

DYNAMIC INNOVATION ECOSYSTEMS:

# Bringing It All Together

SSTI's 17th Annual Conference  
September 15–17, 2013 • Portland, Oregon



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Oregon has more than seven distinct geographic regions, all with distinct experiences to offer. You can surf on the Oregon coast, wade in its tide pools and enjoy the bounty of Dungeness crab. Oregon’s Willamette Valley is home to the finest Pinot Noir vineyards and incredible rivers and public gardens. Portland is the commercial center of the state, with an engaging urban environment providing arts and culture attractions year-round. The high desert of central Oregon is a beautiful natural attraction, with snow sports drawing travelers in the winter and incredible golf and hiking in the summer. Nearly year-round, within a 1-3 hour drive, you can enjoy hiking, surfing, rafting and skiing with the appropriate attire, of course.

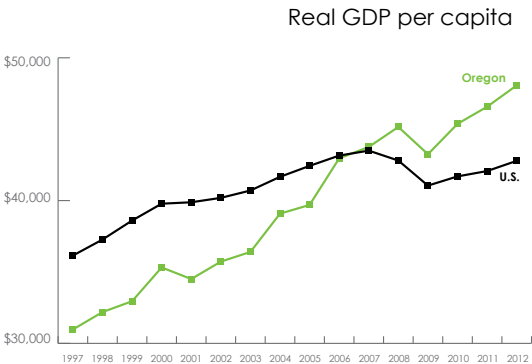
Craft beer and fine wines have also made a name for Oregon. The city of Portland is home to more breweries than any other city in the world, and the state is home to 137 breweries and growing. The region is especially well known for high quality Pinot Noir, but all kinds of varietals are being produced by 463 wineries throughout the state.

Oregon is the ninth-largest land-mass state in the U.S., has a population of 3.9 million, has the third-fastest growing GDP in the U.S. and is home to more than 45 accredited institutions of higher learning.

The Oregon economy.

Located on the Pacific Rim, Oregon holds national and global competitive advantages in several key industries. Advanced manufacturing; clean technology; outdoor gear and apparel; forestry and wood products; and high technology are all strong in Oregon. Oregon is home to the “Silicon Forest,” a concentration of semiconductor companies led by Intel’s largest manufacturing facility, that have made a name for Oregon across the globe.

The recent numbers showing Oregon had the third highest GDP growth in the U.S. last year exemplifies both the current strength and the future potential of Oregon. With costs of manufacturing overseas rising and the availability, quality and price of electricity in question in many locations, Oregon is an attractive option for investment. This is particular true for high technology and advanced manufacturing where the skilled workforce and tech infrastructure built up by companies like Intel and Tektronix provide a unique advantage. It’s the





production of high value-added goods that will be driving Oregon’s future economy as the globe pulls out of the recent recession.

From hydro to solar to wind power, Oregonians have shown interest and commitment to sustainability well ahead of other states, and thanks to the state’s unique natural resources, government policies, and cultural “ethos,” Oregon has become a world leader in clean technologies and has turned sustainability into profitability.

Oregon is headquarters to world-famous companies, such as Nike and Columbia Sportswear, and has significant presences of leading companies, such as Intel, Hewlett Packard, Epson, Precision Castparts, Adidas, Vestas and Daimler Trucks.

In terms of international trade, Oregon is the ninth most active state in the U.S., with Canada, Japan, China, South Korea, Malaysia, and Mexico among its largest trading partners.

### Innovation in Oregon.

The Oregon Innovation Council (Oregon InC) began in 2005, when the Governor and Legislature brought together more than 50 leaders from the private sector, the state’s four research universities and government to create a better way to do business.

The need to radically change how the state recognized, supported and funded technology-based economic development was obvious: Oregon was—and is—a small state, with a population and economy dwarfed by its high-tech neighbors to the north and south. The state couldn’t spend its way to prosperity, but it could be competitive by concentrating key resources in areas where it already held unique advantages and for which there would be significant global markets.

While Oregon’s research universities were respected, they could not individually compete with national institutions or regional research clusters. But, by building one-of-a-kind shared labs open to all researchers from every Oregon university, Oregon could become a national leader in select fields and better compete for research dollars.



