



5015 Pine Creek Drive • Westerville, Ohio • 43081 • 614.901.1690

Accommodations

Renaissance Baltimore Harborplace Hotel

Visit the hotel online before Sept. 25 to receive special conference pricing of \$199. Under "Check Rates & Availability" on the hotel website below, simply enter the dates for the SSTI conference and SSTSTA in the Group Code box.

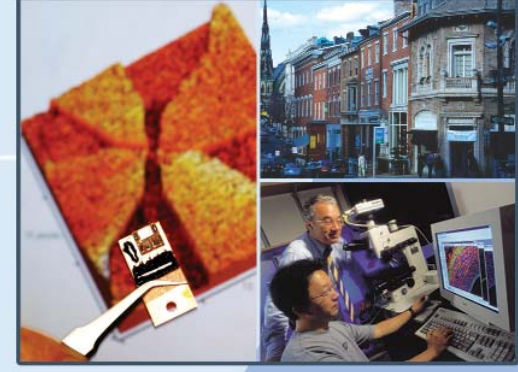
202 East Pratt Street
Baltimore, Maryland 21202
1-800-468-3571
<http://marriott.com/hotels/travel/bwish>

Visit www.ssti.org for more details.

Images used are provided courtesy of the Baltimore Area Convention and Visitors Association and the National Science Foundation.



B A L T I M O R E



Transforming Regional Economies

October 18 - 19, 2007



SSTI'S 11TH ANNUAL CONFERENCE

SSTI'S 11TH ANNUAL CONFERENCE

TRANSFORMING REGIONAL ECONOMIES

Exposure to some of the best state and regional approaches for a brighter economic future. Unrivaled networking opportunities with those in the TBED community. Thoughtful exchange with peers from around the country. Renewed energy to address the challenges facing your state or local economy . . .

In a word, the SSTI annual conference promises **quality**. With more than 20 carefully planned sessions, conference participants are ensured access to the latest thinking and best practices in tech-based economic development. Limited attendance further affords one the opportunity to engage in **open, creative dialogue**, and registration fees are kept reasonable so you can send your entire leadership team. All added up, SSTI's annual conference is the field's most stimulating and rewarding professional development investment of the year.

With the pace of innovation and competition quickening around the world, **can your organization or university afford for you *not* to attend SSTI's 11th Annual Conference?** Expect in-depth coverage of the most timely issues at *Transforming Regional Economies*, such as:

- Encouraging entrepreneurship and tech business formation
- Expanding local equity and debt financing options
- Strengthening your region's university and private research capacity
- Helping companies to embed innovation throughout product lines and business practices
- Increasing the commercialization of university technologies
- Maximizing the impact of your public tech-based economic development investments and policies

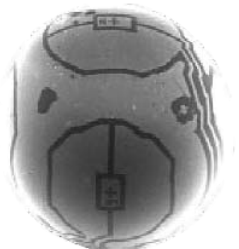
Register before Sept. 25 and save \$100 on registration fees.

See you in Baltimore Oct. 18-19!

www.ssticonference.org

ABOUT SSTI

The State Science and Technology Institute is a national nonprofit organization that leads, supports & strengthens efforts to improve state and regional economies through science, technology, and innovation.



Maryland: The *R and D* State

Maryland often has been referred to as "America in Miniature," and with so much to do, so close together, residents enjoy a broad range of lifestyles and activities in convenient reach of the metropolitan areas. Each region of the state presents distinctly different styles and histories.

But Maryland's future rests on its research and development infrastructure, with the presence of nationally ranked research universities at Johns Hopkins University and the University of Maryland, the nation's highest cluster of federal research and development laboratories, and a thriving private technology sector of both IT and bioscience companies. A series of innovative policies and programs at state and local levels help connect research and development basic science to technology-led economic development.

Maryland, which donated land to establish the nation's capital, benefits from nearby attractions in Washington, D.C. In addition to a global perspective represented by Embassy Row and international science and technology delegations, there are national treasures such as the Smithsonian Institution, the Kennedy Center for the Performing Arts, National Museum for African Art, the Corcoran Gallery of Art, and the National Zoo.

The Baltimore You Know—And Don't Know

OK, you all know about the Star Spangled Banner. But where was ice cream invented? And cyberspace? Who built the first railroad on the planet? It started here.

Baltimore literally stands at the crossroads of history and innovation, with more incredible firsts than you might imagine. The presence of Johns Hopkins University Hospital and the University of Maryland Medical Institutions, along with associated research parks, add to the vibrancy of a growing city.

What's more, the port city retains an international flair, not only around its Inner Harbor, but also throughout its patchwork quilt of surrounding neighborhoods, each with its own charm and flavor. And speaking of flavor, no visit to Baltimore is complete without a taste of our world-renowned Chesapeake Bay cuisine. It's why the city has been called "the gastronomic capitol of the universe."

To find out more about Maryland's largest city and its cultural capital, see www.baltimore.org. To find out more about the state of Maryland, visit www.choosemaryland.org. Or just ask around!

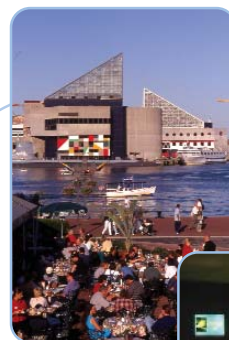


Opening Reception National Aquarium in Baltimore

::: Wed., October 17 ::: 6:00 - 8:00 p.m.

Join fellow SSTI conference attendees for an opening reception at the **Marine Mammal Pavilion** of the world-famous National Aquarium in Baltimore, conveniently located in the Inner Harbor. This festive event provides a wonderful pre-conference opportunity to reconnect with colleagues and to network with conference attendees, speakers and our local hosts over drinks, light music and scrumptious fare. The pavilion is home to the **Atlantic Bottlenose Dolphins** and the exhibit, **Frogs! A Chorus of Colors!** The reception is sponsored by Team Maryland, a group of 21 Maryland organizations supporting technology-based economic development in the state and region (pp. 22-25).

