

Encouraging Regional Innovation

The nation's premiere professional development event for those encouraging the creation and growth of technology companies is upon us, and in 2008 SSTI and host NorTech are pulling no punches. *Encouraging Regional Innovation*, in its 12th year, promises to be better than ever. The event is once again kicked off by pre-conference sessions – back by popular demand after a one-year hiatus.



This is your opportunity to learn what is working across the country to transform state and regional economies through science, technology and innovation. Don't get caught guessing. Secure your place at the event by registering today! More details are available at www.ssticonference.org.

Conference Site & Hotel



InterContinental Hotel Cleveland

9801 Carnegie Avenue
Cleveland, Ohio 44106
877.707.8999 (phone)

Images used are provided courtesy of the Convention and Visitors Bureau of Greater Cleveland, the InterContinental Hotels Group, and the National Science Foundation.



SSTI's 12th Annual Conference

October 14–16, 2008



The Annual Event Everyone Keeps Talking About.
Become Part of the Buzz — Join Us in Cleveland!

What your peers have said about our previous conferences:

“

This is the only must do on my entire calendar.

Great combination of speakers!

excellent, informative, valuable

Best so far!

great conference!

Your conference keeps getting better and better each year

excellent program; very well presented; very practical info

super!!

Learning from your peers — in sessions and out!

Opportunities to network — best part! The knowledge and experience of individual conference participants is a tremendous resource.

The discussion opportunity was great

Discussion was lively, with good point/counter point interchange.

great speakers and ideas

The best session leaders and presentations on issues that matter

all panelists were engaging
and informative

good to see how ideas can carry over
to commercialization

This is very relevant to issues I deal with everyday. Good
to hear and see success stories. one of the best and
most easily understood presentations I've seen

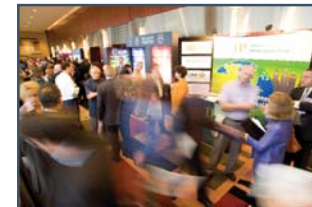
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SSTI's 12th Annual Conference

Encouraging Regional Innovation

“How do we make the most significant difference for our regional economies?”

State, regional and university Technology-Based Economic Development (TBED) is at a crossroads. Many initiatives are celebrating major chronologic milestones at the same time new TBED elements — such as incubators, grant programs, research parks, equity funds — are popping up almost daily in more and more communities and universities.



Still a rapidly growing field, TBED practitioners and stakeholders are asking, “Where do we go from here?” The economy is changing — so are the challenges facing scientists, technologists, innovators and entrepreneurs. To stay ahead, every element of a regional innovation support system must become smarter and more efficient. But how?

We will have answers at SSTI's 12th Annual Conference this fall.

Our Most Complete Conference Yet

The premiere professional development experience for the community of organizations promoting innovation and entrepreneurship keeps getting better! Just look:

- Four future-looking special sessions focused on the key TBED partners: industry, universities, service providers and government. We'll use instant polling and discussion with leaders in each area to explore how TBED can address the challenges and opportunities facing the nation's innovation system.
- An engaging and timely agenda of breakout sessions set by our members — your peers!
- Best Practices Galore! with the 2nd annual Excellence Awards and a new TBED Hall of Success profiling economic and social impacts resulting from state, regional and university initiatives.
- A diverse offering of networking opportunities with more than 300 of your peers from across the country — two great receptions, optional dine-around dinner groups, morning exercise in Hatha yoga, walking and running, and even a large Wii Room and bar!
- Four pre-conference workshops to delve deeper into improving key TBED practices.
- A new team registration program that allows SSTI members to send multiple staff at great discounts. Join today to take advantage of this offer as well as to showcase your program's accomplishments in the TBED Hall of Success.

This is the TBED community's not-to-miss event of the year!

We were forced to close registration early last year — don't let it happen to you in Cleveland! Register your TBED team today!

Conference Schedule

Tuesday, October 14

Pre-conference Workshops

SSTI offers four intensive pre-conference workshops. Each takes place at the InterContinental Hotel Cleveland and has its own registration fee. Registration in the main conference is separate but not required to participate in a pre-conference workshop.

Full-day Workshop Options — includes workshop materials, continental breakfast, lunch and a.m. & p.m. breaks. 9:00 a.m. – 4:30 p.m.

- Secrets to Successful Biocommercialization Support (p. 8)
- Introduction to Tech-based Economic Development (p. 9)

Half-day Workshop Options — includes workshop materials, afternoon refreshments and snacks. 1:00 p.m. – 4:30 p.m.

- Creating and Strengthening Partnerships with Federal Laboratories (p. 10)
- Effective Entrepreneurship Assistance: Advice from the Experts (p. 11)

Tuesday, October 14

Main Conference — Opening Reception

The Opening Reception for SSTI's 12th Annual Conference will take place at the always-entertaining Rock N Roll Hall of Fame. Registration to the main conference is required to attend the Opening Reception, which includes food, refreshments and full access to the Hall of Fame until 10:30 p.m. Transportation will be provided beginning at 6:00 p.m. (p. 13)

Wednesday, October 15

Main Conference

- 6:15 a.m. Hatha Yoga Class, offered by the Cleveland Clinic Center for Integrative Medicine (p. 12)
- 6:30 a.m. SSTI Runners (and Walkers) Club (p. 12)
- 7:30 a.m. TBED Hall of Success — poster session (p. 16)
Registration Desk opens & continental breakfast
- 8:30 a.m. Welcoming & Opening Remarks
 - Dorothy Baunach, President & CEO, Nortech
 - Delos (Toby) Cosgrove, President & CEO, Cleveland Clinic
 - Dan Berglund, President & CEO, SSTI
- 9:05 a.m. Where Do We Go from Here? State Leaders' Perspectives (p. 14)
- 10:45 a.m. Universities' Current and Future Role in Regional Innovation (p. 14)
Breakout Session: Where Do We Go from Here? Continuing the Discussion (p. 18)
- 12:00 p.m. Lunch & Keynote by David Wilhelm, Founder and President of Woodland Venture Management (p. 15)

Wednesday, October 15 cont.