With the days of relying on its once abundant natural resources ending, Oregon needed a practical, business-led road-map to building an innovation-based economy. Oregon InC created a highly competitive process that resulted in three initiatives that created Signature Research Centers with a mission to support and commercialize university research; two additional initiatives to help existing industries become more profitable and competitive by using innovation to make them more sustainable and efficient; and an initiative to support technological development in the emerging wave energy industry.

Each biennium, Oregon InC reopens this competition, and the ongoing scrutiny doesn’t stop once an idea is chosen and funded by the Legislature. To ensure goals are met on a rigorous time schedule, Oregon InC empowered an audit committee of private sector leaders to track each initiative’s progress, provide technical assistance and make changes if necessary—or stop funding altogether. Four Oregon legislators are part of the committee, which meets every quarter to review results.

Ultimately, like any private sector business, initiatives continue only as long as they can show they are operating at a “profit” for the state. Those helping Oregon industries become more competitive and sustainable are expected to “graduate” to economic independence eventually, while Oregon InC’s research centers reduce the role of state funding needed as they mature. Today, the council remains an all-volunteer organization, driven by private sector leadership loyal to its key goals: Create jobs, create companies and bring outside dollars back to Oregon.

We hope you walk away from this conference with a better understanding of how to pull together all the pieces necessary to drive innovation in your home states. We also hope you take some time to enjoy yourself in Portland and the state of Oregon, be sure to visit one of those 137 craft breweries while you’re here.



### Web sites for more information on Oregon

Trip ideas and travel information: [traveloregon.com](http://traveloregon.com)

Business climate, innovation, etc.: [oregon4biz.com](http://oregon4biz.com)

Governor of Oregon: [governor.oregon.gov](http://governor.oregon.gov)

Photography by: Zach Dischner



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Contact our Technology Locator to facilitate the tech transfer process and set meetings with laboratory representatives.

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Gain access to cutting-edge technology, licensing and other arrangements with the federal government.

**Frank Koos**

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## Monday, September 16

- 6:00 AM Hatha Yoga | Council | p.8  
5K Run/Walk | Lobby | p.8
- 7:30 AM Registration & Breakfast | Plaza Foyer
- 8:00 AM **Welcome & Opening Remarks** | Pavilion | p.10-11
- 8:35 AM **Opening Plenary Session: Bringing It All Together** | Pavilion | p.12-13
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7:00 PM **Dine-Around Portland** | p.27



# OKLAHOMA CITY CULTIVATES



**TAKING OFF:** In OKC, we've found that our combination of assets important to entrepreneurs, like access to talent via our 125,000 college students; low costs of living and doing business; low regulatory burdens; and our collaborative, supportive business environment have helped fuel our growth. From medical devices and new drug therapies to new web-based applications and innovations, our tech entrepreneurs have discovered just why we say in OKC, it's a better living and a better life. Check us out—and you could be the next to benefit from our success.



For mobile users



Explore OKC's online channel and website at [GreaterOKC.tv](http://GreaterOKC.tv)

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## Tuesday, September 17

6:30 AM Hatha Yoga | Council | p.8  
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- Gauging the Impact of Research Universities | Galleria North | p.29

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### Accessing More Innovation Capital

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- Broadening Ownership of the Innovation Economy | Galleria South | p.30

### Better Engagement of Higher Education

- The Role of Research Centers in an Innovation Ecosystem | Galleria North | p.31

12:00 PM **Lunch**

**Trends, New Developments and the Road Ahead for TBED** | Pavilion | p.34

2:00 PM **Workshops** | p.34-35

- Developing Successful Exporters - Special Focus on ExporTech, a Collaborative Program for Expanding Export Sales of Manufacturing and Technology Companies
- Advanced Marketing and Messaging Techniques for Regional Innovation
- A Better Federal Agenda for Dynamic Innovation Ecosystems

4:30 PM Adjournment

SSTI is pleased to provide free conference opportunities to refresh your mind and body! We are striving to help balance work, travel and life while you are in Portland.