Prior to the Opening Reception, attendees are invited to take a self-guided public tour of the entire Aquarium, **beginning at 5 p.m.** Others interested in experiencing the wonders of this renowned Aquarium during their stay in Baltimore may pick up a limited number of discount coupons during the Opening Reception. Visit the Aquarium online to plan your visit at www.aqua.org.



Keynote Speaker :: Thurs., October 18 :: 9:00 a.m.

Kevin Plank — Chairman and Chief Executive Officer, Under Armour, Inc.

Under Armour began in 1995 as an idea of Kevin Plank who, at the time, was special teams captain for the University of Maryland football team. Tired of repeatedly changing the cotton T-shirt under his jersey as it became wet and heavy during the course of a game, he set out to develop a next generation shirt that would remain drier and lighter and consistently perform under the most extreme conditions.



captured the eyes, ears, and hearts of consumers worldwide, Plank has led Under Armour's evolution from a niche company into a global industry leader. He believes first and foremost that his primary role is to make and deliver great product and, as such, is directly involved with all operations and strategic planning including sales, marketing, and product development. His work to deliver on the brand's Universal

A year of fabric sourcing and product testing resulted in the first Under Armour compression product and a new category of sporting apparel called performance apparel - a synthetic shirt worn beneath an athlete's uniform or equipment that provided a snug, second-skin fit that wouldn't retain moisture or its weight. Since that first prototype, Under Armour products have evolved and expanded to include a wide variety of shirts, shorts, underwear, outerwear, gloves and other offerings.

As chairman, chief executive officer and president of Under Armour, Kevin Plank oversaw the company's November 2005 IPO, the first to double on opening day in five years, and the December 2006 move from the NASDAQ to the New York Stock Exchange. And the "PROTECT THIS HOUSE™" and "CLICK-CLACK™" advertising campaigns set industry standards, proving that Under Armour is a brand with true staying power. Capitalizing on the impact of the powerful business ventures that have

Guarantee of Performance has been recognized by Sporting Goods Business, which has named Under Armour "Apparel Supplier of the Year" four years in a row.

While at the helm of Under Armour, Kevin Plank has been awarded a wide variety of accolades that demonstrate his growing influence within the industry. Plank has earned a spot in Sports Business Journal's "40 under 40" Hall of Fame, having been counted among a distinguished group of leaders in the sporting goods industry for the past three years, and was honored in 2006 with the Ernst & Young Entrepreneur of the Year national award in the Retail and Consumer Products Category.

Kevin Plank earned his Bachelor of Science degree in Business Administration from the University of Maryland. He is an active member of the Sporting Goods Manufacturers Association (SGMA), the American Football Coaches Association (AFCA) and the American Equipment Managers Association (AEMA).

TBED Business Models: The Revenue Issue

Thursday, Oct. 18 • 10:45 a.m.

In recent years, there's been increasing interest in strengthening TBED organizations by diversifying their revenue streams. In what is sure to be a lively discussion, the panelists will discuss a variety of issues including the challenges they've faced in establishing and sustaining revenue streams, how the funding mix affects the organization's program focus, and the implications as more actors move into the TBED arena.

Panelists:

- **Lee Cheatham**, Executive Director, Washington Technology Center
- **Monica Doss**, President, Council for Entrepreneurial Development
- **Tom Still**, President, Wisconsin Technology Council

Moderator:

- **Catherine Renault**, Director, Office of Innovation, Maine Office of Innovation

Best TBED Practices [to Avoid]

Thursday, Oct. 18 • 10:45 a.m.

Best practices are all well and good, but simply copying TBED initiatives from other places can be a quick recipe for disaster — and good intentions don't make up for poor planning. Talking about our mistakes can be painful yet beneficial. In this session, we'll draw out some real doozies with a fair amount of humor and humility.

Discussion leaders:

- **Jerry Paytas**, Director of Research, GSP Consulting
- **Mark Skinner**, Vice President, SSTI

Tools to Encourage Innovation and Speed Commercialization

Thursday, Oct. 18 • 10:45 a.m.

The key to the game in transforming individual companies and regions is encouraging innovation and speeding commercialization. In this session, we'll hear from two distinguished practitioners on the tools they're using to a) evaluate deals regardless of development stage, and b) help established companies rethink their product line and business strategy.

Presenters:

- **Aimee Dobrzeniecki**, Deputy Director of MEP, NIST Manufacturing Extension Partnership
- **Randall Goldsmith**, President and CEO, Mississippi Technology Alliance

Community Colleges' Role in TBED

Thursday, Oct. 18 • 10:45 a.m.

Two-year schools bring important and often under-utilized resources and perspectives to the TBED portfolio of strategies—not just through workforce training, but through a host of accomplished approaches to supporting TBED. This panel will highlight two successful approaches that mix a host of strategies – incubation, distance learning, and cluster development – to stimulate local economic development.

Presenters:

- **Erik Pages**, President, EntreWorks Consulting
- **Greg Rutherford**, President, York County Technical College
- **Stuart Schulman**, Executive Director, Center for Economic and Workforce Development, Kingsborough Community College

Keynote Speaker :: Thurs., October 18 :: 12:00 p.m.

William E. "Brit" Kirwan — Chancellor, University System of Maryland

On August 1, 2002, William English Kirwan became the third chancellor of the University System of Maryland. A widely respected academic leader, Dr. Kirwan served as president of Ohio State University for four years (1998-2002), and as president of the University of Maryland, College Park for 10 years (1988-1998). Prior to his presidency, he was a member of the University of Maryland faculty for 34 years.

Dr. Kirwan is also a nationally recognized authority on critical issues shaping the higher education landscape. He is a sought after speaker on a wide range of topics, including diversity, access and affordability, cost containment, accountability, economic impact, gender equity, financial aid, partnerships, and innovation.

