



# SEIZE THE MOMENT

Tech-based economic development  
for the next economy

## **SSTI's 13th Annual Conference**

Overland Park • Kansas  
October 21-23, 2009

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# Seize the Moment

This year's conference will bring together distinguished speakers like Josh Lerner of Harvard Business School and Rob Atkinson of the Information Technology and Innovation Foundation who will challenge conventional thinking; more than two dozen experienced practitioners who will share best practices; and, leading individuals who are breaking new ground in their attempts to build tech-based economies. Plus, we'll have four stimulating roundtable discussions examining some of the thorniest issues we're facing - improving performance metrics that are being used, re-examining equity programs, and engaging universities.

At this moment, every aspect of the U.S. economy is in a period of transformation. And nearly every aspect of getting out of the current mess is related to one or more of the fundamental principles of tech-based economic development, or TBED, for short. That's pretty impressive. The public/private programs, policies and investments being made to support TBED never have been as critical as they are at this moment.

Even so, the rules for TBED's fundamentals are in flux – capital access, university engagement, entrepreneurship assistance, research funding priorities, commercialization paths, you name it. To borrow from Ben Franklin, one of the nation's great innovators: if your state, regional, university, nonprofit or federal approach to promoting economic growth isn't evolving, you're writing its own obituary.

The future course of regional innovation and economic development resides among a small group – those public and private leaders, like the innovative companies and researchers they support, who see the tremendous opportunities that exist in this very particular moment.

Visionary leaders of the TBED community need a forum to discuss how to turn the current realities into opportunities for innovation. SSTI's 13th Annual Conference provides that forum. We will seize the moment.

SSTI's annual conferences already are unique events for the economic development field because they attract the top thinkers and doers from every critical element of the TBED community – state, regional, university, nonprofit, private industry, and federal decision makers and practitioners. The circumstances leading the TBED community to SSTI's 13th Annual Conference make this year's forum that much more important.

“When  
you're  
finished  
changing,  
you're  
finished.”

— Benjamin Franklin

**You are invited to join us. Seize the Moment.**

# Conference Schedule

## Wednesday, October 21

PLEASE SEE PAGE NUMBERS (p.8) FOR DESCRIPTIONS

PRECONFERENCE WORKSHOPS (separate registration required) FULL DAY – 9:00 AM - 4:30 PM HALF DAY – 1:30 PM - 4:30 PM	FULL DAY Where Do We Start? Introduction to Technology- Based Economic Development p.16	FULL DAY The Energy Imperative: Maximizing Green TBED Opportunities p.8	HALF DAY NIST’s Industrial Technology Programs: Tapping the Technology Innovation Program and the Manufacturing Extension Partnership (free) p.8
6:30 PM	Opening Reception .....	The College Basketball Experience at Sprint Center p.5 (transportation provided)	

## Thursday, October 22

6:00 AM	Hatha Yoga p.18				
7:30 AM	Continental Breakfast/Registration				
8:30 AM	Welcoming/Opening Remarks .....		SSTI and our Conference Host, KTEC		
9:00 AM	Plenary I .....		TBED for the Next Decade, Part I: Charting the Future for America’s Competitiveness p.6		
10:15 AM	Break				
10:45 AM	Plenary II .....		The Future of Public Equity and Entrepreneurship Programs p.10		
12:00 PM	Lunch				
1:10 PM	TBED Awards Ceremony .....		SSTI Salutes Outstanding Achievement p.19		
2:00 PM	Breakout Sessions Block I	Excellence in TBED: The Inside Stories, Part I p.14	Setting Your Federal Agenda: Working with your Congressional Delegation p.9	Addressing Capital Gaps: Lessons from the Field p.11	Measuring TBED’s ROI with Metrics that Matter: <i>A Roundtable Discussion</i> p.17
3:15 PM	Break				
3:45 PM	Breakout Sessions Block II	The Kansas TBED Strategy p.14	Telling Your TBED Story p.17	Universities and Colleges as Drivers for Growth p.12	Where Do Equity Programs Go from Here? <i>A Roundtable Discussion</i> p.11
5:00 PM	National Innovation Reception p.18				