### Hatha Yoga

**Monday, September 16, 6:00 AM | Council**  
**Tuesday, September 17, 6:30 AM | Council**

Start your mornings in Portland with a refreshed and centered outlook by attending a complimentary Hatha yoga class. With all of life's daily stresses, a slow-paced stretching class lead by an amazing instructor can help focus your mind for the day's conference activities. These exercises provide an excellent opportunity to learn basic poses and relaxation techniques. This session incorporates all ages and all levels of experience, so first-timers and beginners are warmly welcomed. Yoga mats will be available; all you have to do is show up!

### 5K Run/Walk on the Portland River Walk at the Vera Katz Eastbank Esplanade

**Monday, September 16, 6:00 AM | Lobby**  
**Tuesday, September 17, 6:30 AM | Lobby**

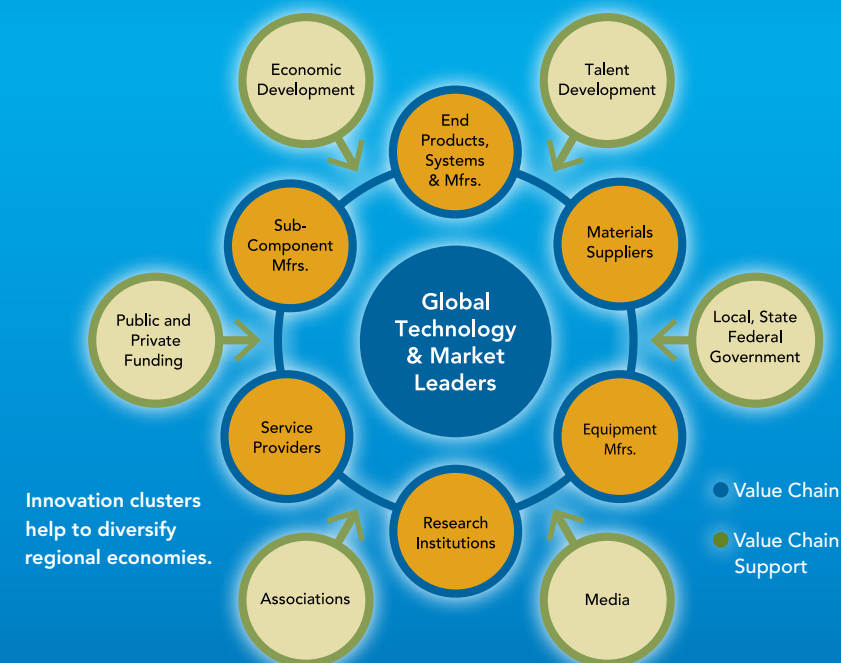
Bond with fellow fitness-minded conference attendees by enjoying one of the coolest river walks in America, where a portion of the walkway actually floats atop the river itself. The breeze from the Willamette River, the local artwork that adorns the sidewalks, the four bridges along the path and the picturesque views of Portland along the 3.25-mile scenic trail make this a must do for runners and walkers alike.

This year, by popular demand, we will have two host-led groups for runners. The first host-led group will be for our fitness fanatics and will maintain a sub-10 minute pace. For the weekend warriors, the second group's pace will be closer to 13 minutes per mile. For those looking to enjoy a walk, route maps will be provided allowing you to travel at your own pace.



NorTech is a technology-based economic development organization working to revitalize Northeast Ohio by accelerating the growth of innovation clusters in advanced energy, flexible electronics and water technologies.

NorTech engages small, medium and large companies and colleges/universities for business, funding and research opportunities that create jobs, attract capital and have long-term, positive economic impact. NorTech also positions Northeast Ohio as a hub of innovation to attract resources and scans for opportunities in other emerging industries to grow the region's economy.



To learn more, visit [www.nortech.org](http://www.nortech.org).

Welcome & Opening Remarks | Pavilion

The Honorable Tom Ridge

Following the tragic events of September 11th, 2001, Tom Ridge became the first Assistant to the President for Homeland Security and, on January 24, 2003, became the first Secretary of the U.S. Department of Homeland Security, serving until February 2005. The creation of the country's 15th Cabinet Department marked the largest reorganization of government since the Truman administration and another call to service for the former soldier, congressman and governor of Pennsylvania. During his DHS tenure, Secretary Ridge worked with more than 180,000-plus employees from a combined 22 agencies to create an agency that facilitated the flow of people and goods, instituted layered security at air, land and seaports, developed a unified national response and recovery plan, protected critical infrastructure, integrated new technology and improved information sharing worldwide.