Dr. Kirwan is co-chair of the Knight Commission on Intercollegiate Athletics and serves on the Board of Directors of the Council for Higher Education Accreditation; chairs the College Board's Commission on Access, Admissions, and Success in Higher Education; and is a member of the Business-Higher Education Forum. He is past Chair of the National Association of State Universities and Land-Grant Colleges' (NASULGC) Board of Directors and of the American Council on Education's Board. He is the current Chair of NASULGC's

Committee on Student Learning and Accountability. He was appointed by President Clinton to serve as a member of the National Commission on Mathematics and Science Teaching for the 21st Century and chaired the National Research Council's Commission on the Mathematical Sciences in the Year 2000.

President Bush appointed Dr. Kirwan to the Board of Advisors on Historically Black Colleges and Universities. He is also a member of the Board of Directors of the Greater Baltimore Committee and the Economic Alliance of Greater Baltimore.

Dr. Kirwan received his bachelor's degree in mathematics from the University of Kentucky and his master's and doctoral

degrees in mathematics from Rutgers, The State University of New Jersey, in 1962 and 1964, respectively. He is a member of several honorary and professional societies, including Phi Beta Kappa, Phi Kappa Phi, the American Mathematical Society, and the Mathematical Association of America. In 2002, Dr. Kirwan was elected to the American Academy of Arts and Sciences. On February 15, 2007, during ceremonies in Annapolis, Dr. Kirwan became the 16th recipient of the Maryland House of Delegates Speaker's Medallion, which recognizes Maryland citizens who have demonstrated exemplary service to the House and to the State of Maryland.



Presentation of the 2007 Excellence in TBED Awards

::: Thurs., October 18 ::: 12:00 p.m.

You have the once-in-a-lifetime opportunity to be present for the inaugural-year announcement of SSTI's *Excellence in TBED Award* winners. The Award recognizes the longstanding achievements made by the TBED community in promoting research, entrepreneurial development, a skilled workforce, and innovation in existing companies.

Join us in celebration Thursday, Oct. 18, at the SSTI *Excellence in TBED Award Luncheon*. This event marks the beginning of a tradition of awarding exceptional efforts within the TBED community. Award applications were distributed among six categories:

- Expanding the Research Infrastructure
- Commercializing Research
- Building Entrepreneurial Capacity
- Increasing Access to Capital
- Enhancing the S&T Workforce
- Improving Competitiveness of Existing Industries

You are certain to be impressed with how the initiatives gained momentum and used experience, expertise and resources to create such innovative programs. Overviews of winning initiatives will be presented during dedicated breakout sessions later in the conference.



WWW.SSTI.ORG • 614.901.1690

Conference Sessions

Aligning TBED & Traditional Economic Development

Thursday, Oct. 18 • 2:00 p.m.

Can there be just one type of economic development approach adopted in a state or community? Probably not. But with long time TBED themes like innovation and technology commercialization cropping up in policy and budget discussions everywhere, this session will focus on ways TBED is being used to strengthen and complement traditional economic development efforts like business retention, expansion & recruitment.

Panelists:

- **Angeline Godwin**, President, Area Development Partnership
- **Michael A. Finney**, President & CEO, Ann Arbor SPARK
- **Robin Roberts**, Executive VP Economic Development, Greater Oklahoma City Chamber

Moderators:

- **Patricia Scruggs**, President, Scruggs & Associates LLC

Keys to Effective Tech Entrepreneurship Education

Thursday, Oct. 18 • 2:00 p.m.

Economic vibrancy of states and regions rises and falls on the backs of their entrepreneurs. Educators and mentors can provide potential entrepreneurs with the tools and information they need to start their businesses and increase the likelihood of becoming successful. This panel discussion will examine some of the best approaches being adopted for effective entrepreneurial education.

Presenters:

- **Dean Chang**, MTECH Ventures Director, University of Maryland

- **Ellen Hemmerly**, Executive Director, UMBC Research and Technology Park
- **Horace Robertson**, Secretary-Treasurer, Consortium for Entrepreneurship Education
- **Phil Weilerstein**, Executive Director, National Collegiate Inventors and Innovators Alliance

TBED Success through Partnership with Federal Laboratories

Thursday, Oct. 18 • 2:00 p.m.

In this session, we'll discuss state-led models encouraging collaboration between research universities, businesses, and national laboratories. Participants will learn how these initiatives are yielding strong regional economic benefits by leveraging indigenous technical clusters of innovation.

Presenters:

- **James A. Poulos, III**, Vice President, Technology Transfer & Commercialization, Maryland Technology Development Corp.
- **Elmer Salazar**, Project Leader, Regional Business Infrastructure, Development Office, Technology Transfer Division, Los Alamos National Laboratory
- **John Slanina**, Policy Analyst, SSTI

Moderator:

- **Belinda Padilla**, Program Manager, Development Office, Technology Transfer Division, Los Alamos National Laboratory

SBIR: Current Status, Future Developments

Thursday, Oct. 18 • 2:00 p.m.

In its 24-year history, SBIR has never been as praised and as attacked as it has been recently. It also provides a backdrop of many state TBED initiatives. With Congressional reauthorization looming,

we'll take a look at new developments in state SBIR programs, the results of the National Academy of Sciences' much anticipated review of the SBIR program, and the prospects for changes and passage of SBIR/STTR reauthorization.

Panelists:

- **Rick Shindell**, President, Zyn Systems, SBIR Gateway
- **Charles Wessner**, National Academies of Science (invited)
- **Tab Wilkins**, Senior Technology Advisor, NIST Manufacturing Extension Partnership

The Maryland Strategy: From R to D to \$

Thursday, Oct. 18 • 3:45 p.m.

With one of the nation's oldest university-industry research programs, strongest tech transfer catalysts, and some of the most active sources of early-stage capital, Maryland's TBED portfolio strategy includes several models worthy of emulation and replication across the country. This session will provide candid local insights into how Team Maryland achieves its success.

Panelists:

- **Brian Darmody**, Special Assistant Vice Chancellor, University System of Maryland
- **Renée Winsky**, President and Executive Director, Maryland Technology Development Corporation
- **Ben Wu**, Technology Policy Advisor, Maryland Department of Business and Economic Development

Future of University Tech Transfer

Thursday, Oct. 18 • 3:45 p.m.