Main Conference cont.

- 1:10 p.m. *SSTI Excellence in TBED Awards Presentation* (p. 17)
- 2:00 p.m. **Concurrent Breakout Sessions**
 - Open Innovation I: Industry Insights (p. 18)
 - Planning for Transitions (p. 18)
 - Fostering a Culture of Entrepreneurship (p. 18)
 - SSTI Awards for TBED Excellence, Part One (p. 18)
- 3:45 p.m. **Concurrent Breakout Sessions**
 - Open Innovation II: The Role for TBED (p. 19)
 - Assessing the Impact of TBED (p. 19)
 - Strategic Use of Federal Programs to Support TBED (p. 19)
 - The Northeast Ohio Strategy: Public-Private Partnerships Emerge as Key to TBED Success (p. 19)
- 5:00 p.m. National Innovation Reception — hosted by the Kansas Technology Enterprise Corp. (KTEC, p. 12)
- 7:00 p.m. Dine-a-round — optional (p. 12)
- 8:00 p.m. Wii Room & Bar — sponsored by GSP Consulting (p. 12)

Thursday, October 16

- 6:30 a.m. Hatha Yoga Class, offered by the Cleveland Clinic's Center for Integrative Medicine; SSTI Runners (and Walkers) Club (p. 12)
- 8:00 a.m. Conference Information Center reopens; TBED Hall of Success (p. 16) and National & Local Sponsor Exhibits continue; Breakfast
- 9:00 a.m. **Concurrent Breakout Sessions**
 - Alternative Sources for Financing TBED Initiatives (p. 20)
 - Innovative Approaches to Commercialization (p. 20)
 - A Leadership Role for Universities: Continuing the Discussion (p. 21)
 - SSTI Awards for TBED Excellence, Part Two (p. 20)
- 10:45 a.m. **Concurrent Breakout Sessions**
 - Developing a Federal Agenda to Support State & Regional TBED (p. 14)
 - Becoming a Go-To Organization (p. 21)
 - Help Wanted: Building the TBED Workforce (p. 21)
- 12:00 p.m. Lunch
- 1:00 p.m. ■ Trends: What's Next for TBED? — sponsored by the Greater Oklahoma City Chamber of Commerce (p. 15)
- 2:15 p.m. Adjournment

Few states can match the sustained commitment to technology-based economic development Ohio has, making the Buckeye State the perfect backdrop for SSTI's 12th Annual Conference. We can go a step further and say Northeast Ohio's continuing collaborative inventiveness and success capitalizing on its industrial capacity and knowledge assets lent us the theme for this year's premiere event for the tech-based economic development (TBED) community, *Encouraging Regional Innovation*.

For more than 25 years, Ohio has been leveraging its technology strengths to grow and increase future economic opportunities. Innovative policies and programs at the state and local levels have spurred research,

dollars in benefits to the state's economy and has been cited as a program model for other states to emulate.

■ The **Third Frontier Project**, initiated in 2002, is the state's largest-ever commitment to expanding Ohio's high-tech research capabilities and promoting innovation and company formation that will create high-paying jobs for generations to come. The 10-year, \$1.6 billion initiative is designed to build world-class research capacity, support early-stage capital formation and the development of new products, and finance advanced manufacturing technologies to help existing industries become more productive. Through the Third Frontier Project, additional federal and private sector support can boost the total investment to more than \$6 billion.

■ The **Ohio Venture Capital Fund**, a fund of funds, was established by the State of Ohio to help increase private investment in Ohio companies in the seed- or early-stage of business development. As of October 2006, the Ohio Capital Fund had obtained \$150 million of commitments from private resources for investment in qualified venture capital funds. These venture capital funds commit to invest at least half of the Ohio Capital Fund monies in Ohio-based companies, corporations and individuals. The Ohio Capital Fund is actively making commitments to venture capital funds, and through these commitments, the Ohio Capital Fund acts as a catalyst to promote venture capital investment in promising Ohio companies.

Cleveland+ Akron+Canton+Youngstown. We've got it all. Together. Did you know the first wind turbine was invented in Cleveland? How about America's first gasoline-powered automobile, electric streetlight or x-ray machine? Today, Cleveland+ adds to its legacy of technology, innovation and entrepreneurship.

TBED efforts in Northeast Ohio continue to pay off. In 2007, the Cleveland+ region attracted \$318 million in new venture investments, which is double the amount of capital invested in 2006. Cleveland+ is also



developing a reputation as the "Nation's New Bioscience Innovation Destination." Since 2003, 70 healthcare start-ups in Greater Cleveland have attracted more than \$600 million in new equity funding and another 35 have attracted \$70 million in NIH SBIR grants. Employment levels are higher than five years ago, with double-digit growth in high-tech, biomedical and professional services industries. The Cleveland+ region also is experiencing gains in high-tech industry growth, high-tech occupations, and R&D activity.

