.m.

Higher education provides the cornerstone for most TBED. As a result, colleges, universities and local communities should be natural allies. Often, though, regions suffer from separate, disjointed and even competing strategies deployed by the two camps. In this session, we'll explore how, in selected communities, the key players from local economic development groups and universities succeeded in forging solid, sustained partnerships to encourage growth.

Moderated by:

- **Tom Ticknor**, President, Ticknor & Associates

Innovation and Creativity in City Regions Wednesday, Nov. 1 • 10:45 a.m.

City-regions are now the key source of economic vitality and innovative capacity for nation-states; innovation is becoming more, not less, concentrated in city-regions. It is widely recognized that the comparative advantage of city-regions in the knowledge economy rests on their social characteristics as much as their economic assets. We'll learn about the new five-year study to be conducted by the Innovation Systems Research Network to better understand how innovation and creativity influence regional development and the policy implications for public governance. A Policy Session.

Presented by:

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

Understanding Innovation and Product Development

Wednesday, Nov. 1 • 10:45 a.m.

Technology commercialization gets all the innovation limelight, but more broadly based innovation (incremental, strategic, etc.) has much more economic impact. Almost all the manufacturers who want to remain around in a few years are trying to become more innovative/strategic. New products are only one way to achieve that. New markets for existing products can be another. In this session, we'll look at approaches to help firms understand real innovation, product development and strategic repositioning.

Presenters are:

- **Gary Conley**, President, TechSolve
- **Gary Thompson**, Executive Director, TechHelp

Technology-Commercialization Assessment and Monitoring

Wednesday, Nov. 1 • 2:00 p.m.

Are you asking the right questions to assess the likelihood of success for your client's technologies or business strategies? In this session, we'll explore some of the most effective methods to assessing and guiding a project or team to commercial viability, including how to assess the ever-elusive intangibles.

Presenters are:

- **Fraser Barnes**, CEO, ProGrid Evaluation Solutions
- **J. R. (Ron) McCullough**, President, Klastek Ltd.

Advocating for TBED

Wednesday, Nov. 1 • 2:00 p.m.

State legislative term limits, changes in gubernatorial administrations and election cycles can create havoc on a state or regional innovation agenda. Promoting entrepreneurship, gaining access to capital and preparing a workforce for technology jobs will go nowhere if the government does not sustain its support for important TBED initiatives. In this session, we'll hear from two professional TBED lobbyists – one public, one private – and a state legislator, as they outline successful goals, strategies and tactics as well as case studies for gaining public support for science and technology-based projects and programs.

Presenters are:

- **The Honorable Cal Hobson**, Senator, Oklahoma State Senate
- **David Robinson**, Partner & Chairman of the Government Relations Group, Schottenstein, Zox & Dunn, LPA
- **Paulette Shafer**, Director of Government Relations, Oklahoma Center for the Advancement of Science and Technology

A Matter of Scale: Maximizing Impact from State TBED Investments

Wednesday, Nov. 1 • 2:00 p.m.

Mega-million-dollar tech-recruitment deals are capturing the attention of the TBED community across the country. Will they work? On the other end of the financial spectrum, can a \$1-2 million capital program really catalyze an entire state angel or VC industry? This roundtable discussion will probe some of the tougher questions for all public economic development policy such as: Which TBED investments and policies make an actual difference in a regional economy? A Policy Session.

Discussion led by:

- **Robert McMahan, Jr.**, State Science & Technology Advisor, North Carolina

Technology Industries' Views on University Collaboration

Wednesday, Nov. 1 • 2:00 p.m.

Most research universities are seeking ways to increase their corporate R&D funding and enhance industry collaborations. This session will feature the perspective of corporations and entrepreneurs that are working effectively with universities on R&D and commercialization activities. Hear about their collaborative relationships and the issues faced by both universities and corporations on intellectual property sharing, project turnaround, publishing versus confidentiality, the need for flexibility, and other make-or-break issues.

Panelists include:

- **Patrick McCann**, Founder & CEO, Ekips Technologies, Inc.

Higher Ed and Competitiveness: Ending Our Bipolar Relationship with Higher Ed Wednesday, Nov. 1 • 3:45 p.m.

With higher education's prominent role in national competitiveness, this roundtable discussion will explore curing the schizophrenia of state and national policy. States put millions of dollars into centers of excellence and new buildings, but general support for higher ed is so weak that tuition soars. Meanwhile, on the federal level, the Administration proposes funding for math instruction, but freezes Pell grants. We'll consider if there's a way to break out of this cycle. A Policy Session.

Discussion led by:

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

Visit
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conference
news!