University technology transfer has been center stage for several months, the subject of several sets of guiding

principles, wide media coverage, high profile reports, and even Congressional hearings. Those with opinions – and it seems to include almost everybody – are making them known. Led by one of the country's most respected university administrators, this discussion session will sort out all the implications for TBED policy and practice.

Discussion leader:

- **Don Smith**, VP of Economic Development, Carnegie Mellon and University of Pittsburgh

What's Exciting about Manufacturing?

Thursday, Oct. 18 • 3:45 p.m.

Often overlooked in the hype of the latest technology that will transform your economy is that manufacturing continues to be a significant employer of high-paid jobs with pockets of growth. In this session, we'll look at some exciting possibilities for manufacturing, including opportunities for exporting, new product development, incorporating innovation strategies, and encouraging young people to consider manufacturing as a career path.

Presenters:

- **Bill Canis**, Acting President, The Manufacturing Institute, National Association of Manufacturers
- **Roger Kilmer**, Director, NIST Manufacturing Extension Partnership

SSTI Awards for TBED Excellence, Part One

Thursday, Oct. 18 • 3:45 p.m.

We believe the SSTI Awards for TBED Excellence are unique in their emphasis on impact, strategic value, and replicability. In this promising session, we're asking the

Conference Sessions cont.

recipients of the first annual awards to share their stories: their approaches, their impacts and their insights. Recipients will be announced during lunch on Thursday, Oct. 18. To ensure adequate time for audience Q&A, the presentations may be divided among two sessions. The first session will be Thursday afternoon at 3:45 and the second session, if necessary, will be held at 8:00 Friday morning.

New Strategies for Rural TBED

Friday, Oct. 19 • 8:00 a.m.

TBED has taken an exciting new twist that is yielding great opportunities for less densely populated areas. This session will investigate several tech-based initiatives producing employment growth within rural communities across the country, including the concept of “farmshoring.”

Presenters:

- **Monica Babine**, Rural Bridges Co-director, Washington State University Extension
- **Keith Boswell**, Team Leader, Security & Services Team, Virginia Economic Development Partnership
- **Heike Mayer**, Assistant Professor in Urban Affairs and Planning, Virginia Tech – Alexandria Center

Universities as Regional Economic Drivers

Friday, Oct. 19 • 8:00 a.m.

Institutions of higher education perform many roles within regional economies, serving as important sources of skilled workers, innovative research, and start-up businesses. The panel discussion will

examine the impact that colleges and universities can have on regional economies and how state and regional strategies can be tailored to maximize their economic benefit.

Presenters:

- **Edward “Ned” Hill**, Vice President for Economic Development, Cleveland State University
- **Marsha Schachtel**, Senior Fellow, Johns Hopkins Institute for Policy Studies

SSTI Awards for TBED Excellence, Part Two

Friday, Oct. 19 • 8:00 a.m.

We believe the SSTI Awards for TBED Excellence are unique in their emphasis on impact, strategic value, and replicability. In this promising session, we’re asking the recipients of the first annual awards to share their stories: their approaches, their impacts and their insights. Recipients will be announced during lunch on Thursday, Oct. 18. To ensure adequate time for audience Q&A, the presentations may be divided among two sessions. The first session will be Thursday afternoon at 3:45 and the second session, if necessary, will be held at 8:00 Friday morning.

Successful TBED Implementation in Small & Mid-Sized Communities

Friday, Oct. 19 • 9:35 a.m.

Not every community has all the economic development assets available to the nation’s largest cities -- nor do they need them to be successful in TBED! This session will explore the resourcefulness, innovation, and creativity that has proven effective for several small and mid-sized

communities across the country. There are insights and lessons here for all communities, regardless of size.

Presenters:

- **Philip Boudjouk**, Vice President for Research, Creative Activities and Technology Transfer
- **Kevin O’ Sullivan**, President and CEO, Massachusetts Biomedical Initiatives

Does a National Innovation Initiative Really Change Anything for State TBED?

Friday, Oct. 19 • 9:35 a.m.

Doubling NIH’s research budget ushered in huge life science investments by states. What should doubling the budgets of the National Science Foundation, NIST and the Office of Science within the Department of Energy hold for state TBED strategies? What do the new programs for STEM education mean? This path-breaking session will explore the challenges and opportunities presented by COMPETES, et al.

Discussion leaders:

- **Kei Koizumi**, Director, R&D Budget and Policy Program, American Association for the Advancement of Science
- **Walt Plosila**, Vice President, Technology Partnership Practice, Battelle

States’ Evolving Roles In Equity Capital

Friday, Oct. 19 • 9:35 a.m.

Accessible sources of capital provide a critical ingredient for tech entrepreneurship and successful TBED. Public strategies to increase accessibility vary - as do their effectiveness and value in changing financial markets. This engaging panel

discussion will explore the experiences and wisdom gained through several approaches.

Panelists:

- **Phillip Battle**, Policy Analyst, SSTI
- **Jerry Bird**, Vice President, Massachusetts Technology Development Corporation

Moderated by:

- **Phillip A. Singerman**, Managing Director, Toucan Capital Corp.

TBED Research Impact

Friday, Oct. 19 • 9:35 a.m.

The Trent Lott National Center of Excellence for Economic Development & Entrepreneurship will use SSTI’s 11th annual conference as the backdrop for announcing the center’s award to the researcher or research team who has made the most significant impact on the field of Technology Based Economic Development (TBED) in the last five years. Join us during this enlightening breakout session, as the recipient(s) will discuss research findings and policy implications valuable for all practitioners.



WWW.SSTI.ORG • 614.901.1690

Conference Sessions by Track

::: Build Your Own Schedule

With 19 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. Each 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 five 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.

TBED Practice

TBED Business Models: The Revenue Issue

Thursday, Oct. 18 · 10:45 a.m.

Aligning TBED & Traditional Economic Development

Thursday, Oct. 18 · 2:00 p.m.

The Maryland Strategy: From R to D to \$

Thursday, Oct. 18 · 3:45 p.m.