Mr. Ridge previously served in the U.S. House of Representatives for six terms from 1983 to 1995, and was twice elected Governor of Pennsylvania, serving as the state's 43rd governor from 1995 to 2001. Governor Ridge's aggressive technology strategy helped fuel the state's advances in economic development, education, health care and the environment. Secretary Ridge is currently President and CEO of Ridge Global, an international security and risk management advisory firm, headquartered in Washington, DC.

Secretary Ridge serves on the boards of the Institute for Defense Analyses, the Center for the Study of the Presidency and Congress, and other private and public entities. He is currently Chairman of SSTI's Board of Trustees, the National Organization on Disability and the U.S. Chamber of Commerce's National Security Task Force, and along with Gen. Tommy Franks (Ret.), serves as national Co-Chairman of the Flight 93 National Memorial Fundraising Campaign.



The Honorable Tom Ridge



The Honorable John Kitzhaber

The Honorable John Kitzhaber

After earning his Bachelor's degree at Dartmouth College, John Kitzhaber returned to Oregon to study medicine at the University of Oregon Medical School (now OHSU). Upon becoming a doctor, he practiced emergency room medicine in Roseburg, Oregon, from 1974 to 1988. In 1978, Dr. Kitzhaber first won election to the Oregon House of Representatives, where he served one term. In 1980, he was elected to the state Senate and served three terms, serving as Senate President from 1985 to 1993. His most memorable achievement as a legislator was to bring lawmakers and interest groups together to enact the ground-breaking Oregon Health Plan that still provides tens of thousands of low- and moderate-income Oregon families and their children access to health care.

In 1994, and again in 1998, Oregonians elected Dr. Kitzhaber as their governor. While leading state government, Governor Kitzhaber presided over eight years of significant economic growth. He won acclaim for his work on the Oregon Plan for Salmon and Watersheds and he helped launch the Oregon Business Plan, a bipartisan strategic framework developed collaboratively by business leaders, community leaders and elected officials to grow the Oregon economy.

After two terms, Governor Kitzhaber continued his work to improve access to cost-effective health care, becoming one of the nation's most respected voices on health care reform. Governor Kitzhaber ran for governor again in 2010 and won election to an unprecedented third term. The governor's agenda during his third term has been focused on transforming Oregon's system of health care, creating a public education system that prepares Oregonians for the jobs and economy of the 21st century, and strengthening Oregon's economy in every corner of the state.



## Bringing It All Together | Pavilion

Dynamic innovation ecosystems are ones that not only have all of the individual elements in place, but also have productive interplay between those elements: they've come together with the result being an organic system.

In our opening plenary, we'll hear from thought leaders on critical elements for success—innovation capital and manufacturing—and two of the field's most respected leaders on how local, state and federal efforts are working to bring it all together to catalyze the creation of dynamic innovation ecosystems.

### Panelists



**Suzanne Berger** is Raphael Dorman-Helen Starbuck Professor of Political Science. She Co-Chairs the Production in the Innovation Economy Commission and directs the group's work. The project brings together 20 faculty from departments across the institute to analyze the role of production capabilities in bringing innovation to market. Their book, *Making in America: From Innovation to Market* will be published by MIT Press in Fall 2013. Dr. Berger directs the MIT-France Program in the MIT International Science and Technology Initiatives (MISTI) where her recent research focuses on politics and globalization. She served as Head of the MIT Department of Political Science, Founding Director of MISTI, Founding Chair of the SSRC Committee on West Europe, and Vice President of the American Political Science Association. Dr. Berger works in comparative politics and political economy where her research for the past three years has focused on manufacturing in the United States.