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Tuesday, October 31

Optional Pre-conference Workshops (separate registration required)	
8:00 a.m.	Registration and Continental Breakfast
9:00 a.m.	Full-day pre-conference workshops — pp. 6-8 <ul style="list-style-type: none">• Transforming a Regional Economy: Moving Forward Together• Introduction to Tech-based Economic Development
1:00 p.m.	Half-day pre-conference workshops — p. 9 <ul style="list-style-type: none">• Turning Innovations into Enterprises: A Practitioner’s Guide to Technology Commercialization• TBED Program Evaluation: An Introduction
4:30 p.m.	All workshops end
5:00 p.m.	Registration closes for evening

Tuesday, October 31 (all attendees)

6:30 p.m.	Opening reception for SSTI’s 10th Annual Conference <ul style="list-style-type: none">• National Cowboy & Western Heritage Museum — p. 5
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Wednesday, November 1

SSTI’s 10th Annual Conference	
7:45 a.m.	Registration and SSTI Conference Bookstore open Continental Breakfast
8:30 a.m.	Welcoming Remarks
9:00 a.m.	Concurrent Sessions — p. 14 <ul style="list-style-type: none">• Latest Trends in Angel Investing• Understanding the University’s Role in Regional Economies• TBED Clinic• Is There a Future for U.S. Manufacturing?
10:45 a.m.	Concurrent Sessions — pp. 15-16 <ul style="list-style-type: none">• The People Piece of the Entrepreneurship Puzzle• Forging Local-University Partnerships for Regional Growth• Innovation and Creativity in City Regions• Understanding Innovation and Product Development

Wednesday cont.

12:00 p.m.	Lunch with Keynote Address by David Thompson — p. 5
2:00 p.m.	Concurrent Sessions — pp. 16-17 <ul style="list-style-type: none">• Technology-Commercialization Assessment and Monitoring• Advocating for TBED• A Matter of Scale: Maximizing Impact from State TBED Investments• Technology Industries’ Views on University Collaboration
3:45 p.m.	Concurrent Sessions — pp. 17, 20 <ul style="list-style-type: none">• Higher Ed and Competitiveness: Ending Our Bipolar Relationship with Higher Ed• Commercializing Clean Energy Technologies• From Concept to Commercialization — The Oklahoma Strategy
5:00 p.m.	Networking reception hosted by our National Conference Sponsors
Dinner & Evening	Participants on own to explore Oklahoma City’s exciting Bricktown

Thursday, November 2

7:30 a.m.	SSTI Conference Bookstore opens; Breakfast
8:30 a.m.	Concurrent Sessions — p. 21 <ul style="list-style-type: none">• Seed Capital Programs: The Missing Link• University Research Parks as Part of an Effective TBED Strategy• Recent Research: Studies that Should Influence TBED Policy & Practice• Cashing in on Nanotechnology
10:00 a.m.	Concurrent Sessions — p. 22 <ul style="list-style-type: none">• New Trends in Commercialization and Intellectual Property Rights• International Innovation Strategies: Lessons and Models for the U.S.• Top Five Reasons Influencing Tech-Firm Location Decisions
11:30 a.m.	Closing Session — p. 23 <ul style="list-style-type: none">• What’s Next for TBED? by Dan Berglund, SSTI President & CEO
12:30 p.m.	Adjournment

Commercializing Clean Energy Technologies

Wednesday, Nov. 1 • 3:45 p.m.

Alternative and renewable energy has finally made it to the main stage – if not yet the podium – of national energy policy. Many of the most innovative nations around the world have announced mega-million-dollar investment strategies to go green. Sounds good, but the challenge of technology adoption isn't as easy as signing a check. This session will explore the roles state and regional efforts are playing to help U.S. firms cash in on this explosive technology sector.

Presenters are:

- **Lee Cheatham**, Executive Director, Washington Technology Center
- **Kurt Faulhaber**, Assistant Director, Clean Energy Incubator, IC2, University of Texas at Austin
- **Steve Rhines**, Vice President, General Counsel and Director of Public Affairs, Samuel Roberts Noble Foundation

From Concept to Commercialization — The Oklahoma Strategy

Wednesday, Nov. 1 • 3:45 p.m.

Oklahoma has provided a model for several elements of many state and local TBED initiatives — that's one of the main reasons SSTI is excited to bring the conference to Oklahoma City. OCAST, i2E and the Oklahoma Alliance for Manufacturing Excellence are just three examples. The Sooner State has one of the most comprehensive, "full-pipeline" approaches to building a tech-based economy, and it happens through a well-oiled portfolio of interrelated public-private programs. In this session, we'll hear how the Oklahoma Strategy evolved and improves with age.