## Friday, October 23

6:30 AM	Hatha Yoga p.18				
8:00 AM	Hot Breakfast Buffet				
9:00 AM	Breakout Sessions Block III	Excellence in TBED: The Inside Stories, Part II p.14	Securing Federal Support for Your TBED Agenda p.9	Beyond Licensing: Maximizing the Impact of University Technologies p.12	Developing a Common Set of TBED Metrics: <i>A Roundtable Discussion</i> p.17
10:15 AM	Break				
10:45 AM	Breakout Sessions Block IV	Encouraging Risk-Taking in Risky Times: Building an Entrepreneurial Culture p.14	Virtually Free TBED: Web 2.0 Tools for the TBED Community p.15	Alternative Approaches for Reaching TBED Goals p.15	Engaging Universities in Economic Development: <i>A Roundtable Discussion</i> p.13
12:00 PM	Lunch and Closing Plenary Session .....		TBED for the Next Decade, Part II: Seize the Moment p.6		

## The Kansas Technology Enterprise Corporation (KTEC)

In 1986, a bipartisan group of leaders formed an innovative economic strategy for the state of Kansas. Part of this strategy was the creation of the Kansas Technology Enterprise Corporation (KTEC). This was no ordinary economic development model. KTEC was formed as a state-funded corporation, focusing on promoting technology-based economic development. Designed to work in a way that mirrored the private sector, avoided bureaucracy, and emphasized return on investment, KTEC has since served as a national model for economic development initiatives.



### How KTEC Works

KTEC assists entrepreneurs and technology companies by supporting the development and commercialization of new technologies through a statewide network. This network is designed and built to support researchers, entrepreneurs and technology companies through each phase of the technology life cycle. The ultimate goal of the program is to create rapid growth companies and higher paying jobs in Kansas. KTEC's many programs and affiliate organizations fall into three basic functional areas:

#### Strategic Research and Development/Centers of Excellence:

Located at state universities, the Centers conduct basic and applied industry-led research that is the foundation for new products and technologies.

#### Specialized Business Assistance Incubators:

Intensive business assistance is provided through state-local-university partnerships designed to turn intellectual property into growth companies. In addition, technology and business assistance is provided to small manufacturers in partnership with the federal Manufacturing Extension Program.

#### Investment Funds:

Equity investment and angel tax credits are provided to early-stage technology companies, helping them in the critical early stages of development.

### KTEC Pipeline

The KTEC PIPELINE is a first-of-its-kind program in the United States - designed to identify the state's most promising technology entrepreneurial talent and provide them with the mentors, networks and "straight talk" that will increase their probability of creating high impact business ventures. The program seeks to develop a lasting ecosystem for high-tech entrepreneurial development by building a network of mentors, investors and entrepreneurs.

## Industry Trade Associations

KTEC has led the establishment of trade associations in bioscience and information technology, for the purpose of strengthening those growing industry sectors through management-level education and collaboration. The Kansas Bioscience Organization (KansasBio) was founded in 2004, and the Software and Information Technology Association of Kansas (SITAKS) was established in 2008.

## Going Forward

KTEC serves as the catalyst and steward of Kansas' policies, programs and investments to ensure a robust innovation economy. KTEC continues to implement strategies to ensure sound footing on a diverse portfolio of innovation industries – so Kansas has continued economic growth.

## Opening Reception

**"SSTI attendees lace-up your sneakers and get ready for foul-line hecklers and last-second buzzer beaters."**



College Basketball Experience, Kansas City  
Wednesday, October 21, 2009  
6:30 PM – 9:00 PM

As the nation's hoops hotbed, Kansas invites you to join us at the state-of-the-art College Basketball Experience (CBE) in downtown Kansas City, directly across from the Power & Light entertainment district. This award-winning and nationally recognized venue, which also includes the National Collegiate Basketball Hall of Fame, is regarded as the national celebration for the sport of men's collegiate basketball. The CBED contains two distinctive floors of basketball activities—numerous high-tech interactive basketball stations let fans experience the game first-hand while the National College Basketball Hall of Fame celebrates the history of the game.

### Information

The College Basketball Experience: [www.collegebasketballexperience.com](http://www.collegebasketballexperience.com)  
Kansas City's Power and Light District: [www.powerandlightdistrict.com](http://www.powerandlightdistrict.com)

## PLENARY SESSION

**TBED for the Next Decade, Part I: Charting the Future for America's Competitiveness**  
Thursday, October 22, 9:00 AM

If we have no map, does that mean we're lost? Hardly. But given the economic turmoil affecting every crossroad of the country, some folks may be having a hard time seeing which road leads in the right direction. There are tremendous challenges resulting from the current downturn; for stronger regional and state economies to arise, innovation and TBED have to be significant partners toward a recovery.