To plan your visit to Ohio's largest city, see www.positivelycleveland.com. To find out more about the state of Ohio, visit www.ohiomeansbusiness.com. To find out more on doing business in Cleveland+, visit www.clevelandplusbusiness.com.



development and commercialization activities, as well as business and job growth and creation. Here are a few examples of why Ohio's TBED story is unique:

■ **Ohio's Thomas Edison Program** is a network of nonprofit organizations around the state providing services to new and existing businesses that will result in an increased percentage of product-based high technology businesses, new and improved products brought to market by Ohio businesses, and improved and more efficient processes in existing Ohio businesses. Since the program started 25 years ago, it has provided millions of

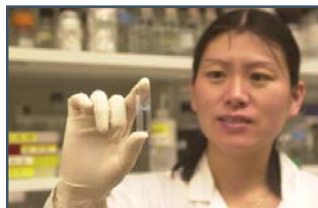
Full-day Pre-conference Workshop Options

Secrets for Successful Biocommercialization Support

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

Intercontinental Hotel Cleveland

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



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

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

Topics will include:

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

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

Introduction to Tech-based Economic Development

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

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

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



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

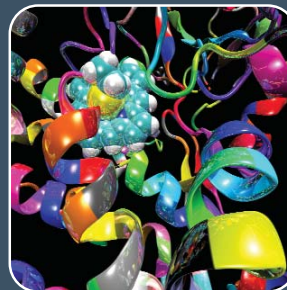
One reason the workshop sells out year after year is that it is led by two of the top names in our field. If you're new to the field, there is no better way to prepare for the caliber of discussion and content at SSTI's 12th Annual Conference than to attend this full-day, highly interactive workshop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

Presented by:

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

Spotlight on Life Science

In case you were wondering . . . the image shown below – used as a background on the cover of this booklet and in other places throughout – is one of several images SSTI acquired from the National Science Foundation. It shows a computer model of Cytochrome P450, a heme enzyme responsible for drug metabolism in the body. Research in the life sciences and medical devices present tremendous economic development opportunities.



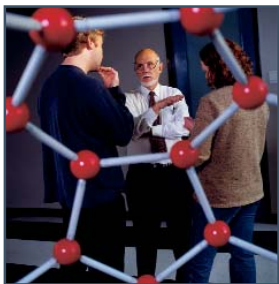
The image, for us, evokes a celebration and why not? Cleveland Clinic Innovations, for example, has spun off at least two dozen biomedical companies in the past eight years based on research coming out of the world-renowned hospital. Many are located within CCI's state-of-the-art Innovation Center, giving a good reason to celebrate successful local tech-based economic development! We hope you'll join us.

Half-day Pre-conference Workshop Options

Creating and Strengthening Relationships with Federal Laboratories

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

The nation's federal laboratories have emerged as a tremendous resource for states and regions looking to build their tech-based economies. In fact, 42 of the top 100 innovations identified by *R&D Magazine* in 2006 were commercialized in partnership with one or more of our 700 federal laboratories. To keep that number growing, the federal labs are reaching out – looking for partners from across the country.



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

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

Session outline:

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

Presenters include:

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

Effective Entrepreneurship Assistance: Advice from the Experts

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

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



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

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

Presenters:

- **Ray Leach**, CEO, JumpStart Inc.
- **Rich Lunak**, President and CEO, Innovation Works
- **Tom Walker**, President & CEO, i2E

Moderator:

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

NBIA Brings Bookstore to Conference

SSTI is often asked if we can recommend a title or two that are useful resources for encouraging regional innovation. We are excited to announce we have teamed with the National Business Incubation Association to enable the return of a conference tradition one more time — the TBED bookstore!



Between us, we've picked a great selection of resource manuals, guides and generally good reads to help practitioners, policymakers and academic researchers better understand the nuances of several aspects of technology-based economic development.

Stop by to browse and buy — many titles at nearly give away prices!

No matter what you call it, some of the most valuable elements of a successful conference are the connections you make during the event. Sharing experiences, offering practical advice and exchanging new ideas take place in a variety of ways. Fresh, new thinking often occurs in novel environments. SSTI recognizes this and is embedding a diverse number of “opportunities for serendipity” into this year’s conference.

National Innovation Reception

Wednesday, Oct. 15 • 5:00 p.m. — 7:00 p.m.

An annual highlight of the conference! The best way to begin decompressing from the full day of intensive conference sessions, to meet our sponsors at their exhibits, and continue conversations with your fellow conference participants is at the National Innovation Reception. Scrumptious hors d'oeuvres and complimentary beverages will be served, thanks to the generous sponsorship of KTEC, the Kansas Technology Enterprise Corp.

Wii Room and Bar

Wednesday, Oct. 15 • 8:00 p.m. — 11:00 p.m.

New! Six Wii consoles and Plasma TVs, Rock Band, Mario Kart and an extended variety of sports — It is going to be crazy fun! All experience levels encouraged and welcome. Or just stop by to have a drink and watch! The ultimate way to network and unwind. Bar closes by 11 p.m. The fun and your first round of refreshments are compliments of GSP Consulting.

Dine-A-Round Cleveland

Wednesday, Oct. 15 • 7:00 p.m.

New! For your dining pleasure, SSTI has secured small group reservations at 10 of Cleveland’s best restaurants. Enjoy a “Dutch Treat” dinner with old friends and new colleagues. Seating is limited; sign up sheets will be by the registration desk Wednesday morning, Oct. 15.

Hatha Yoga

Wednesday, Oct. 15 • 6:15 a.m. & Thursday, Oct. 16 • 6:30 a.m.

Hatha yoga incorporates stretching, breathing and meditative exercises to offer practitioners better health, relaxation, conditioning and a general sense of wellness. SSTI is excited to offer two, hour-long Hatha Yoga sessions, to be led by a professional instructor from the Cleveland Clinic’s Center for Integrative Medicine.