**Doug Rothwell** has worked as an executive in the public, private and nonprofit sectors having worked for four state governors and two Fortune 500 companies. As President and CEO of Business Leaders for Michigan, the state's business roundtable, he has led efforts to grow Michigan's economy. He also recently chaired Governor Rick Snyder's Transition Committee and was named by the governor to chair the Michigan Economic Development Corporation. Prior to his current position, Mr. Rothwell served as President of Detroit Renaissance, a regional CEO roundtable, Executive Director of Worldwide Real Estate for General Motors, President and Chief Executive Officer of the Michigan Economic Development Corporation, an organization he founded, Chief of Staff to former Delaware Governor Mike Castle, and Executive Vice President at Bank of America's credit card subsidiary.



**Phillip Singerman** serves as Associate Director for Innovation and Industry Services at the National Institute of Standards and Technology (NIST). In this capacity he is responsible for the NIST suite of external partnership programs, including the Hollings Manufacturing Extension Partnership, the Technology Innovation Program, the Baldrige Performance Excellence Program, and NIST technology transfer and small business innovation research awards. Immediately prior to joining NIST, he was a Senior Vice President at B&D Consulting, a DC-based firm providing strategic advice and technical assistance on federal economic development programs to nonprofit organizations, local governments, and universities. Mr. Singerman has more than 30 years of experience in tech-based economic development. He was the first chief executive of two of the best known public-private partnerships, the Ben Franklin Technology Center of Southeastern Pennsylvania and the Maryland Technology Development Corporation. During the Clinton Administration he served as U.S. Assistant Secretary of Commerce for Economic Development, a Presidential appointment requiring Senate confirmation.



**Rob Wiltbank** is an adviser, primarily as a professor and investor. He provides strategy and entrepreneurship guidance to M.B.A. students, active entrepreneurs, and executive teams at all sorts of organizations. Dr. Wiltbank is a Professor at Willamette University where he runs an angel investing and startup class. Additionally, he is the Neal A. Dempsey Visiting Professor of Entrepreneurship at the University of Washington where he also runs his angel investing class. He received the 2013 Hans Severeins Award, a national award from the United States angel investment community, for his work and service to the field of angel investing. He has been investing in growth stage companies for the last eight years throughout the Northwest of the United States. He is a partner at Montlake Capital, a Seattle-based growth capital fund, and a co-founder and partner at Revenue Capital Management, an innovator in revenue-based investments.

### Moderator



**Erik Pages** is President and Founder of EntreWorks Consulting, an economic development consulting and policy development firm focused on helping communities and organizations achieve their entrepreneurial potential. EntreWorks works with a diverse base of clients including state and local governments, Chambers of Commerce, business leaders, educational institutions, and nonprofits. Dr. Pages previously served as Policy Director for the National Commission on Entrepreneurship (NCOE), has held senior positions at the U.S. Department of Commerce's Economic Development Administration (EDA), worked on Capitol Hill, and was an official advisor to the 1995 White House Conference on Small Business. He is a Senior Fellow at the Center for Regional Economic Competitiveness, the RUPRI Center for Rural Entrepreneurship, and serves on the Arlington County (VA) Economic Development Commission, and the Alexandria/Arlington Workforce Investment Board. Dr. Pages has written and published widely on business trends, economic development, technology policy, and national security policy.





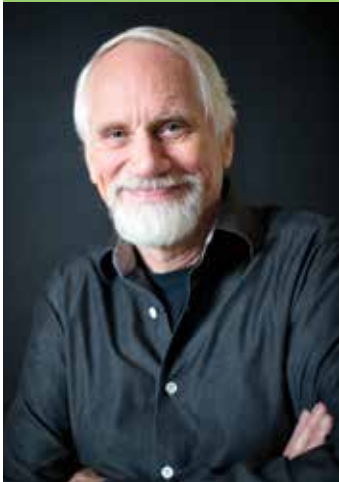
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Dan Wieden

*In the Keynote Address of the conference, advertising legend Dan Wieden, Co-Founder+ Global Executive Director of Wieden+Kennedy, will discuss successful strategies for getting people’s attention while conveying complexity – the right message at the right time for “Bringing it All Together.”*

Keynote Address

September 16, 11:30 AM-11:55 AM | Pavilion

Dan Wieden

Co-Founder + Global Executive Creative Director, Wieden + Kennedy

As the man behind the Nike’s Just Do It™ slogan, Dan Wieden’s leadership has helped grow Wieden+Kennedy from a startup to a global brand with \$2.8 billion in capitalized billings.