Presenters are:

- **Michael Carolina**, Executive Director, Oklahoma Center for the Advancement of Science and Technology
- **Greg Main**, President & CEO, i2E, Inc.
- **Roy Peters, Jr.**, President, Oklahoma Alliance for Manufacturing Excellence, Inc.
- **Amy Polonchek**, Interim Executive Director, Oklahoma Dept. of Commerce

Seed Capital Programs: The Missing Link

Thursday, Nov. 2 • 8:30 a.m.

There has been a lot of focus lately on mobilizing angel investors, but angel investment is only part of the capital puzzle. For most of us, the missing piece is seed capital. What else can be done, in addition to marshalling angel investment dollars? Considering the almost-universal acknowledgment of a seed capital gap, there are relatively few examples of successful public-sponsored seed capital programs. Are there untapped private resources and unrecognized opportunities for leverage and collaboration that we should pursue? How do foundations fit this picture, and do angels have a role?

Presenters are:

- **William Paiva**, Partner, Chisholm Private Capital Partners
- **Tom Walker**, Executive Vice President & Chief Operating Officer, i2E, Inc.

University Research Parks as Part of an Effective TBED Strategy

Thursday, Nov. 2 • 8:30 a.m.

There is ample evidence around the country that the availability of land, office space and research facilities can entice tech companies to locate near universities. Research parks also provide space for university company spinoffs, incubators, accelerators and other entrepreneurial assistance efforts. But not all research parks are created equal. In this panel session, we'll consider some of the lessons learned and delve into a detailed study of 20 mid-life (as opposed to mature or new) research parks.

Presenters are:

- **Gary Evans**, CEO-U.S. Operations, ANGLE Technology Group
- **Ken Malone**, Chair, Department of Economic & Workforce Development, University of Southern Mississippi

Recent Research: Studies that Should Influence TBED Policy & Practice

Thursday, Nov. 2 • 8:30 a.m.

For the past several years, the *SSTI Weekly Digest* has included articles posing what we think are the TBED policy implications for new papers prepared by independent consulting firms and academic research. Our goal is to help move TBED policy more closely toward the latest thinking on what works, what doesn't, and what matters. In this session, we'll present the findings from three to four of the major studies from the past year. In addition, we'll use the forum to gather possible research topics for academic researchers to explore in more detail. A Policy Session.

Discussion led by:

- **Phillip Battle**, Policy Analyst, SSTI
- **Mark Skinner**, Vice President, SSTI
- **John Slanina**, Policy Analyst, SSTI

Cashing in on Nanotechnology

Thursday, Nov. 2 • 8:30 a.m.

Nanotechnology has been hyped for many years now and much of the platform technology's potential remains just that — potential. Unlike other technologies that are concentrated heavily in certain areas, nanotechnology has yet to form many real business-centered geographic clusters: It's a wide-open opportunity. In this session, we'll learn about two approaches that could serve as models for other regions hoping to cash in on nano's potential.

Presenters are:

- **Tom Ballard**, Director, Economic Development and Partnerships, Oak Ridge National Laboratory
- **Norm Peterson**, Assistant to the Director, Government Relations, Argonne National Laboratory

WED., NOVEMBER 1 - 5:00 P.M. RECEPTION

Join us for a reception hosted by our national conference sponsors!

The best way to begin decompressing from the full day of intensive conference sessions, to meet our sponsors at their exhibits, and to continue conversations with your fellow conference participants is at our annual sponsors' reception. Hors d'oeuvres and complimentary beverages will be served in the exhibit area.



New Trends in Commercialization and Intellectual Property Rights

Thursday, Nov. 2 • 10:00 a.m.

With recent court decisions and the 2004 publication of *Innovation and Its Discontents: How Our Broken Patent System is Endangering Innovation and Progress, and What to Do About It*, there has been considerable discussion about what's wrong with U.S. and global patenting policies. We'll hear how the dust seems to be settling and how it affects local and state TBED strategies. A Policy Session.

Panelists include:

- **Howard Bremer**, Consultant, Wisconsin Alumni Research Foundation
- **Michael LaBrie**, Intellectual Property Practice Group Leader and Shareholder, McAfee & Taft

International Innovation Strategies: Lessons and Models for the U.S.

Thursday, Nov. 2 • 10:00 a.m.

The U.S. may dominate the charts for patents, VC expenditures and R&D, but we haven't cornered the market on public-private initiatives to encourage innovation. In fact, a review of the innovation strategies implemented by many countries can offer models for possible adoption for states and regions across the country. This session will review the successful elements of the TBED portfolios of other provinces and countries, giving an opportunity to discuss what could work in the U.S.