SSTI Runners (and Walkers) Club

Wednesday, Oct. 15 • 6:30 a.m. & Thursday, Oct. 16 • 6:30 a.m.

We all know TBED professionals are movers and shakers, some just do it faster than others. So runners and walkers awake! The SSTI Runners Club will follow a 5K course through the neighboring University Circles area, providing a 3K drop-out point if desired. Walkers will follow a three-mile course with escape hatches at the one- and two-mile marks.

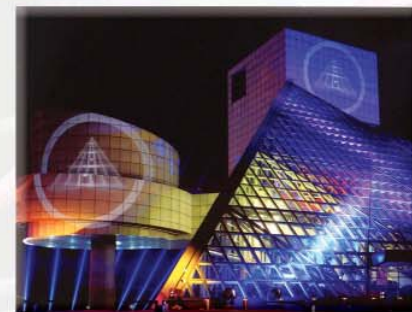


Rock N Roll Hall of Fame

Cleveland, Ohio ::: Tues., October 14 ::: 6:30 p.m. – 10:30 p.m.

Cleveland Rocks!

Join fellow SSTI conference attendees for an opening reception at the Rock and Roll Hall of Fame, located on the shore of Lake Erie in downtown Cleveland. Just like the music it pays homage to, inside and out, the Rock Hall exudes coolness. From the adventurously wide-open architecture and compellingly eye-popping displays to the sing-along soundtrack of continuously streaming rock and roll hits, this is one museum experience that really gets your heart pumping.



Courtesy of the Convention and Visitors Bureau of Greater Cleveland

In addition to celebrating the opening of SSTI’s annual conference, we will be joined by Ohio Lt. Governor Lee Fisher, Director of the Ohio Department of Development to mark the 25th anniversary of Ohio’s Thomas Edison Program and the state’s sustained investment in a broader set of TBED strategies and programs.

The Opening Reception promises to be a wonderful pre-conference opportunity to reconnect with colleagues and network with conference attendees, speakers, and our local hosts over delicious cuisine, drinks, and light music. Attendees are invited to take a self-guided, full access tour of the entire museum that will stay open until 10:30 p.m. that evening. Transportation to/from the Rock and Roll Hall of Fame and the conference hotel will begin at 6:00 pm.

Our opening reception is made possible by the generous support of more than a dozen Ohio TBED organizations (see p. 6). Visit the Rock Hall online to plan your visit at www.rockhall.com.

Plenary & Semi-Plenary Sessions

Plenary: Where Do We Go from Here? State Leaders' Perspectives

Wednesday, Oct. 15 • 9:05 a.m.

This is the first of four highly interactive plenary and semi-plenary sessions dedicated to exploring the future look of technology-based economic development. We'll use instant audience polling and a relaxed interview format to explore some of the biggest challenges facing the economic development field: How do we best integrate TBED with more traditional economic development approaches? With budgets tightening, what investments are most important to sustain for state economic development efforts? How do cluster strategies and industrial recruitment fit into future economic development? Can workforce development, K-12 education and economic development be assimilated into a unified public policy strategy at the state level? How can TBED, economic development and state energy strategies be coordinated? What will state economic development look like in 10 years?

Discussants:

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

Facilitator:

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

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

Wednesday, Oct. 15 • 10:45 a.m.

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

Discussants:

- **Luis Proenza**, President, The University of Akron
- **Don Smith**, Vice President, of Economic Development, Carnegie Mellon and University of Pittsburgh

Semi-Plenary: Developing a Federal Agenda to Support State & Regional TBED

Thursday, Oct. 16 • 10:45 a.m.

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

Plenary: Trends — What's Next for TBED?

Thursday, Oct. 16 • 1:00 p.m.

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

Facilitator:

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

Keynote Speaker ::: Weds., October 15 ::: 12:00 p.m.

David Wilhelm, Founder and President, Woodland Venture Management

David Wilhelm is the founder and President of Woodland Venture Management, a company dedicated to the proposition that entrepreneurial vision and managerial talent may be found anywhere, including the hills of central Appalachia and the prairies of the Midwest. To this end, Mr. Wilhelm launched Adena Ventures and Hopewell Ventures, with a combined \$140 million under management, bringing investment capital to high-growth companies situated in these underserved regions of the country. Today, these venture capital funds have invested millions of dollars in companies located in communities such as Marquette, Michigan; Nelsonville, Ohio; Charleston, West Virginia; and Lansing, Illinois, creating hundreds of jobs for the people who live there and the prospect of strong returns for the investors that backed the basic Woodland premise: the flip side of a capital gap is a market opportunity!

Earlier in his career, Mr. Wilhelm led a number of enterprises that could

easily be categorized as the ultimate start-ups: political campaigns. He was the national manager of the 1992 presidential campaign of then-Governor Bill Clinton and has served in similar capacities for Mayor Richard Daley, Senator Joe Biden, and the late Senator Paul Simon. Following the election of President Clinton in 1992, Mr. Wilhelm was named Chair of the Democratic National Committee, becoming the youngest person ever to serve in that role in American history.

Mr. Wilhelm is the recipient of a Master of Public Policy degree from Harvard University and a Bachelor of Arts degree from Ohio University. He has been awarded honorary Doctorates by Ohio University and the University of Charleston, he has taught classes at the University of Chicago and DePaul University, and he has been a Fellow at Harvard University's Institute of Politics and Ohio University's Voinovich Center for Leadership and Public Affairs.



Best Practices Galore!