To open SSTI's 13th Annual Conference, we're moving our popular "Trends in Tech-based Economic Development" session to the top of the meeting for a provocative and engaging examination of the Realities, Opportunities, and Innovations ahead. That is, the ROI of tech-based economic development.

Joining SSTI president Dan Berglund to help broaden our thinking of the possibilities before us is one of the brightest and most entertaining visionaries for the future of national and regional innovation policy, Rob Atkinson. This no-holds-barred discussion session will stimulate conference participants to begin to think of ways their TBED efforts back home can seize the moment.

## PLENARY SESSION

**TBED for the Next Decade, Part II: Seize the Moment**  
Friday, October 23, 12:00 PM

We'll wrap up this year's conference with a working lunch, blending our perennially popular trends session with a town meeting to revisit the themes identified in our plenary sessions. We'll run through the major take-aways from this year's conference, identifying key points to consider going forward. Participants will share insights and new developments arising from our most interactive breakout sessions on metrics, equity programs and university engagement. Our closing session often doubles as a community forum providing the final boost of energy and insight as participants return to their respective TBED programs to, of course, seize the moment!

**Discussion Lead:**  
Dan Berglund, *President & CEO*, SSTI

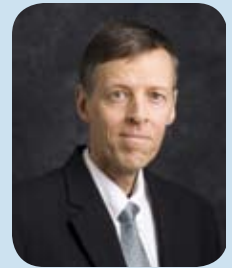
"Innovation and  
TBED have to  
be significant  
partners toward  
a recovery."

### Dan Berglund

Dan Berglund is the president and CEO of SSTI, a nonprofit organization that leads, supports, and strengthens efforts to improve state and regional economies through science, technology, and innovation. SSTI is the most comprehensive resource available for those involved in technology-based economic development. Leading SSTI since its inception in 1996, Mr. Berglund has helped SSTI develop a nationwide network of practitioners and policymakers dedicated to improving the economy through science and technology. SSTI works with this network to assist states and communities as they build tech-based economies, conduct research on best practices and trends in tech-based economic development, and encourage cooperation among and between state and federal programs. Prior to joining SSTI, Mr. Berglund worked as a consultant and for the Ohio Department of Development in a variety of positions, including acting deputy director of the Division of Technological Innovation.

### Robert D. Atkinson

Robert Atkinson is the founder and president of the Information Technology and Innovation Foundation, a Washington, DC-based technology policy think tank. He is also author of the *State New Economy Index* series and the book, *The Past And Future Of America's Economy: Long Waves Of Innovation That Power Cycles Of Growth*. Before coming to ITIF, Dr. Atkinson was vice president of the Progressive Policy Institute and director of PPI's Technology & New Economy Project, where he wrote numerous research reports on technology and innovation policy. Previously Dr. Atkinson served as the first executive director of the Rhode Island Economic Policy Council, a public-private partnership including as members the governor, legislative leaders, and corporate and labor leaders. Prior to that he was project director at the former Congressional Office of Technology Assessment, where he directed *The Technological Reshaping of Metropolitan America*, a seminal report examining the impact of the information technology revolution on America's urban areas.



Dr. Atkinson is a board member or advisory council member of numerous institutes and foundations, including the Internet Education Foundation, the Pacific Institute for Workforce Innovation, the University of Oregon Institute for Policy Research and Innovation, and Nonresident Senior Fellow at the Brookings Institution, among others. Dr. Atkinson was appointed by President Clinton to the Commission on Workers, Communities, and Economic Change in the New Economy, and he also is a member of the Task Force on National Security in the Information Age.

## PRE-CONFERENCE WORKSHOP

### The Energy Imperative: Maximizing Green TBED Opportunities Wednesday, October 21, 9:00 AM - 4:30 PM

Green is the new black as the world begins to fight and cope with climate change and resource scarcity. In the not too distant future, it will most likely color all state and regional growth strategies as well. How prepared is your TBED organization to participate in the opportunities presented through the federal government's green commitment?

How prepared are your universities and companies to capitalize on the research funding, breakthrough innovations and new market opportunities? Can they even compete as the production standards and emission rules change globally? Then there's green grid infrastructure to put in place, high-risk energy research funding available, energy retrofit technologies and training to implement, and carbon taxes looming. Is your TBED strategy in place?