Presenters include:

- **Tony Hill**, Principal, Capital Hill Consulting
- **Mary Kavanagh**, Science, Technology and Education Counselor, European Commission
- **Charles Wessner**, Director, Technology, Innovation and Entrepreneurship, National Academies of Science (invited)

Top Five Reasons Influencing Tech-Firm Location Decisions

Thursday, Nov. 2 • 10:00 a.m.

Why do technology companies choose certain locations over others? Are their criteria substantially different from those of more traditional industries? Do the financial incentives offered to attract companies really influence site selection? Attracting high-wage tech jobs is certainly more valuable to a community than distribution facilities or call centers, but what approaches work and what don't? There is no magic formula, but in this session we'll get the insights of those who help companies make their decisions.

Presenters include:

- **Angelos Angelou**, Principal, AngelouEconomics
- **Angie Godwin**, President, Area Development Partnership

Resources for Transforming Regional Economies: The SSTI Conference Bookstore

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. SSTI is pleased, once again, to present our conference attendees with the world's single most comprehensive bookstore concentrated on transforming regional

economies. With nearly 200 titles — all priced competitively against the nation's major online and retail bookstores — the SSTI conference bookstore provides a convenient place to browse and buy the latest publications from the top authors in the field.



WWW.SSTI.ORG • 614.901.1690

CLOSING SESSION — THURS., NOV. 2, 11:30 A.M.

What's Next for TBED?

Discussion led by:

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

SSTI's 10th Annual Conference will wrap up with a perennial favorite: our capstone session exploring the latest developments and trends affecting TBED, the most daunting challenges ahead, and implications for TBED policymakers and program managers. SSTI's president and CEO will serve as both provocateur and community builder in this engaging session to wrap up another SSTI conference.

With 22 intensive breakout sessions covering the full array of issues confronting efforts to transform regional economies, SSTI's annual conference can also be viewed as several conferences under one roof. The advantage is that for one registration price you can go to any of the breakout sessions you wish, allowing you to tailor your professional development experience to most closely match your most pressing needs. Each 75-minute session is designed to allow ample time for Q&A and discussion among participants, further deepening the session's value for each conference registrant. Yet another reason SSTI's annual conference stands out for its quality and benefit.

Additionally, SSTI uses a two-stage survey

process each summer to develop the conference agenda rather than having the agenda set by invitation or call for papers many months in advance. The result is all topics to be discussed were ranked as being of highest interest or of most importance by SSTI's sponsors and affiliates — your peers from around the country! Given the breadth and diversity of interests and perspectives present among SSTI's membership, the slate of sessions is assured to offer at least one topic of interest for nearly every component of the TBED community during each of the six time slots offering concurrent breakout sessions. In this spread, we've identified some of the most common interests as they "track" across the agenda. One-size doesn't fit all so we encourage you to customize your conference experience.

University Sessions

Understanding the University's Role in Regional Economies
Wednesday, Nov. 1 • 9:00 a.m.

Forging Local-University Partnerships for Regional Growth
Wednesday, Nov. 1 • 10:45 a.m.

Technology Industries' Views on University Collaboration
Wednesday, Nov. 1 • 2:00 p.m.

Higher Ed and Competitiveness: Ending Our Bipolar Relationship with Higher Ed
Wednesday, Nov. 1 • 3:45 p.m.

University Research Parks as Part of an Effective TBED Strategy
Thursday, Nov. 2 • 8:30 a.m.

Entrepreneurship Sessions

Latest Trends in Angel Investing
Wednesday, Nov. 1 • 9:00 a.m.

The People Piece of the Entrepreneurship Puzzle
Wednesday, Nov. 1 • 10:45 a.m.

Technology-Commercialization Assessment and Monitoring
Wednesday, Nov. 1 • 2:00 p.m.

Seed Capital Programs: The Missing Link
Thursday, Nov. 2 • 8:30 a.m.

New Trends in Commercialization and Intellectual Property Rights
Thursday, Nov. 2 • 10:00 a.m.



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Policy Sessions

Understanding the University's Role in Regional Economies
Wednesday, Nov. 1 • 9:00 a.m.

Is There a Future for U.S. Manufacturing?
Wednesday, Nov. 1 • 9:00 a.m.

Innovation and Creativity in City Regions
Wednesday, Nov. 1 • 10:45 a.m.

A Matter of Scale: Maximizing Impact from State TBED Investments
Wednesday, Nov. 1 • 2:00 p.m.