Wednesday, Oct. 15 • 7:30 a.m. & Thursday, Oct. 16 • 8:00 a.m.

The TBED Hall of Success will be the first-ever poster session dedicated entirely to celebrating why states, regions, universities and related organizations engage in technology-based economic development (TBED). SSTI conference participants will be able to see the real economic and social differences TBED activities are making all across the country. Each SSTI member is invited to display one poster describing their success.

Think of it: the power and usefulness of TBED's First Hall of Success:

- It's one-stop shopping for up to 50 best practices, innovative service ideas, and proven approaches to TBED.
- You'll be able to discuss the details of those achievements with the members present at the conference – a living encyclopedia of TBED accomplishments!
- You'll leave the conference armed with an arsenal of anecdotes – anecdotes backed by hard facts – to serve as arguments and evidence for expanding or sustaining funding by your stakeholders.

Each poster will profile a real success story providing solid evidence of how TBED investments are sustaining the nation's position as a global leader for innovation and competitiveness – one local or regional project at a time.

The TBED Hall of Success posters will be on display throughout the conference, providing ample time to peruse each one in detail. We believe the Hall of Success alone will be worth the price of registration – especially for key decision makers in a position to influence your program's continued success.

You're invited...

to the

Presentation of the 2008 Excellence in TBED Awards

*Conference attendees will not want to miss the opportunity to participate in the year's most impressive presentation of awards, the 2008 Excellence in TBED Awards ceremony, **Wednesday, Oct. 15 at 1:10 p.m.** in The Founder's Ballroom.*

Join SSTI in recognizing outstanding achievements in approaches to building and sustaining tech-based economies. The second annual Excellence in TBED Awards ceremony promises an exhilarating showcase of best practices across the following six categories:

- Expanding the Research Infrastructure
- Commercializing Research
- Building Entrepreneurial Capacity
- Increasing Access to Capital
- Enhancing the Science and Technology Workforce
- Improving Competitiveness of Existing Industries

From the white-glove presentation of our prestigious award to the highly anticipated unveiling of recipients, the awards ceremony emits elegance. The celebration continues post ceremony with dedicated breakout sessions during the conference when six innovative organizations will reveal their secrets to success in presentations sure to inspire.

Where Do We Go From Here? Continuing the Discussion

Wednesday, Oct. 15 • 10:45 a.m.

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

Facilitator:

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

Planning for Transitions

Wednesday, Oct. 15 • 2:00 p.m.

Everyone knows there will be a new occupant in the White House in January, but TBED practitioners across the country already should be focused toward 2010 - when 36 states have gubernatorial elections and at least 18 will see new governors because of term limits or retirements. Many state legislative chambers also are likely to experience change due to term limits, changing demographics and the continual swing of the political spectrum. Add tight fiscal pressures from the economic downturn and maintaining momentum for your TBED investments could be challenging in most states. This session will explore what steps you need to take - beginning today - to protect and expand your state's investments in scientific research, entrepreneurship, and technological innovation.

Facilitator:

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

Open Innovation I: Industry Insights

Wednesday, Oct. 15 • 2:00 p.m.

In the global marketplace, many firms are searching for novel technologies and products originating from sources external to the company. Our two-part series of sessions explores Open Innovation in detail. This first panel session features the opportunity to

discuss the issue with top industry leaders while they share their perspectives on this emerging global trend. The second session immediately follows.

Fostering a Culture of Entrepreneurship

Wednesday, Oct. 15 • 2:00 p.m.

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

Discussants:

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

Moderator:

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

SSTI Awards for TBED Excellence, Part One

Wednesday, Oct. 15 • 2:00 p.m.

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

Open Innovation II: The Role for TBED

Wednesday, Oct. 15 • 3:45 p.m.

In the global marketplace, many firms are searching for novel technologies and products originating from sources external to the company. Our two-part series of sessions explores Open Innovation in detail. The second session turns the focus back to the practice of supporting regional economic growth, answering the question: how should TBED organizations amend or adjust their strategies to capitalize on Open Innovation opportunities?

Moderator:

- Lee Cheatham, Executive Director, Washington Technology Center

Assessing the Impact of TBED

Wednesday, Oct. 15 • 3:45 p.m.

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

Discussants:

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

Moderator:

- Mark Skinner, Vice President, SSTI

Strategic Use of Federal Programs to Support TBED

Wednesday, Oct. 15 • 3:45 p.m.

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

Presenters:

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

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

Wednesday, Oct. 15 • 3:45 p.m.

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

Presenters:

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

Moderator:

- Joseph Roman, President and CEO, Greater Cleveland Partnership

Alternative Sources for Financing TBED Initiatives

Thursday, Oct. 16 • 9:00 a.m.

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

Presenters:

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

SSTI Awards for TBED Excellence, Part Two

Thursday, Oct. 16 • 9:00 a.m.

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

Innovative Approaches to Commercialization

Thursday, Oct. 16 • 9:00 a.m.

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

Presenters:

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

Moderator:

- **Martha Connolly**, Director, Maryland Industrial Partnerships

A Leadership Role for Universities in Regional Innovation: Continuing the Discussion

Thursday, Oct. 16 • 9:00 a.m.

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

Help Wanted: Building the TBED Workforce

Thursday, Oct. 16 • 10:45 a.m.

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

Becoming a Go-To Organization

Thursday, Oct. 16 • 10:45 a.m.