In this day-long preconference workshop, we'll talk with federal agencies implementing the American Recovery and Reinvestment Act and the Administration's green agenda in addition to federal labs with resources and technologies to help your companies leapfrog into new markets and compete more efficiently in existing ones. We'll also learn from states ahead of the game in refining their green TBED strategies. Our objective is to help participants to see ways to redirect their state and regional TBED activities toward the vast energy and environmental opportunities ahead.

Speaker information and more details are available at: [ssticonference.org](http://ssticonference.org)

## PRE-CONFERENCE WORKSHOP (free-registration required)

### NIST's Industrial Technology Programs: Tapping the Technology Innovation Program and the Manufacturing Extension Partnership Wednesday, October 21, 1:30 PM - 4:30 PM

SSTI is co-hosting a meeting with officials from the Technology Innovation Program (TIP) and the Manufacturing Extension Partnership (MEP) that we would encourage you or one of your colleagues to attend. TIP and MEP are two of the most market-driven programs operated by the federal government. Both programs have launched new investments or innovative services in the last year. The meeting will give you a chance to learn about:

- New federal funding opportunities;
- New resources to support early-stage research;
- New products and services to expand manufacturing;
- New tools to help foster growth and innovation in companies;
- New models to accelerate technology commercialization and translation; and
- New ideas about ways to integrate state, local, and federal investments.

## BREAKOUT SESSION

### Setting Your Federal Agenda: Working with Your Congressional Delegation Thursday, October 22, 2:00 PM

Often overlooked or viewed primarily as a vehicle by which to earmark federal funds, your congressional delegation can be a key partner in building a tech-based economy. But for it to be an effective partnership, you need to think through exactly what your agenda should be and how the delegation can help. This session will examine how to go about defining the agenda, who to involve in the process, how to communicate the agenda to decision makers, and implement the strategy with the congressional delegation.

**Presenter:**  
Thomas V. Thornton, *President and CEO*,  
Kansas Biotechnology Authority

## BREAKOUT SESSION

### Securing Federal Support for Your TBED Agenda Friday, October 23, 9:00 AM

The Obama administration has brought technology-based initiatives to the forefront of the national recovery agenda. State and local governments will play a vital role in planning and executing federally-funded efforts across the country. This session will provide an overview of federal programs that may be leveraged to support local TBED initiatives and insight into how to make strategic make use of these funds.

**Presenters:**  
Robert E Olson, *Regional Director*, Economic Development Administration  
Phillip Singerman, *Senior Vice President*, B&D Consulting, LLC

“State and local governments will play a vital role in planning and executing federally-funded efforts across the country.”

## PLENARY SESSION

**The Future of Public Equity and Entrepreneurship Programs**  
Thursday, October 22, 10:45 AM

We know too well the meltdown of global financial markets has had ripple effects throughout every aspect of launching a technology business, a university startup, or even sustaining innovation measures within existing firms. The heady days of free-flowing capital seem behind us for a while as access to capital becomes even more difficult for the clients of tech-based economic development efforts. That would suggest an immediate and greater role for public equity efforts to overcome these gaps, right?

Not so fast, says one of the world's most respected experts on equity markets. It may be time to think differently on our approaches to public equity programs.

Harvard professor Josh Lerner will join us to discuss his upcoming, provocatively titled book, *Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed—and What to Do About It*. Dr. Lerner asked: when has governmental sponsorship succeeded in boosting growth, and when has it fallen terribly short? In his presentation he will provide valuable insights into why some public initiatives work while others are hobbled by pitfalls and offer suggestions for how public ventures should be implemented in the future. A discussion of the implications and opportunities presented will follow.

### Plenary Speaker:

**Josh Lerner**, *Jacob H. Schiff Professor of Investment Banking*, Harvard Business School



Josh Lerner is the Jacob H. Schiff Professor of Investment Banking at Harvard Business School, with a joint appointment in the Finance and the Entrepreneurial Management Units. Previously, Dr. Lerner worked for several years on issues concerning technological innovation and public policy, at the Brookings Institution, for a public-private task force in Chicago, and on Capitol Hill. Much of his research focuses on the structure and role of venture capital and private equity organizations, which is collected in *The Venture Capital Cycle* and *The Money of Invention*. He also examines the impact of

intellectual property protection, particularly patents, on the competitive strategies of firms in high-technology industries, issues that are addressed in his book *Innovation and Its Discontents*. Dr. Lerner founded, raised funding for, and organizes two groups at the National Bureau of Economic Research, the Entrepreneurship Working Group and the Innovation Policy and the Economy Group, and is a Research Associate in the Corporate Finance and Productivity Programs and serves as a co-editor of their publication *Innovation Policy and the Economy*.