Higher Ed and Competitiveness: Ending Our Bipolar Relationship with Higher Ed
Wednesday, Nov. 1 • 3:45 p.m.

Recent Research: Studies that Should Influence TBED Policy & Practice
Thursday, Nov. 2 • 8:30 a.m.

New Trends in Commercialization and Intellectual Property Rights
Thursday, Nov. 2 • 10:00 a.m.

Tactical or "How To" Sessions

TBED Clinic
Wednesday, Nov. 1, 2006 • 9:00 a.m.

The People Piece of the Entrepreneurship Puzzle
Wednesday, Nov. 1, 2006 • 10:45 a.m.

Understanding Innovation and Product Development
Wednesday, Nov. 1, 2006 • 10:45 a.m.

Technology-Commercialization Assessment and Monitoring
Wednesday, Nov. 1, 2006 • 2:00 p.m.

Advocating for TBED
Wednesday, Nov. 1, 2006 • 2:00 p.m.

Commercializing Clean Energy Technologies
Wednesday, Nov. 1, 2006 • 3:45 p.m.

Seed Capital Programs: The Missing Link
Thursday, Nov. 2, 2006 • 8:30 a.m.

Cashing in on Nanotechnology
Thursday, Nov. 2, 2006 • 8:30 a.m.

International Innovation Strategies: Lessons and Models for the U.S.
Thursday, Nov. 2, 2006 • 10:00 a.m.

Local/Regionalism Sessions

Understanding the University's Role in Regional Economies
Wednesday, Nov. 1, 2006 • 9:00 a.m.

The People Piece of the Entrepreneurship Puzzle
Wednesday, Nov. 1, 2006 • 10:45 a.m.

Forging Local-University Partnerships for Regional Growth
Wednesday, Nov. 1, 2006 • 10:45 a.m.

Innovation and Creativity in City Regions
Wednesday, Nov. 1, 2006 • 10:45 a.m.

Advocating for TBED
Wednesday, Nov. 1, 2006 • 2:00 p.m.

From Concept to Commercialization —The Oklahoma Strategy
Wednesday, Nov. 1, 2006 • 3:45 p.m.

University Research Parks as Part of an Effective TBED Strategy
Thursday, Nov. 2, 2006 • 8:30 a.m.

Top Five Reasons Influencing Tech Firm Location Decisions
Thursday, Nov. 2, 2006 • 10:00 a.m.

Oklahoma City

is alive with the urban sounds of a thriving metropolis and the adrenaline-fueled excitement of stampeding horses and western flare. The city, reborn into a beautiful renaissance, has become far more than you could ever imagine. And, the future awaiting the city is more promising than ever before. The landscape of Oklahoma City is changing with new multi-million-dollar facilities gracing the terrain. And, an almost endless list of attractions invites fun and excitement for everyone.

Oklahoma City wanted the best. Now it's here. Ford Center is Oklahoma's state-of-the-art sports and entertainment venue. The nearly 20,000 seat arena hosts major concerts, family events, ice shows, the NBA's Oklahoma City/New Orleans Hornets and other sporting events.

Adjacent to the Ford Center is the Myriad Botanical Gardens and Crystal Bridge Tropical Conservatory, seventeen acres of landscaped parkland. Enter a rain forest, visit a desert and explore waterfalls in the heart of downtown Oklahoma City.

North of the Myriad Botanical Gardens is the Downtown Arts District, a multi-million dollar complex of buildings enhancing the diverse cultural climate of the city. The Civic Center Music Hall is a striking new performing arts center. Nearby is the new Oklahoma City Museum of Art, featuring the largest display of Chihuly glass in the world.

The Oklahoma City National Memorial and Memorial Center, the site of the 1995 bombing of the Alfred P. Murrah Federal Building, is only a few blocks away. This facility honors a decade of hope with grace and beauty.



Oklahoma City's own historic Bricktown hosts an array of restaurants

and clubs, making it the state's biggest and best entertainment district complete with the AT&T Bricktown Ballpark, Bass Pro Shops Outdoor World and a mile-long canal. Take a scenic tour on the Bricktown Water Taxi or ride the New Century Trolley. This is one Oklahoma City hotspot you won't want to miss!



Venturing outside the downtown area will lead to more fun. The northeast quadrant of Oklahoma City is home to many major draws, such as the Oklahoma

City Zoo — one of the top zoos in the nation. The Omniplex with its new OmniDome large-format theater is just next door to the zoo. Often called "an amusement park for the mind," Omniplex features more than 10 acres of museums and attractions all under one roof! Hands-on science exhibits, art and cultural galleries, space artifacts and vintage aircraft keep visitors entertained and enlightened.