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

Presenters:

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

Moderator:

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

Visit SSTI's conference website for updates and registration information.

www.ssticonference.org



Comments on Sessions from Past Conferences

“ frank, open opinion and discussion
great! most beneficial program info!
this was the best session I attended
a great drill down into award winning programs
outstanding survey and conference wrap up
always the best!
best part of conference
always one of the most interesting conversations we have
useful distillation of the issues as always
outstanding, useful session ”

National Conference Sponsors

Innovation Sponsor: National Reception



The Kansas Technology Enterprise Corporation (KTEC)

is a private/public partnership established by the state of Kansas to promote technology-based economic development. Through support of strategic research and development at our Centers of Excellence, through intense hands-on business assistance at our incubators and through our direct equity investments in early-stage companies, KTEC serves as an invaluable partner to companies that bring economic growth to Kansas. www.ktec.com

Underwriter of "Trends: What's Next for TBED?"



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

Premium Sponsor



The National Centers of Excellence (NCOE) is a

division of 501(c)(3) WestCAMP. NCOE has initial funding to pilot the GAMBIT Center, a needs-driven technology deployment project, and part of a larger initiative to develop federal matching funds (\$3 billion annually) for state-funded technology commercialization programs. GAMBIT will focus on matching emerging technologies with the needs of small to medium-sized manufacturers in regional economies. www.nationalcoe.org

Wii Room & Bar Sponsor



CONSULTING

GSP Consulting was founded with the mission of growing economies by specializing in helping organizations create and implement economic development and government affairs strategies. GSP has successfully assisted hundreds of organizations including non-profits, technology companies, associations, universities, and municipalities with our extensive strategy and implementation expertise. 877-GSP-CORP www.gspconsulting.com

Poster Session Sponsors



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



The Georgia Research Alliance is an internationally-

recognized model for creating opportunities to grow a vibrant, technology-rich economy. Through investments in Georgia Research Alliance Eminent Scholars®, two dozen centers of research excellence and commercialization programs such as VentureLab and Technology Partnerships, GRA is a catalyst for generating high-value companies, attracting industry to the state and creating high-tech jobs. www.gra.org



The Kentucky Cabinet for Economic Development creates new jobs and new

investment in the state, which in 2007 totaled over 13,400 new jobs and \$2.3 billion. For information on development sites, workforce training, incentive programs, community profiles, small business development and other resources visit www.ThinkKentucky.com.



Investing in Promising Technologies

The Maine Technology Institute (MTI) is a nonprofit funded annually by the State of Maine to offer early-

stage capital and commercialization assistance for the research and development of innovative technology-based projects that create new products and services, generating high-quality jobs across Maine. www.mainetechology.org



Technology-Development-Corporation

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. www.marylandtedco.org



A State advisory board administered by the North Carolina Department of Commerce, the Board of Science and Technology encourages, promotes, and supports scientific, engineering, and industrial research applications in North Carolina. Its mission is to advance science, technology, and the economy throughout the state. www.ncscienceandtechnology.com



The Ohio Department of Development works with communities and businesses to promote opportunities that will stimulate the state's economy, while creating high-quality jobs and a better quality of life for all Ohioans. The

Department provides financial, informational and technical assistance with a portfolio of programs that promote business attraction and retention, small business growth, technology commercialization, international trade, travel and tourism, energy efficiency, affordable housing, community infrastructure, downtown revitalization & brownfield clean-up. www.odod.state.oh.us



Pennsylvania Department of Community and Economic Development

866-GO-NEWPA | newPA.com

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.newPA.com



Washington Technology Center is a statewide economic

development organization focused on technology and innovation. We spark ideas, form connections between people and resources, and foster job growth to position Washington state as a national technology leader. 206-685-1920. www.watechcenter.org

Exhibiting Sponsors



The ASME Center for Engineering Entrepreneurship & Innovation was

created as a critical resource for U.S. 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/communities/entrepreneur

Exhibiting Sponsors cont.



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



EMSI provides integrated regional data, web-based analysis tools, and consulting services to thousands of

professionals representing workforce boards, economic development organizations, government agencies, community colleges and universities across the nation. They use our data and tools daily to make crucial decisions about regional development and policy issues. www.economicmodeling.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. 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



Lytmos Group partners with government and private sector

organizations to maximize their ROI in competitive high-technology research grants.

Clients turn to Lytmos for help with innovative program development, independent peer review, effective grant program administration, authoritative performance assessments, and compelling communication of program results. www.lytmos.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 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



The **Ohio Supercomputer Center** provides supercomputing,

networking, research and educational resources to a diverse state and national community, including education, academic research, industry and state government. At the Center, our duty is to empower our clients, partner strategically to develop new research and business opportunities, and lead Ohio's knowledge economy. www.osc.edu



New Economy Strategies, LLC and our 'family' of data-sets, knowledge services, and

workforce-economic toolkits provides State and Regional Innovation Leaders and Intermediaries an integrated approach for asset mapping, tracking of 10 years and 20 million records of federal funding, and a networking of vital stakeholders into one overarching Business Intelligence Tool for Innovation. www.new-econ.com



The **Technology Innovation Program (TIP)** was established in 2007 "to support, promote, and accelerate innovation in the United States through high-risk, high-reward research in areas of critical national need." The program will fund small and medium-sized businesses, universities, and research consortia on a competitive, cost-share basis for research on potentially revolutionary technologies for meeting critical national needs that present high technical risks—with commensurate high rewards if successful. www.nist.gov/tip



The **Trent Lott National Center of Excellence for Economic Development & Entrepreneurship** 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

Friends of TBED



Innovations is the Cleveland Clinic's corporate

venturing arm with a mission to "benefit the sick through the broad and rapid deployment of Cleveland Clinic technology." CCI facilitates innovation, creates spin-off companies, licenses technology, secures resources and establishes strategic collaborations with corporate partners. www.clevelandclinic.org/innovations