Dan Wieden grew up in Portland, graduated from the University of Oregon and worked briefly in public relations before trying his hand at copywriting. Dan quickly found himself at a local agency working with his creative partner, David Kennedy, on a regional sneaker account. When the agency–client relationship began to sour, Dan and David scraped together \$500 apiece to open their own shop, (fittingly) on April Fools’ Day, 1982. They took the upstart sneaker company, Nike, with them.

Their only client introduced himself by announcing, “I’m Phil Knight. And I don’t believe in advertising.” After Dan and David exchanged panicked glances and contemplated the fate of their collective nine children, they set about making some of the greatest advertising that doesn’t believe in advertising ever made. Three decades later, the agency that started with five employees has offices in Portland, New York City, London, Amsterdam, Delhi, Shanghai, Tokyo and São Paulo and nearly 1,200 employees worldwide. Under Dan’s leadership, the agency has grown to be a global brand, operating 24 hours a day in dozens of languages on projects as varied as branding international companies, running an experimental advertising school, producing documentaries and TV series and incubating technology startups.

Dan’s motivation has always been to create a different type of advertising agency. He threw out the structure and bureaucracy that plague larger agencies in favor of a chaos theory that puts the work first and empowers anyone to come up with a great idea.

In 2012 W+K was named both Independent Agency and Agency of the Year at Cannes, and Dan was awarded the Cannes Lion of St. Martin for lifetime achievement, further proof that Dan’s vision of an independent, creatively led agency can be profitable. Over the past six years W+K’s annual capitalized billings rose 75%, from \$1.6 billion to \$2.8 billion, working with a diverse client base comprising some of the world’s most recognizable brands, including Coca-Cola, Chrysler, Delta Air Lines, ESPN, Facebook, Heineken, Honda, Kraft, Levi’s, Nike, Old Spice and Procter & Gamble.

# TBED<sup>2013</sup>

Award for Excellence in Technology Based Economic Development

## SSTI Proudly Presents the 2013 Excellence in TBED Awards Ceremony

Monday, September 16, 11:55 AM | Pavilion

SSTI will present awards of excellence to six organizations across the country selected as models for states and regions investing in science, technology and innovation to grow and sustain their economies. This event showcases some of the most impressive solutions to critical economic development challenges that exist in local, state and regional communities.

One of the greatest benefits of attending this conference is the access you get to many of the nation's top performing TBED organizations.

September 17, 9:00 AM-10:15 AM | Galleria South

## Power Roundtable: Achieving TBED Success

Join the award winners after the big event for the third annual power roundtable session featuring small groups to promote dialogue and provide exposure to different viewpoints in the field. To guarantee you walk away with nearly two dozen ideas, we've designed a session centered on delivering expert advice and experienced insight from leaders of these six nationally recognized programs.

Learn more about  
our past winners and  
hear podcasts from  
all 32 awardees at  
[www.sstiawards.org](http://www.sstiawards.org)



## SSTI's Hall of Fame | Excellence in TBED Award Winners 2007-2012

### Expanding the Research Capacity

- The Maryland Stem Cell Research Fund, 2012
- Kentucky's Bucks for Brains Endowment Match Program, 2011
- Maine Technology Asset Fund, 2010
- James & Esther King Biomedical Research Program, 2009
- Georgia Research Alliance Eminent Scholars®, 2007

### Commercializing Research

- Oregon Nanoscience and Microtechnologies Institute (ONAMI), 2012
- ACTiVATE®, 2011
- Washington Technology Center Research & Technology Development Program, 2009
- Maryland Technology Transfer Fund, 2008
- Georgia Research Alliance VentureLab, 2007

### Building Entrepreneurial Capacity

- Ben Franklin TechVentures®, 2012
- CONNECT, 2011
- JumpStart Inc., 2010
- TechColumbus TechStart Program, 2009
- SC Launch, 2008
- Technology 2020, 2007

### Increasing Access to Capital

- TechColumbus, 2012
- BioEnterprise, 2011
- i2E, Inc. Oklahoma's Proof-of-Concept Fund, 2010
- JumpStart Inc., 2009
- Innovation Works Seed Fund, 2008
- Connecticut Innovations Eli Whitney Fund, 2007