Also in the area is the expanded National Cowboy & Western Heritage Museum. The museum preserves the rugged

individualism and romantic spirit of the frontier with an outstanding collection of classic and contemporary Western Art,

including works by Charles Russell and Frederic Remington. Stroll through the life-sized western town, Prosperity Junction, or find your favorite old-west entertainer in the Western Entertainers Gallery. Be sure to experience all the



other exciting attractions nearby including: the Oklahoma History Center, Lake Hefner, Remington Park Race Track, the Paseo Arts Community, Coles Garden, Softball Hall of Fame, Firefighters Museum and 45th Infantry Division Museum.

During your stay in Oklahoma City, spend your time in the rich heritage of our past while enjoying all that is new. *Where else but Oklahoma City?*





Through collaborative initiatives, bold leadership and timely facilitation, the **Greater Oklahoma City Chamber** is firmly committed to developing increased discovery, innovation and economic prosperity in this growing region. This commitment has brought forth an economic renaissance that is transforming our region into a significant player in several industry clusters.

In 1993, the Chamber led the beginning of an economic revitalization in Oklahoma City with the passage of MAPS (Metropolitan Area Projects) a five-year, \$370-million sales tax initiative that spawned nine cultural, recreational and educational projects, \$2.2 billion in private investments and an unprecedented, continuing growth phase that has yet to realize its full potential. In 2001, the Chamber led another important chapter in the city's growth with the passage of MAPS for Kids, a \$680-million sales tax and bond issue education initiative that will build seven new schools and renovate 65 others in Oklahoma City Public Schools as well as provide project support for the other 24 school districts with Oklahoma City students.

As the economic development arm of Oklahoma City, the GOKC Chamber leads business recruitment, retention and expansion efforts in the city. The Chamber also has helped create a 10-county regional partnership to spur collaboration with other economic development and governmental organizations and better utilize the region's vast and versatile array of resources. The economic and business future is bright in the Oklahoma City region with the best yet to come.
www.okcchamber.com



at&t

AT&T is the largest telecommunications company in the United States and one of the largest in the world. AT&T is the No. 1 U.S. provider of broadband DSL, with 6.5 million lines and owns 60% of

Cingular Wireless, which has 52.3 million customers. AT&T is the No. 1 U.S. provider of local voice services and long distance voice services, and is the world's largest directory publisher, delivering 110 million directories a year, as well as online.
www.att.com



The Ardmore Development Authority (ADA)

is recognized as one of the nation's top economic development organizations. With the Samuel Roberts Noble Foundation, Amethyst Research and the IMTEC Headquarters, Ardmore is an ideal location for technology companies. The ADA has a business incubator aimed at technology companies. www.ardmore.org



The **Bartlesville Development Corporation**, formed in 1996, has helped create more than 4,000 new jobs and the retention of more than 3,000 jobs. The

BDC manages three industrial parks encompassing more than 200 acres of available, developed property and more than 1 million square feet of industrial buildings. www.bartlesville.com



The **Edmond Economic Development Authority** exists to offer resources that

stimulate the growth of Edmond's economy by creating and maintaining an optimum environment for both new and existing businesses, offering services that facilitate the growth and expansion of those businesses and generating opportunities to increase the sales tax base of the city of Edmond. www.eeda.com

FRANCIS TUTTLE
TECHNOLOGY CENTER

Francis Tuttle Technology Center is one of America's premier career training centers, offering career-specific training for high school students and adults, training and consulting services for business and industry, short-term training for career enhancement or leisure activities and a variety of classes via an online campus.
www.francistuttle.com



i2E, Inc., is a private, not-for-profit corporation supported by OCAST, working to expand the technology-based entrepreneurial economy of Oklahoma by providing Oklahoma entrepreneurs, researchers, inventors and college students with the knowledge, skills and access to capital for *turning innovations into enterprises* . . . i2E. www.i2E.org



Meridian Tech Center fosters regional, technology-based economic growth through its operation of the Center for Business

Development (a certified, technology business incubator), founding sponsorship of the Oklahoma Technology and Research Park, and delivery of career and technology training designed to support business and industry workforce needs.
www.meridian-technology.com



OG&E Electric Services

OGE Energy Corporation is the parent company of **OG&E Electric**

Services, a regulated electric utility serving approximately 735,000 customers in a service territory spanning 30,000 square miles in Oklahoma and western Arkansas. OGE Energy is also the parent company of Enogex Inc., a natural gas pipeline business.
www.oge.com



The **Oklahoma Alliance for Manufacturing Excellence** is a not-for-profit economic development organization.