## BREAKOUT SESSION

**Addressing Capital Gaps: Lessons from the Field**  
Thursday, October 22, 2:00 PM

Capital programs are facing challenging times given the financial meltdown of the past two years. At the same time, TBED efforts to increase the availability of risk capital for young firms have taken on a new sense of urgency. What worked yesterday won't necessarily work in the new world of finance, however. This session will look at the continual evolution of state programs, highlighting the pros and cons of two recently adopted approaches to build a robust local private equity market.

### Presenters:

**Eric Cromwell**, *President and CEO*, Tennessee Technology Development Corp

**John Sider**, *Deputy Secretary-Technology Investment Office*, Pennsylvania Department of Community & Economic Development (*invited*)

## BREAKOUT SESSION

**Where Do Equity Programs Go from Here? A Roundtable Discussion**  
Thursday, October 22, 3:45 PM

There will be a lot to process from our first two capital-related sessions, starting right from the top with Josh Lerner's provocative plenary address. Add financial markets that are continuing to sort themselves out, and heads could begin to spin. With one of the TBED community's top thinkers on equity policy as our guide, we're dedicating this session to find meaning and direction: what does it all mean for programs and policies to increase local capital access? What should they look like going forward?

### Discussion Lead:

**Rebecca Bagley**, *President-elect*, Nortech

"It may be time to think differently on our approaches to public equity programs."



## BREAKOUT SESSION

**Universities and Colleges as Drivers for Growth**  
Thursday, October 22, 3:45 PM

Educational institutions can have a profound effect on the regional or state economies in which they are situated. Some of the best initiatives in the country to advance tech-based entrepreneurship and develop spin-off companies are comprehensive, aggressively proactive nodes for regional innovation. What do they look like? Does it work? How did they do it? This session will examine how some innovative universities and community colleges are helping to take their regions to the next level.

**Presenters:**

**Abigail Barrow**, *Director*, Massachusetts Technology Transfer Center  
**Brian Cummings**, *Assistant Vice President*, University of Utah (*invited*)

## BREAKOUT SESSION

**Beyond Licensing: Maximizing the Impact of University Technologies**  
Friday, October 22, 9:00 AM

Pressures are mounting on state universities to produce greater economic results from their research as state budgets tighten. For some universities, this could mean simply filing more patent applications and pushing more licenses, but a few smart universities have moved into more proactive means to maximize their economic impact by simplifying industrial engagement, encouraging faculty entrepreneurship, and rethinking their technology transfer offices. In this session, we'll explore the frontiers of university tech commercialization with leading practitioners in the field.

**Presenters include:**

**Dana Bostrom**, *Director*, Innovation & Industry Alliances, Portland State University

## BREAKOUT SESSION

**Engaging Universities in Economic Development: A Roundtable Discussion**  
Friday, October 23, 10:45 AM

Universities are increasingly playing or expected to play prominent roles in promoting local and regional economic growth. Some must take the lead for their communities. Others could be effective allies for TBED organizations. Sadly, some are clueless. We'll explore a variety of specific ways universities are or can become engaged in TBED and discuss experiences assessing their engagement and forming strong partnerships for future success.

**Discussion Leads:**

**Jeffrey Brancato**, *Associate Vice President for Economic Development*, University of Massachusetts  
**Bob Samors**, *Associate Vice President for Research, Innovation & STEM Education, Director of Technology & Innovation Policy*, Association of Public and Land-grant Universities  
**Mark Skinner**, *Vice President*, SSTI

“Educational institutions can have a profound effect on the regional or state economies in which they are situated.”

## What TBED Approaches are Successful in the Current Economy?"

### BREAKOUT SESSION

**Excellence in TBED: The Inside Stories, Part I and Part II**  
Thursday, October 22, 2:00 PM / Friday, October 23, 9:00 AM

Developing and implementing a successful TBED initiative that generates substantial economic gain for a state or region is no easy feat. SSTI's third annual Excellence in TBED awards recognize outstanding achievements in tech-based economic development from innovative programs across the nation, emphasizing impact, strategic value and replicability. Stories that illustrate how TBED succeeds in improving our nation's competitiveness are presented during these two sessions, providing conference participants the opportunity to explore the award-winning programs in depth directly with program administrators. Past attendees have rated these sessions as among the most valuable and beneficial sessions attended.