### Improving Competitiveness of Existing Industries

- Clemson University International Center for Automotive Research, 2012
- Center for Integrated Manufacturing Studies at Rochester Institute of Technology, 2011
- Florida High Tech Corridor Council Matching Grants Research Program, 2010
- Innovation Works Innovation Adoption Grant Fund, 2009
- Connecticut Center for Advanced Technology, Inc. Manufacturing Supply Chain Integration, 2008
- The Maryland Industrial Partnerships Program, 2007

### Most Promising TBED Initiative

- BioAccel, 2012
- NorTech Regional Innovation Cluster Model, 2011

### Enhancing the Science & Technology Workforce

- Connecticut Center for Advanced Technology, Inc. Education Initiative, 2009
- Virginia Council on Advanced Technology Skills, 2007

## Dynamic Discussions on Effective Ecosystem Support

September 16, 10:15 AM-11:15 AM

Broadway I-II, Broadway III-IV, Galleria I, Galleria II, Galleria III and Council

SSTI's annual conference – the nation's largest convening of representatives of each aspect of public-private support for innovation systems – presents a rare opportunity for real conversations across various approaches and interests.

At other events, you may share thoughts with peers in a similar segment of the regional economy. In contrast, cross fertilization of opinions and perspectives spark new ideas and innovation at SSTI's annual conference.

The small group discussions during this hour provide a format to share insights, understand different motivations and learn from others' experiences across six critical themes for innovation system support.

Dynamic systems are complex and ever-changing – or else they don't last. Efforts to nurture particular aspects and address important issues need to be designed with the entire system in mind. This way, initiatives are implemented, monitored and adapted toward maximizing the health of the whole ecosystem. It takes a community to do that well – and we will participate in one today at SSTI's annual conference.

The six discussion themes have been identified with conference participant input. The final themes and their room assignments will be announced around 9:50 AM at the conclusion of the plenary session.



NEW!

## Lunch On Your Own

September 16, 12:15 PM

Portland's indie food scene is a highly-coveted treat for many out-of-staters. That's why we're promoting "lunch on your own" at this year's conference. The city's highly organized food truck scene boasts over 500 trucks open for business at any given time with trucks gathering together at registered public locations, referred to as "pods." One of Portland's original pods is located two blocks away from the conference location on Pioneer Courthouse Square. The Square also will be hosting the Portland Farmers Market during the same time. Vendors sell hot meals along with fresh fruits and vegetables. Other lunch options include some of Portland's best eateries located within an easy 3-5 minute walk that allow you to explore the city and connect with fellow attendees. Stop by the registration desk and pick up a map of the area.

Some options include:

- RingSide Fish
- Pastini Pastaria
- Flying Elephants Delicatessen
- The Picnic House
- The Spicy Pickle

NEW!

## Young Professionals Meetup

September 16, 12:15 PM | Lobby

For those who are looking to connect with others new to the field of technology-based economic development, or are in the earlier stage of their career, join us at SSTI's first "Young Professional's Meetup" during lunch. After taking a short walk to a local lunch spot, we will get to know each other over a bite to eat, discuss our interests in the field of TBED, and make connections with peers from around the country. Look for Benjamin, Kathryn, Reese and Rob in the lobby on Monday at 12:15 PM to join us as we explore Portland!





# MANUFACTURING EXTENSION PARTNERSHIP



\$2.5 billion in new sales  
\$2.5 billion in new investments  
61,139 jobs created or retained

The NIST Manufacturing Extension Partnership works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, save time and money, develop new customers, and expand into new markets. MEP is a nationwide system of resources, transforming manufacturers to compete globally, supporting greater supply chain integration, and providing access to technology for improved productivity. MEP is built around manufacturing extension centers locally positioned throughout the U.S. and Puerto Rico addressing the critical and often unique needs of America's manufacturers.