Through a network of manufacturing extension agents, The Alliance provides hands-on resources for improving productivity, increasing sales, and reducing costs. In partnership with other organizations, The Alliance connects manufacturers to local expertise and state, regional, and national resources.
www.okalliance.com



The **Oklahoma Business Roundtable** is a private-sector, nonprofit corporation established in 1991 to support economic development. This public-private organization enables the private sector to work with state government through the Governor's Office and Department of Commerce to encourage business investment and job creation in Oklahoma.



Oklahoma Center for the Advancement of Science and Technology

The **Oklahoma Center for the Advancement of Science and Technology (OCAST)** fosters innovation in Oklahoma businesses by supporting basic, applied and health research, manufacturing modernization, technology commercialization and inventors assistance. New initiatives soon to be offered include seed capital, plant sciences and nanotechnology. www.ocast.state.ok.us



Oklahoma City Convention & Visitors Bureau

Oklahoma City is known for its dramatic revitalization. Now the heart of culture and nightlife, downtown accommodates visitors with fine arts, museums and entertainment. From the OKC Museum of Art and the OKC National Memorial to Bricktown...we've got it all. For additional information, call the Oklahoma City Convention & Visitors Bureau at 1-800-CALL OKC. www.okccvb.org



The **Oklahoma Department of Career and Technology Education** provides leadership and resources to ensure standards of excellence throughout its system. The system promotes economic development by providing entrepreneurial and businesses development to meet the demands of emerging technologies. The system includes 56 technology center campuses. www.okcareertech.org



The **Oklahoma Department of Commerce** is the primary economic development arm of the state government. Our mission is to increase the quality and quantity of jobs available in Oklahoma by supporting communities; supporting the growth of existing businesses and entrepreneurs; attracting new businesses; and promoting the development and availability of a skilled workforce. For more information, visit www.OKcommerce.gov.



Oklahoma Medical Research Foundation

Chartered in 1946, the **Oklahoma Medical Research Foundation** is one of the nation's oldest and most respected nonprofit biomedical research institutes. With scientists dedicated to understanding and curing human disease, OMRF's National Institutes of Health funding has grown an average of 19 percent annually since 1998—a pace virtually unmatched among U.S. research centers. www.omrf.ouhsc.edu



Over 238,000 students are served by the state system of 25 public colleges, coordinated by the **Oklahoma State Regents for Higher Education**. The Regents also manage programs including OneNet, Oklahoma's information and telecommunications network for education and government that is affiliated with the National Lambda Rail. www.okhighered.org



Strategically located between Oklahoma City, Tulsa and Wichita, **Ponca City Development Authority** is home to the University Multispectral Lab, software companies and one of North America's largest energy technology centers. Visit www.goponca.com to discover our knowledge workers and technology infrastructure, all nestled in a classic American lifestyle. www.goponca.com



Presbyterian Health Foundation

Presbyterian Health Foundation works to increase basic bioscience researchers in Oklahoma. The fundamental basis of all good practices of health is right knowledge. This comes from the correct research of good scientists. Since its inception in 1985 PHF has given over \$102 million in grants to support medical research. www.phfokc.com



The **Samuel Roberts Noble Foundation** enhances agriculture through fundamental, translational and applied research programs in plant science and assisting regional agricultural producers and other stewards of natural resources to achieve their respective financial, production and quality-of-life goals through consultation, education services, research and demonstration. www.noble.org



Tulsa Metro Chamber
Tulsa is home to approximately 1,000 technology-related companies including Verizon's and WiTel's backbone operation centers. Tulsa offers a 100% digital, fiber-optic linked communications network including self-healing fiber-optic rings. The Training for Industry Program is no cost for qualifying new and expanding technology industries. Call 918.560.0233 or visit www.TulsaChamber.com.



One of only four comprehensive academic health centers in the nation, the **University of Oklahoma Health Sciences Center** educates and trains health professionals and research scientists, offering diverse opportunities for students, patient care and contributing to the development of the biomedical industry in Oklahoma. www.ouhsc.edu

Hotel

Perfect accommodations are a vital ingredient for enabling you to get the most out of SSTI's 10th Annual Conference. The premier professional development experience for the tech-based economic development community requires a facility equally up to the task of being incredible, yet still affordable.

This year, SSTI has reserved a block of rooms at the beautiful atrium-style Renaissance Oklahoma City Convention Center Hotel. With general features such as a full-service business center and indoor pool & whirlpool, one is able to stay connected to the office while enjoying into the comforts of the hotel. Twenty-four-hour room service, a fitness center complete with cardiovascular equipment and free weights, and an airline reservation desk are just a few amenities at one's disposal.