New Strategies for Rural TBED

Friday, Oct. 19 · 8:00 a.m.

Successful TBED Implementation in Small & Mid-Sized Communities

Friday, Oct. 19 · 9:35 a.m.

University & Education

Community Colleges' Role in TBED

Thursday, Oct. 18 · 10:45 a.m.

Keys to Effective Tech Entrepreneurship Education

Thursday, Oct. 18 · 2:00 p.m.

Future of University Tech Transfer

Thursday, Oct. 18 · 3:45 p.m.

Universities as Regional Economic Drivers

Friday, Oct. 19 · 8:00 a.m.

Does a National Innovation Initiative Really Change Anything for State TBED?

Friday, Oct. 19 · 9:35 a.m.

Commercialization & Entrepreneurship

Tools to Encourage Innovation and Speed Commercialization

Thursday, Oct. 18 · 10:45 a.m.

TBED Success through Partnership with Federal Laboratories

Thursday, Oct. 18 · 2:00 p.m.

What's Exciting about Manufacturing?

Thursday, Oct. 18 · 3:45 p.m.

States' Evolving Roles In Equity Capital

Friday, Oct. 19 · 9:35 a.m.

Policy & Strategic

Best TBED Practices [to Avoid]

Thursday, Oct. 18 · 10:45 a.m.

SBIR: Current Status, Future Developments

Thursday, Oct. 18 · 2:00 p.m.

SSTI Awards for TBED Excellence, Part One

Thursday, Oct. 18 · 3:45 p.m.

SSTI Awards for TBED Excellence, Part Two

Friday, Oct. 19 · 8:00 a.m.

TBED Research Impact

Friday, Oct. 19 · 9:35 a.m.

Closing Session

What's Next for TBED?

::: Friday, October 19 ::: 11:10 a.m.

SSTI's 11th 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.

Discussion led by:

• Dan Berglund, President and CEO, SSTI



WWW.SSTI.ORG • 614.901.1690

Conference Schedule

Wednesday, October 17

- 6:00 p.m.** Opening reception for SSTI's 11th Annual Conference
• National Aquarium in Baltimore — p. 7

Thursday, October 18

SSTI's 11th Annual Conference

- 8:00 a.m.** Registration & Breakfast, sponsored by the Greater Oklahoma City Chamber
- 9:00 a.m.** Welcoming Remarks and Opening Keynote Address by Kevin Plank, Chairman and Chief Executive Officer, Under Armour, Inc. (p. 7)
- 10:15 a.m.** Networking Break
- 10:45 a.m.** Concurrent Sessions — p. 7
• TBED Business Models: The Revenue Issue
• Tools to Encourage Innovation and Speed Commercialization
• Community Colleges Role in TBED
• Best TBED Practices [to Avoid]
- 12:00 p.m.** Lunch, Presentation of the 2007 Excellence in TBED Awards, and Keynote Address by William E. "Brit" Kirwan, Chancellor, University System of Maryland (p. 8)
- 2:00 p.m.** Concurrent Sessions — pp. 10-11
• Aligning TBED & Traditional Economic Development
• Keys to Effective Tech Entrepreneurship Education
• TBED Success through Partnership with Federal Laboratories
• SBIR: Current Status, Future Developments
- 3:15 p.m.** Networking Break
- 3:45 p.m.** Concurrent Sessions — pp. 11-12
• The Maryland Strategy: From R to D to \$
• Future of University Tech Transfer
• What's Exciting about Manufacturing?
• SSTI Awards for TBED Excellence, Part One
- 5:00 p.m.** Networking Reception (see description on opposite page)
Participants on own to explore Baltimore's Inner Harbor for dinner

Friday, October 19

- 7:00 a.m.** Breakfast Buffet open
- 8:00 a.m.** Concurrent Sessions — p. 12
• New Strategies for Rural TBED
• Universities as Regional Economic Drivers
• SSTI Awards for TBED Excellence, Part Two
- 9:15 a.m.** Networking Break
- 9:35 a.m.** Concurrent Sessions — pp. 12-13
• Successful TBED Implementation in Small & Mid-Sized Communities
• Does a National Innovation Initiative Really Change Anything for State TBED?
• States' Evolving Roles In Equity Capital
• TBED Research Impact
- 10:50 a.m.** Networking Break
- 11:10 a.m.** Closing Session — p. 17
• What's Next for TBED? by Dan Berglund, SSTI President & CEO
- 12:30 p.m.** Adjournment

Reception ::: Thurs., October 18 ::: 5:00 p.m.

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.



National Conference Partners

Thursday Breakfast Sponsor



Through collaborative initiatives, bold leadership and timely facilitation, the **Greater Oklahoma City Chamber** is firmly committed to developing increased discovery, innovation and economic prosperity to this growing region. As the economic development arm of Oklahoma City, the GOKC Chamber leads business recruitment, retention and expansion efforts in the region. www.okcchamber.com

Exhibiting Partners



The **Center for Engineering Entrepreneurship & Innovation** was created as a critical resource for technological competitiveness and as a solution for the shrinking science, engineering, and technology workforce pipeline. The Center's focus on training, education, and competency programs ensures engineers are responsive to dynamic economic, environment and societal demands on a global level. www.asme.org/Governance/StrategicManagement/Initiatives/Center_EngineeringEntrepreneurship.cfm



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. The FLC provides the framework for developing T² strategies and collaborative opportunities by promoting and facilitating technical cooperation with industry, academia, state & local governments, other federal laboratories and TBED organizations. www.federallabs.org



GSP Consulting was founded with the mission of growing economies by specializing in helping organizations create and implement economic development and govern-

ment affairs strategies. GSP has successfully assisted hundreds of organizations including non-profits, technology companies, associations, universities, and municipalities with extensive strategy and implementation expertise. 877-GSP-CORP. www.gspconsulting.com



The **Manufacturing Extension Partnership (MEP)** is a nationwide network of resources transforming manufacturers with services focused on new sales, new products, new markets, and the adoption of new technologies and process improvements to thrive in the global marketplace. 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