Launched in 2006, **First State Innovation (FSI)** is a privately led initiative that focuses on increasing Delaware's

entrepreneurial capacity. FSI has accomplished this by helping technology-based and early stage businesses find traditional seed capital, alternative funding, skilled human capital, commercialization assistance, intellectual capital, and other entrepreneurial resources. www.firststateinnovation.org



Idaho National Laboratory is a U.S. Department of Energy multiprogram research and development

laboratory serving at the nexus of energy supply and security. Beyond its assigned lead role in nuclear energy, INL has a heritage of developing and delivering innovative national and homeland security technologies, protective environmental measures, and clean energy initiatives. www.inl.gov



National Science Foundation supports basic scientific and engineering research and promotes science and engineering education. A small

portion of NSF resources funds high-reward applied research focused on positively impacting the nations health, prosperity, welfare, defense, and enhancing the nation's industrial competitiveness. www.nsf.gov



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

Northeast Ohio in mid-October is a weather perfect place to be. Fall colors. Blue waters. And the region's mix of historic neighborhoods, fascinating cultural centers, and entertaining attractions make Northeast Ohio an ideal destination to add a day or two to the front or back end of your conference. Or maybe you'll want to stay a little longer . . .

In fact, Cleveland was ranked as the number one "Most Livable City" in the U.S. by the Economist in 2005, primarily because it has all the benefits of a major city without sacrificing quality of life. Cleveland+ is home to major research institutions and healthcare organizations; major league sports teams; world-class cultural institutions; and great museums and entertainment attractions.



Playhouse Square Center

Museum of Contemporary Art, the Western Reserve Historical Society, and the Cleveland Museum of Natural History.

The nation's oldest African American cultural arts institution, Karamu House, and the Cleveland Play House, the first professional regional theatre in the United States, also call Cleveland home.

A Cultural Haven

During SSTI's 12th Annual Conference, the opulently restored Playhouse Square – the second-largest performing arts center in the nation – will feature the Broadway musical *A Chorus Line* and *Robert Dubac's Male Intellect: Second Coming*.

Also nearby are the world-renowned Cleveland Museum of Art and The Cleveland Orchestra, the Cleveland Botanical Garden,

Prowl the Night

Not ready to call it a night after the conference? No worries. Remember Cleveland Rocks! There are plenty of entertainment options to accommodate your mood.

The East Fourth Neighborhood is called the "soul of the city," featuring neighborhood gathering spots, sophisticated restaurants, a swanky jazz bar, House of Blues, live entertainment, and a contemporary bowling alley and martini bar.

Additional hotspots include the Historic Warehouse District, downtown Cleveland's oldest commercial center combining residential living with restaurants, cafes, bars and clubs, and Nighttown is known for its "unique atmosphere, cool vibe, great food, fabulous jazz, intimacy and warmth."

A City for Serious Sports Fans

Northeast Ohio takes its sports seriously, and, with the likes of LeBron James and the Cleveland Cavaliers taking home the crown as the 2007 Eastern Conference Champions, they should. Stay through Thursday night to catch Tim Duncan, Tony Parker and the rest of the San Antonio Spurs in an Oct. 16 pre-season game. Alternately, arrive in Cleveland one day early to experience the Dawg Pound in person during the Monday night NFL matchup between the Cleveland Browns and the New York Giants.

Cleveland Botanical Garden Glasshouse



An Up and Coming Food Destination

Locals regard Little Italy as the center of Italian culture, surrounded by restaurants, galleries, bakeries and cafes. More than 20 restaurants each boast their own "regional flair."



is owner and head chef at Lola and Lolita and continues to build Cleveland's fine food reputation.

Great Lakes Brewing Company boasts award-winning beer brewed in an environmentally and socially conscious manner and served in a casual, upbeat atmosphere. Dine in at the Brewpub located in the historic Ohio City neighborhood.

Looking to network or just meet a few new friends over dinner? SSTI is organizing a dine-around Cleveland, with small group reservations being held at several exclusive establishments around the city. Sign up at the conference registration desk.



East 4th Neighborhood – the "soul of the city" – and Table 45, an "up and coming" restaurant

Natural Adventures

October is a beautiful time of year to be outdoors in Northeast Ohio. While the region is the 12th largest metro area in the country, it also boasts the not-to-be-missed Cuyahoga Valley National Park, the 70-mile Ohio & Erie Canal Towpath Trail or Cleveland's amazing greenbelt of Metroparks. Combined, they offer deep forests, rolling hills and hundreds of miles of multi-use trails for non-motorized sports. In addition, you can take it all in by riding the train on one of the oldest, longest, and most scenic excursion railways in the country.

Additional adventures await you at the 3,500-acre Holden Arboretum and the Cleveland Cultural Gardens. Or you can discover the city's greatest kept secrets and little known places of interest on a Walking Tour of Cleveland through downtown or Ohio City/West Side Market, or climb aboard Lolly the Trolley and see all of the city's hotspots during a 20-mile narrated City Sightseeing Tour.



War Memorial Fountain

Accommodations

This year's main conference activities will be held at the beautiful InterContinental Hotel & Conference Center Cleveland, one of the city's most modern meeting venues. Both elegant and sophisticated, the hotel features some of the latest in technologically advanced meeting amenities and wonderfully comfortable rooms. Situated on the campus of the world-renowned Cleveland Clinic Foundation, the hotel also is just minutes from the city's cultural, shopping, entertainment and business districts.