### BREAKOUT SESSION

**The Kansas TBED Strategy**  
Thursday, October 22, 3:45 PM

Kansas has been an innovative leader within the national TBED community for 25 years, currently offering through the Kansas Technology Enterprise Corporation (known internationally as KTEC) and the Kansas Biotechnology Authority several of the hottest new initiatives for promoting regional innovation. In this session, we'll explore the evolution of the strategy and programs behind their success.

**Presenters include:**

**Kevin Carr**, *Chief Executive Officer (Interim)*, KTEC

### BREAKOUT SESSION

**Encouraging Risk-Taking in Risky Times: Building an Entrepreneurial Culture**  
Friday, October 23, 10:45 AM

One of the upsides to troubled economic times—and challenges—is a renewed interest in tech entrepreneurship. TBED organizations can help qualified people take that entrepreneurial leap by building a culture that values and rewards starting a new business and giving tech entrepreneurs the resources they need to be successful. This session will feature programs that are successfully creating a support network for entrepreneurs during a period of economic distress.

**Presenters:**

**Joni Cobb**, *President*, KTEC Pipeline

**Monica Doss**, *Director*, FastTrac, Ewing Marion Kauffman Foundation

### BREAKOUT SESSION

**Virtually Free TBED: Web 2.0 Tools for the TBED Community**  
Friday, October 23, 10:45 AM

The rise of online social networks offers a new path to building in stronger innovation community. At the same time, online applications and new web development tools are making it possible to provide low-cost, 24-hour assistance to and collaboration with entrepreneurs. This session will highlight innovative web strategies being used by TBED practitioners to advance their goals online in a cohesive, inexpensive and effective way.

**Presenter:**

**Phillip Battle**, *Policy Analyst & Webmaster*, SSTI

### BREAKOUT SESSION

**Alternative Approaches for Reaching TBED Goals**  
Friday, October 23, 10:45 AM

State coffers will continue to tighten for the foreseeable future—at the same time, the need for solid tech-based economic development efforts escalates. In addition, foundation endowments have shriveled, making many of them less viable sources of cash. In this session, we'll look at enterprising TBED approaches that are being undertaken by organizations that are not dependent on public funding to accomplish their goals.

**Presenters:**

**Craig Bott**, *President & CEO*, Grow Utah Ventures

**Ted McAleer**, *Executive Director*, USTAR - Utah Science Technology and Research

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

**Sheri Stickley**, *Deputy Director for Strategic Planning and Initiatives*, Oklahoma  
Department of Commerce

"TBED organizations can help qualified people take that entrepreneurial leap."

## PRECONFERENCE WORKSHOP

**Where Do We Start? Introduction to Technology-Based Economic Development**  
Wednesday, October 21, 9:00 AM - 4:30 PM  
(separate registration required)

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, states, and universities 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 13th Annual Conference than to attend this full-day, highly interactive workshop examining the fundamental elements of successful tech-based economic development.

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

“Understanding the needs of your target audiences is critical to delivering the right message at the right time to the right people.”

## BREAKOUT SESSION

**Measuring TBED's ROI with Metrics that Matter: A Roundtable Discussion**  
Thursday, October 22, 2:00 PM

Quantifying the impacts of TBED activities, investments in science and in innovation generally has advanced significantly in the past few years as more associations, researchers, and agencies wrestle with the problem. That doesn't mean the challenges are over, however, for local and state TBED programs needing to convey results to their stakeholders. We're dedicating two highly interactive sessions as a means to developing a common set of metrics. This first session will summarize the state of the field across a range of TBED activities and explore whether the appropriate metrics are being used.

**Presenters:**  
Phillip Battle, *Policy Analyst & Webmaster*, SSTI  
John Slanina, *Policy Analyst*, SSTI  
Mark Skinner, *Vice President*, SSTI

## BREAKOUT SESSION

**Telling Your TBED Story**  
Thursday, October 22, 3:45 PM

Survival in fiscally challenging times requires doing good work, measuring the results of your good work, and telling people about the good work that you're doing. Do you find describing the impact of your activities a challenge? Understanding the needs of your target audiences – and they are many and varied – is critical to delivering the right message at the right time to the right people. We will hear from a team from the Georgia Research Alliance, one of the field's most widely recognized programs – known internationally for their success, in part, because of the tips they will share in this session.