MEP Utah has professionals in Lean and Six Sigma implementation and was asked this year to make two presentations at the Annual Lean Healthcare Conference. MEP Utah is a strong supporter of Lean Healthcare Systems as a way to reduce the cost of

transforming regional economies. www.mep.org



The **National Centers of Excellence (NCOE)** is a division of WestCAMP and supports the GAMBIT program, which encourages federal matching of more than \$1 billion annually in state funded commercialization of new technologies and innovations. GAMBIT will directly support technology regional economics. www.nationalcoe.org



NorTech, Northeast Ohio's technology-based

economic development organization, works closely with regional technology leaders to build a globally-competitive, innovation driven, technology economy by: *Leading* technology projects that have an impact on the region's innovation infrastructure; *Linking* together regional technology leaders and innovation assets to spur collaboration and commercialization; and *Leveraging* public and private investments to revitalize Northeast Ohio's economy. www.nortech.org



Innovation-Based Economic Development is the focus of **The Trent Lott National Center of Excellence for Economic Development & Entrepreneurship** at the University of Southern Mississippi. The Lott Center provides cutting edge research for the world, three executive format graduate programs for the nation, regional innovation programs and entrepreneurship opportunities for students. www.trentlottcenter.org



WWW.SSTI.ORG • 614.901.1690

National Conference Partners cont.

Premium Partners



Ben Franklin Technology Partners is a statewide

network that catalyzes entrepreneurship and technological innovation as drivers of economic growth. Operating regionally with four Partners strategically located throughout the Commonwealth, Ben Franklin provides emerging and existing businesses with access to risk capital, business and technology expertise, and an extensive network of specialized third party resources. www.benfranklin.org



Pennsylvania Department of Community and Economic Development.

Pennsylvania continues to be a leader in TBED through the creation of innovative programs and initiatives designed to stimulate the economy by providing the capital, infrastructure, technical support and talent necessary to build successful companies and create and retain high-paying, highly skilled technology jobs. www.dced.state.pa.us

Friends of SSTI's Conference



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



SZD Whiteboard is a consulting enterprise with roots in one of the legal industry's most forward-thinking providers,

Schottenstein Zox & Dunn. Located in Columbus and Cleveland, Ohio, and Raleigh, North Carolina, the group provides growth and development strategies to corporations and government agencies, including corporate site location, economic development, government affairs and lobbying, broadband strategies and China initiatives. www.szdwhiteboard.com

Conference Proceedings CD-ROM



WestCAMP is the non-profit host of the Utah Manufacturing Extension Partnership, a NIST-MEP affiliate, whose mission is to raise the performance, competitiveness and profitability of Utah's manufacturers. WestCAMP is a strong supporter of technology-based economic development. www.westcampinc.org

Become an SSTI Member



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 19 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.

Some of the benefits include:

- 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.

SSTI draws its membership from national, state, local, and regional science and technology programs supporting tech-based economic development, and universities. Represented are:

- State science and technology programs;
- Local and regional tech-based economic development programs;
- Universities and research parks;
- Trade associations and tech councils;
- Incubators, national laboratories and manufacturing extension centers;
- Consultants, law, venture capital, and other business service firms; and,
- Other tech-based economic development groups providing services to companies.

- One complimentary copy of all SSTI publications released during the year. Additional copies of publications are available at a discounted rate.
- Membership recognition on our website, www.ssti.org/members.htm.
- Special member pricing on SSTI's Excellence in TBED award applications.

Join today!

For more information, visit www.ssti.org/benefits.htm or contact Noelle Sheets, SSTI's director of member services, at 614.901.1690 or sheets@ssti.org.

Host Conference Partners

Lead Host Sponsors



Maryland is on the cutting-edge of our nation's emerging R&D due to its location and leading resources of people,

facilities, infrastructure, technology, and capital. Working in close collaboration with government, university, and industry stakeholders, the **Department of Business and Economic Development (DBED)** is the lead agency to coordinate and develop Maryland's science and technology enterprise. www.choosemaryland.org



TEDCO's role is to be Maryland's leading source of funding for seed capital and entrepreneurial business assistance for technology transfer and development programs and has demonstrated this role for the fourth consecutive year in being recognized by Entrepreneur Magazine as the nation's most active early-stage investor in the nation. www.marylandtedco.org



University System of Maryland (USM).

11 universities, 2 research institutions, 2 regional centers, 1 system office . . . providing affordable access

to education, performing groundbreaking research, offering services to individuals and communities, supporting economic,

workforce and technology development across Maryland and around the world. www.usmd.edu

Conference Host Partners

FORESTCITY-NEW EAST BALTIMORE PARTNERSHIP

The **Forest City Science + Technology Park at Johns Hopkins** provides life science firms, early stage to mature, with an unparalleled opportunity for collaboration and direct access to the Johns Hopkins medical and research complex, its facilities, and its world-class scientists. The project is a development of Forest City-New East Baltimore Partnership. www.forestcityscience.net/hopkins



Battelle, the world's largest non-profit independent

research and development organization, conducts \$3.8 billion in R&D annually through contract research, laboratory management, and technology commercialization. Battelle's Technology Partnership Practice focuses Battelle's experience and capabilities to serve state and local organizations, universities, and non-profit technology organizations in the design, implementation, and assessment of technology-based economic development programs. www.battelle.org



Wexford Science & Technology, LLC is a Maryland based, privately held real estate

developer and investment company that specializes in the planning, development, construction and sophisticated financial structuring of complex research space for non-profit clients including universities, university affiliated research parks, and healthcare systems and corporations. www.wexfordequities.com/Introduction.aspx

Opening Reception Partners



ANGLE Technology Group

ANGLE Technology Group is an international

technology commercialization and management services firm engaged in the full spectrum technology commercialization: from national and regional strategy development, to the planning and management of commercialization infrastructure, such as research parks and business incubators, to new company formation. www.angletechnologyus.com



GREATER BALTIMORE COMMITTEE

Regional business leaders creating a better tomorrow ... today.