The 4-star hotel is offering SSTI conference participants the special room rate of \$179 for a standard room or \$229 for a Club Level room. Prospective attendees may book a room by calling 877-707-8999 or visiting www.ichotelsgroup.com on the Web. To make a reservation online, simply:

- Enter check-in and check-out dates within the conference time frame (Oct. 14-16)
- Click on the plus (+) icon by Corporate, Group & IATA Identification to expand the field
- Enter Z08 as the Group Booking Code
- Click on Find Hotel to view your bed options.

Act quickly. The rate will only be available until **Sept. 23, 2008** or while supply lasts.

InterContinental Hotel Cleveland
9801 Carnegie Ave.
Cleveland, OH 44106
Phone: 877-707-8999
www.ichotelsgroup.com



Transportation

Coming by Air . . .

Cleveland is served by the Cleveland Hopkins International Airport (CLE), which handles more than 2,200 flights each week to approximately 80 destinations, and is a hub for Continental Airlines. Continental Airlines is the official airlines of SSTI's 12th Annual Conference, entitling conference attendees to a discount off the price of regular fares. When scheduling a Continental flight at www.continental.com, simply enter "ZD01ADP2RZ" in the Offer Code box to receive the discount. Conference attendees using a travel agent or calling Continental at 800.468.7022 to book flights will need to provide the Z Code "ZD01" and Agreement Code "ADP2RZ" separately. Valid travel dates include Oct. 11-19, 2008.

CLE is located approximately 15 miles southwest of the InterContinental Hotel Cleveland, site of this year's conference. One-way taxi service is \$40-50 from the airport to the hotel (30 minutes). Limo and shuttle service also is available for hire.

Coming by Rail . . .

Cleveland is well served by Amtrak and is located directly on two routes — (1) the Capitol Limited, which travels west to Chicago and east to Washington, D.C., through Pittsburgh, and (2) the Lake Shore Limited, which travels daily from Boston and New York City in the East and Chicago in the West. In addition, connections are easy for other Midwest and eastern cities such as Buffalo, Albany, Rochester, Philadelphia and Toronto! Amtrak's Cleveland train station is located approximately 5.5 miles east of the hotel. Taxi service from the station is \$15. Additional connecting Amtrak Thruway bus service also is available at the Cleveland Greyhound station (see below). For more information, visit Amtrak at www.amtrak.com/servlet/ContentServer?pagename=Amtrak/am2Station/Station_Page&code=CLE.

Or by Bus . . .

The Cleveland Greyhound station is about 3.6 miles from the hotel. Please contact Greyhound at 216-781-1841 for scheduling information.

Cleveland also is well served by the Greater Cleveland Regional Transit Authority (RTA). RTA's red line provides regular service between the Cleveland Hopkins International Airport and downtown Cleveland via the Tower City Station. Service to the hotel occurs through RTA's 32X bus route. Trips from the airport to downtown take less than 30 minutes, and trains depart from the airport every 15 minutes for the majority of the day. RTA's station at the airport is located on the lower level of the main terminal. Individual all-day passes are \$4. For a PDF map and schedule of the 32X route, visit www.gcrta.org/pdf/32X.pdf. For all other concerns, visit RTA at www.gcrta.org/maps-schedules.asp.

Parking

If you are driving or renting a car, the hotel offers SSTI conference participants valet parking for \$17 per day, a discount from the hotel's standard rate of \$24 per day.

Become an SSTI Member



Good things start happening for TBED organizations that become SSTI members. Benefits include:

- \$150 discount on the price of registration to SSTI's 12th annual conference.
- The opportunity to register additional management or staff members to SSTI's 12th annual conference at even deeper discounts (see details below).
- 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 research and TBED funding opportunities offered by the federal government, foundations and others.
- *SSTI Weekly Digest*: SSTI's 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.
- 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 or Renew today!

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

Registration Information

Member Discounts Available

Management and staff of SSTI member organizations (complete list of current members is available at www.ssti.org/members.htm) are entitled to a \$150 discount on the price of regular registration. As an added bonus this year, member organizations receive an additional \$70 discount for every member employee registration made after the first one paid at the full-member price. To take advantage of the member-only multi-staff discount, please submit all eligible registrations at the same time.

Cancellation/Refund Policy

Refunds will be made by check, less a \$75 fee, for all cancellations received on or before Oct. 1, 2008. No refunds will be made after that date. Substitutions may be made at any time.

Registration Form

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: Card #: _____ - _____ - _____
☐ Check* Expires (month/year): _____ / _____ Security Code: _____
☐ Visa Name on Card: _____
☐ MC Address (if different): _____
☐ AMEX
 * payable to SSTI _____

PERSON COMPLETING FORM *if different*

Name: _____ Phone: _____

E-mail: _____

PRE-CONFERENCE REGISTRATION • OCTOBER 14 optional; choose one

- ☐ Secrets to Successful Biocommercialization Support (full day) **\$195**
- ☐ Introduction to Tech-based Economic Development (full day) **\$195**
- ☐ Creating and Strengthening Partnerships with Federal Laboratories (afternoon only) **\$125**
- ☐ Effective Entrepreneurship Assistance (afternoon only) **\$125**

CONFERENCE REGISTRATION • OCTOBER 15-16

	Early Registration (by Sept. 23)	Standard Registration (after Sept. 23)
SSTI Members	\$595	\$695
Subsequent member	\$525	\$625
All others	\$745	\$845

Join or Renew Your Affiliate/Supporter Membership Today! *optional*

- ☐ \$750 SSTI Annual Membership Dues
New/Renew *circle one*

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