**Presenters:**  
Brian Brodrick, *Partner*, Jackson Spalding  
Kathie Robichaud, *Director of Communication*, Georgia Research Alliance

## BREAKOUT SESSION

**Developing a Common Set of TBED Metrics: A Roundtable Discussion**  
Friday, October 23, 9:00 AM

SSTI is dedicating two highly interactive breakout sessions of the conference to start developing a common set of metrics for TBED practice. The first session summarizes the state of the field across a range of TBED activities. In this second session, participants will work together to move closer to developing a common set of metrics that can be applied across similar programs, helping practitioners benchmark their performance and chart a course for improvement and success.















# SSTI - Benefits of Membership

## What are you missing?

If you're not an SSTI member, it may be more than you think.

SSTI's role for your organization has never been more relevant. Through the years, our commitment to building a nationwide network of policymakers and practitioners has resulted in unique access to information and resources to help you build an economy strengthened by science, technology and innovation.

### Plus, members receive:

- An immediate \$150 discount on your organization's first full conference registration.
- A \$220 discount on every additional conference registration from your organization's management and direct staff.
- A \$20 discount on each preconference workshop registration.
- Subscription to the exclusive Funding Supplement to the *SSTI Weekly Digest*, describing new federal and foundation R&D and TBED funding announcements each week. Over the past year, SSTI members have been alerted to more than 1,400 funding opportunities for their client companies, researchers and own organizations.
- Free job postings on SSTI's website and in our e-newsletter, the *SSTI Weekly Digest*.
- Discount on annual SSTI Excellence in TBED Award applications and SSTI publications.
- Possible technical assistance from SSTI's staff (contact us for more details).
- Exclusive involvement in identifying the timely and most critical topics to be covered in the breakout sessions at our annual conference.

Visit [www.ssti.org/benefits.htm](http://www.ssti.org/benefits.htm) to see the full list of SSTI member benefits. Signing up is easy online. Please email Noelle Sheets [sheets@ssti.org](mailto:sheets@ssti.org) if you have any questions.

### Conference Registration Discounts Available

With so much content to cover at SSTI's annual conference, we've made it easier to send multiple members of your team to the TBED event of the year! Management and staff of SSTI member organizations are entitled to a \$150 discount on the price of regular registration. In addition, member organizations receive an extra \$70 discount for every member-employee registration made after the first one is 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. A complete list of current members is available at [www.ssti.org/members.htm](http://www.ssti.org/members.htm).

**Register Soon! Early Registration Ends Sept. 29! Seating is limited!**

# Register Today

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Name (as it should appear on name tag)

---

Title

Organization

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Address

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City

State

Zip

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Phone

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Name of person completing this form, if different

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Phone

Email

## Preconference Workshop Registration - Wednesday, October 21

**OPTIONAL-CHOOSE ONE:** Workshop Times: 9:00 AM - 4:30 PM unless noted.

- Where Do We Start? Introduction to Tech-Based Economic Development. Fee: \$195 (\$175 members)
- The Energy Imperative: Maximizing Green TBED Opportunities. Fee: \$195 (\$175 members)
- NIST's Industrial Technology Programs: Tapping the Technology Innovation Program and the Manufacturing Extension Partnership. (Half-day Workshop - 1:30 PM - 4:30 PM) Free

## Conference Registration October 21–October 23

Early Registration Deadline is September 29.

- SSTI Member**      Early Registration: \$595.      Standard Registration: \$695
- Subsequent Member**      Early Registration: \$525.      Standard Registration: \$625
- All Others**      Early Registration: \$745.      Standard Registration: \$845

## Join or Renew Your Affiliate/Supporter Membership – Annual Dues: \$750

- Join       Renew

**Payment:**    Check    VISA    Mastercard    American Express   **Total \$** \_\_\_\_\_

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**Complete and fax or mail this form to:**

SSTI Conference • 5015 Pine Creek Drive, Westerville, OH 43081 • FAX: 614-901-1696.

**You can also register online at [www.ssticonference.org](http://www.ssticonference.org).**

**Questions? Call 614-901-1690.**



# SEIZE THE MOMENT

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Overland Park • Kansas • October 21-23, 2009

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at [www.ssticonference.org](http://www.ssticonference.org)