The **Greater Baltimore Committee** is comprised of leading businesses,

nonprofits, educational and civic institutions in the Baltimore region. Its mission is to improve the region's business climate by organizing its corporate and civic leadership to develop solutions to problems that affect the region's competitiveness and viability. www.gbc.org



The **Greater Baltimore Technology Council (GBTC)** is devoted to one goal: growing the region's technology community. Today, GBTC's close to 200 programs, forums and

Roundtables are enhancing the region's entrepreneurial infrastructure and strengthening Greater Baltimore technology companies. www.gbtechcouncil.org



The mission of **The Johns Hopkins University** is to educate its students and cultivate their capacity for life-long learning, to foster independent and original research, and to bring the benefits of discovery to the world. This preeminent research institution is putting a renowned emphasis on commercialization and strategic partnerships. www.jhu.edu



The **Maryland Chamber of Commerce** is a statewide coalition of more than 850 businesses who employ 440,000 people in the state. The state chamber maximizes opportunities for its members and their employees to grow and prosper through effective advocacy, high level networking and timely communications. www.mdchamber.org



WWW.SSTI.ORG • 614.901.1690

Host Conference Partners cont.

Opening Reception Partners cont.



The Maryland Economic Development Association (MEDA) enhances the knowledge and skills of its members and encourages

partnerships and networking among those committed to bringing jobs and investment to Maryland. www.medamd.com



The Maryland Economic Development Corporation (MEDCO), through its ability to issue municipal bond financing and to receive state loan and

grant funds, assists in the expansion, modernization and retention of existing Maryland business and attraction of new business to the State. www.mdeco-corp.com



The Mid-Atlantic Venture Association's (MAVA) mission is to facilitate private equity investing in the mid-Atlantic region and represent the collective interests of

venture capitalists with investment interests in the mid-Atlantic. With more than 500 venture capital professionals from 125 firms, our members collectively manage more than \$90 billion in capital. www.mava.org



The Regional Visioning Group is a coalition of business, government and

academic leaders from the Baltimore/Washington/Northern Virginia corridor who work to maximize the competitive position of the region in healthcare, information technology and bioscience.



Research Parks Maryland (RPM) represents university-affiliated research

park and other communities of innovation in Maryland. As the nation's first statewide research park association, RPM advances public policies and physical development to support innovation and research clusters. www.researchparksmaryland.umd.edu



The Tech Council of Maryland/MdBio (TCM) is Maryland's largest trade association, which brings its 500 plus members access to technology and biotechnology industry

leaders in Maryland, DC and Virginia. TCM's mission is to promote the technology industry and create an environment where technology and biotechnology companies can collaborate, grow and succeed. TCM also helps the region's technology and biotechnology companies grow through its membership and activities. www.techcouncilmd.com



Toucan Capital Corp.
www.toucancapital.com

Toucan Capital Fund II, L.P. is a \$120 million venture capital fund (SBIC) located in Bethesda, Maryland. Toucan invests nationwide and is one of the most active venture capital funds in seed and early-stage life science. Toucan has the largest concentration of companies in the regenerative medicine/tissue engineering space concentrating on cell-based therapies. www.toucancapital.com



The University of Maryland, College Park, the state's flagship institution, is the state's premier center of research and graduate education and a public institution of choice for undergraduate students of exceptional ability and promise. The university is ranked among the nation's top 20 public research universities with numerous technology and entrepreneurial development programs and services. Faculty includes three Nobel Laureates, six Pulitzer Prize winners, and scores of Fulbright scholars. www.umd.edu



The University of Maryland, Baltimore is a thriving biomedical research institution in downtown Baltimore with professional schools of medicine, dentistry, nursing, pharmacy, public

health, law, and social work and a multidisciplinary graduate school. In the last three years, 1,200 faculty have conducted \$1 billion in research and development began on the 1.2 million square foot UMB BioPark. www.umaryland.edu



An entrepreneurial research university in the Baltimore-Washington corridor, the University of Maryland, Baltimore County (UMBC) contributes to Maryland's

economic development through research and business partnerships with IBM, Northrop Grumman, T. Rowe Price, Wyeth and Constellation Energy, among other companies. At its research and technology park, 40 companies employ over 800 people. www.umbc.edu



WWW.SSTI.ORG • 614.901.1690

Amenities :: Baltimore

Rich with history and culture, Baltimore is a vibrant city on the water, offering a treasure trove of exciting attractions, historic sites, and dining and nightlife options. From the scenic Inner Harbor to the surrounding historic and trendy neighborhoods, Charm City promises a unique experience for everyone.

Baltimore's Harborplace and Power Plant are two of the most vibrant features on the city's waterfront – a scenic area offering cultural attractions, fine dining, nightlife, entertainment and unique shopping, all across the street from the Renaissance Baltimore Harborplace Hotel!

The world-famous National Aquarium in Baltimore houses more than 11,000 aquatic animals across a variety of species in their naturalistic habitats. The aquarium offers a live-action dolphin show and a self-guided tour that traces the Maryland water cycle from a freshwater pond in the mountains of Western Maryland through the tidal marsh, and into the coastal beach.

One of the Inner Harbor's main attractions, the Maryland Science Center, boasts three floors of demonstrations and hands-on exhibits. Located at the Science Center is Davis Planetarium, showcasing space exploration and classic star shows.

Hovering 405 feet directly over the top of the Harbor is the Top of the World observation level, the best view of the city located on the 27th floor of the Baltimore World Trade Center.

Connected to the Renaissance Baltimore Harborplace Hotel is The Gallery at Harborplace, the city's premier shopping and entertainment district with both one-of-a-kind shops and national retailers. The Gallery features a five-story atrium that houses 70 upscale and specialty stores.

Harborplace features specialty shops and restaurants in two European-style pavilions on the water's edge. Shoppers can find charming boutiques and antique stores by venturing out to Baltimore's surrounding neighborhoods.