Rooms are classically styled with touches of whimsy in warm, vibrant colors, accented by the new bed from Renaissance with custom duvets, clouds of pillows and luxury linens. Unlimited in-room high-speed

Internet access and long distance phone calls are available for a fee. Rooms include a mini-bar, full menu of spa services, individual climate control, coffee maker/tea service, alarm clock and more — all with views of downtown Oklahoma City or the Bricktown Canal District to be enjoyed.

Attendees can book their room online and receive the conference pricing rate of \$135. Under "Check Rates and Availability" on the hotel website (at left below), simply enter the dates for the SSTI conference and "ANCANCA" in the Group Code box. This special pricing rate expires Oct. 9, 2006.

Be sure to visit the hotel website to learn more about on-site dining options or leisure activities within close proximity. As an SSTI conference participant, you expect quality, and the Renaissance Oklahoma City Convention Center Hotel delivers it at an outstanding value.



*Renaissance Oklahoma City
Convention Center Hotel
10 N. Broadway
Oklahoma City, OK 73102
(405) 228-8000*

Web: marriott.com/property/propertypage/OKCBBR

Air

Oklahoma City is well served by the Will Rogers World Airport, located in the southwestern area of the city. The airport provides services for numerous passenger airlines and is located approximately 10 miles from the Renaissance Oklahoma City Convention Center Hotel. Taxi service is available to the hotel for an estimated \$20 fare. Airport Express shuttles are also available for transportation to the hotel for \$17. Reservations are not necessary from the airport to the hotel; however, they are required for the return trip. Reservations can be made at (877) 688-3311.

Additionally, METRO Transit, Oklahoma City's public transit authority, provides services from Will Rogers World Airport to downtown. Please visit the Metro Transit website, gometro.org, for route schedules and fares.

Rail

Amtrak provides daily service from Fort Worth to Oklahoma City via the Heartland Flyer. Amtrak's Oklahoma City train station is located downtown, approximately 0.3 miles from the hotel.

Bus

Union Bus Station is the major bus terminal in Oklahoma City. It serves Greyhound as well as several other charter bus companies, and is conveniently located a quarter mile west of the hotel. Please contact the Union Bus Station at 405-235-6425 for scheduling information.

Parking

If you are driving or renting a car, the hotel offers daily parking for \$8 or valet service for \$18 per day.

The annual event everyone
keeps talking about . . .

"The most relevant conference I've attended in the last five years. Great mix of people — connected to others with similar interest that will give me a resource base."

"Outstanding organization and right on target topically. The value you deliver attracts an audience that is such a great balance of academics and practitioners in TBED."

"I emerged from this session with eagerness to get back to work on linking research to regional economic development!"

"Great networking, great number of options, breakout sessions, great roundtable interaction. Definitely 'the' conference for TBED."

"This was an excellent conference, it's clear you have a great deal of expertise and insight to share...thanks and will definitely be back."

"This was my first ever SSTI Conference. It was impressive in scope and coverage. The keynote speakers were outstanding."

"By far superior to other events, good mix and balance."

Become Part of the Buzz
...Join Us in Oklahoma City!

Registration

CONTACT INFORMATION please print

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

PAYMENT INFORMATION

Pmt Method:

☐ Check*

☐ Visa

☐ MC

☐ AMEX

* payable to SSTI

Card #: _____ - _____ - _____

Expires (month/year): _____/_____

Name on Card: _____

Special needs (e.g. dietary): _____

PRE-CONFERENCE OPTIONS • OCTOBER 31 choose one

☐ Transforming a Regional Economy: Moving Forward Together

\$75 member/\$95 nonmember

☐ Introduction to Tech-based Economic Development

\$195 member/\$275 nonmember*

☐ Turning Innovations into Enterprises: A Practitioner's Guide to Technology Commercialization

\$150 member/\$175 nonmember

☐ TBED Program Evaluation: An Introduction

\$150 member/\$175 nonmember

CONFERENCE REGISTRATION • NOVEMBER 1-2 circle one

	Early Registration (on or before Oct. 9)	Standard Registration (after Oct. 9)
SSTI Members	\$545	\$645
All others	\$645	\$745

Registration Options

• Online at 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 processing fee, for all cancellations rec'd on or before Oct. 17, 2006. No refunds will be made after that date.

Substitutions may be made at any time.

Members Discount

As always, SSTI's members and conference sponsors are entitled to receive the discounted registration rate. A list of SSTI members is available online at www.ssti.org/members.htm.

* For registrants of this pre-conference session, an additional \$75 will be charged if you are not attending the full conference. Fee is waived for SSTI members.