Interested in art, history, entertainment or sports? Baltimore has a museum for you. The Baltimore Museum of Art is the city's largest museum showcasing ancient mosaics, contemporary art, sculpture gardens, and special

exhibits. The Walters Art Museum features Egyptian mummies, medieval armor, Asian art and American and European masterpieces. The National Great Blacks in Wax Museum is among the nation's most dynamic cultural and educational institutions, featuring life-like wax features highlighting historical and contemporary personalities.

Sports fans won't want to miss Sports Legends at Camden Yards, a 22,000-square-foot museum with exhibits dedicated to Johnny Unitas, the Baltimore Orioles and Colts, and Baltimore's Negro Leagues. The nearby Babe Ruth Museum showcases rare artifacts, photos, videos and more. Also located in Camden Yards is Geppi's Entertainment Museum, where visitors experience a timeline of nostalgic toys, comics and collectibles.

Tour national historic landmarks including the USS Torsk, the USCGC Taney, the Lightship Chesapeake and more at the Baltimore Maritime Museum at Pier 3 and Pier 5 on the harbor. Other museums of interest include the Johns Hopkins University Museums, located in Charles Village and Homewood, the B&O Railroad Museum, and Fells Point Maritime Museum.

Golf enthusiasts have several lush courses to choose from, all within a 30 mile radius from the Renaissance Baltimore Harborplace Hotel.

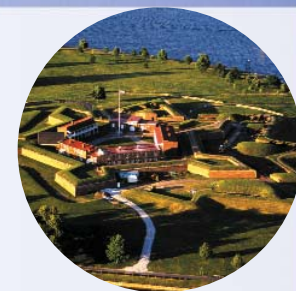
While Baltimore is known for its crabs and fresh seafood from the Chesapeake Bay, the city offers an assortment of cuisines to satisfy any craving – American, Italian, Southern, Japanese, Greek, Afghan and Indian – to name a few. Surrounding markets feature Bay oysters, homemade chocolates and local crafts.

Experience nightlife in Charm City, where the options are endless. Whether you are seeking a quaint pub, live music or an extravagant night on the town, Baltimore has something for you.

So many options, so little time...

Unsure of where to go and what to see with limited time? Let the experts be your guide. Discover the city's main attractions with one of many sightseeing tours. Select from several Guided Walking Tour options, including the Architectural History Tour, Fell's Point Ghost Walk and Heritage Walk. Segs in the City offers daily segway safari tours of the Inner Harbor, Patterson's Park and Federal Hill. Bus and Charter tours also are available.

More information is available at www.baltimore.org.



Accommodations

Renaissance Baltimore Harborplace Hotel



202 East Pratt Street
Baltimore, MD 21202
(800) 468-3571

Web: marriott.com/property/propertypage/bwish

SSTI has selected the Renaissance Baltimore Harborplace Hotel as the site of this year's conference. This four-star Baltimore hotel is situated just steps from the area's most unique sights and attractions. Modern, sophisticated and stylish, the hotel offers upscale amenities and services in a distinct atmosphere that's suited for conference participants.

Attendees can book rooms by calling 1-800-468-3571 or visiting <http://marriott.com/hotels/travel/bwish>. To make a reservation via this link, simply enter the dates for the SSTI conference and SSTSSTA in the "Group Code" box under Check Rates & Availability. The room rate is \$199.

The conference will be held on the fifth floor of the hotel.



Transportation

Air

Baltimore is well served by the Baltimore/Washington International Thurgood Marshall Airport, located approximately 10 miles south of the Renaissance Baltimore Harborplace Hotel — site of this year's conference. Taxi service from the airport to the hotel is approximately \$20 each way. SuperShuttle service is \$13 per person. Light Rail service also is available, with one-way fares running at \$1.60 each. The nearest stop – the Convention Center Station – is five blocks west of the hotel, at the corner of Howard and Pratt streets.

Train

MARC Trains provide service to the BWI Rail Station, where free shuttles serve the airport terminal. You can board a train there to go to Baltimore's Penn Station located at 1500 North Charles Street (1.5 mi. from the hotel). Penn Station is open from 5:30 a.m. to 9:30 p.m. For MARC schedules and other information, call 1-800-325-RAIL.

Bus

Greyhound also may be boarded at the Convention Center Station (see "Air" above). Please contact Greyhound at 410-752-7682 for scheduling information.

Parking

If you are driving or renting a car, the hotel offers daily parking for \$23 or valet service for \$30 per day.

Subway

The Metro Subway travels from Owings Mills in western Baltimore County through the heart of Downtown Baltimore to Johns Hopkins Hospital. Day passes are \$3.50.



*The annual event everyone
keeps talking about . . .*

"SSTI is the preeminent information for economic development professionals. No other organization has a better understanding of technology-based initiatives underway around the country."

"The SSTI Annual Conference provides the best and latest information from professionals for professionals in technology-based economic development. Each year new models are brought to light for registrants to learn best practices from across the U.S."

"From contacts and data, to education and strategy...SSTI is THE place for tech-based economic development."

"The SSTI National Conference gives me and my team the opportunity to discuss and network with people who understand 'technology and innovation ideas and strategies' that no other group in the country understands. ... It is always a shot of adrenaline, you just want the conference to go on another few days each year, and I consider the annual conference as my annual educational experience."

"SSTI - No ties...no BS...just deals baby!"

*Become Part of the Buzz
...Join Us in Baltimore!*

Registration

CONTACT INFORMATION **please print**

Name as it should appear on name tag: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

PAYMENT INFORMATION

Pmt Method:

☐ Check*

☐ Visa

☐ MC

☐ AMEX

* payable to SSTI

Card #: _____ - _____ - _____ - _____

Expires (month/year): _____ / _____

Security Code : _____

Name on Card: _____

Address (if different): _____

REGISTRATION OPTIONS

Note: This year's event is expected to sell out. Early registration is strongly recommended.

	Early Registration (by Sept. 25)	Standard Registration (after Sept. 25)
circle one		
SSTI Members	\$595	\$695
All others	\$695	\$795

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 by check, less a \$75 fee, for all cancellations received on or before **Oct. 4, 2007**. No refunds will be made after that date.

Substitutions may be made at any time.

Members Discount

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