[www.nist.gov/mep](http://www.nist.gov/mep)



Conference participants have seventeen exciting and thought-provoking breakout sessions to choose from. Each session falls into a conference track focused on manufacturing, innovation initiatives, capital or higher education. The four conference tracks are:

## ◆ Advancing U.S. Manufacturing

Early stage companies and manufacturers need support as they enter an increasingly global and competitive market, while the sector as a whole faces widespread changes including new technologies and a broadening skills gap. Sessions in this track will focus on how we can realign policies and investments with the needs of manufacturers in the 21st century.

## ◆ Strengthening Innovation Initiatives

Session topics in this track will focus on strengthening your innovation ecosystem with an eye on marketability, sustaining your efforts and inclusiveness. This track includes a session on how Oregon innovators and entrepreneurs leveraged the state's environment to help create a dynamic innovation ecosystem.

## ◆ Accessing More Innovation Capital

Throughout the U.S., regions are trying creative ways to increase innovation capital. The sessions in this track will examine crowdfunding, going from seed to series A funding, and the potential of developing investment partnerships with foundations. Capping the track off will be a session dedicated to an open discussion among peers on issues faced by the innovation capital community.

## ◆ Better Engagement with Higher Education

Strong connections with higher education are a fundamental part of a dynamic innovation ecosystem. In this track, session participants will examine building new investment strategies and partnerships between universities, research centers, industry and other actors of the innovation ecosystem and gauge the impact of research universities.

Select sessions from any of the tracks to get the most out of your conference attendance.

## Advancing U.S. Manufacturing

### New and Emerging Transformative Technologies Reshaping Manufacturing | Broadway I-II

There is an old saying that everything is grown, mined or manufactured. Regarding that last one, we know the entire history of U.S. manufacturing has been built on successfully maneuvering technological innovations and new competition. Public policy often plays catch up with those developments to ensure as few as possible small- and medium-sized firms are left behind. That come-from-behind approach could change because we're getting forewarning this time: some of the emerging technologies could be profoundly disruptive to how things are manufactured and how regional economies everywhere adapt. In this forward-looking session, we'll draw on subject matter from experts in the fields of additive manufacturing and smart manufacturing to explore the current state of each technology, along with how and where the technologies will impact manufacturing, industry sectors, and the economy – as well as TBED policy and society overall.

#### Panelists:

Patrick Dempsey, *Manager of Strategic Engagements*, LLNL

Paul Warndorf, *Vice President-Manufacturing Technology*, AMT-The Association for Manufacturing Technology

**Moderator:** David C. Stieren, *Technical Manager-Program Development*, NIST Manufacturing Extension Partnership

## Strengthening Innovation Initiatives

### Marketing Our Mission: Communicating Your Impact in a Meaningful Way | Broadway III-IV

People inside tech-based economic development get it. For the broader community, however, the vital work being done by your organization to support regional innovation – and why these public-private investments are so important – remains somewhat difficult to understand. Developing a succinct message for your organization, and how all of the public and private elements of TBED fit together, is critical for sustained economic opportunity.

This highly interactive session groups TBED leaders with a marketing/branding guru to identify techniques for messaging complex and challenging topics, including why every level of the public sector must support science, technology, research, and commercialization to remain competitive. With fun and some candid honesty, we'll go from jargon and buzzwords to engaging elevator pitches, twitter-sized TBED definitions worthy of retweeting, and communication tips to truly engage the broader community in understanding and supporting your efforts.

#### Presenters:

Terri Glueck, *Director*, Community Development & Communications, Innovation Works

Mark Skinner, *Vice President*, SSTI and *Director*, Regional Innovation Acceleration Network (RIAN)

Seth Walker, *Principal*, GreatBig

## Accessing More Innovation Capital

### Building a Regionally Focused Crowdfunding Strategy | Pavilion East

Crowdfunding poses an important question for the innovation capital community: How can, or should, crowdfunding be integrated into your regional investment strategy? Equity-based, donation-based and reward-based crowdfunding could increase the availability of capital to spur individual small business growth. Crowdfunding is proving transformative for firms in the arts and consumer products, but it also presents challenges for innovation financing models involving angel investors, seed funds and venture capital. During this session, crowdfunding and angel capital experts will share their perspectives on how to integrate the crowd into your regional investment strategy to maximize benefits – or, at least, mitigate damages.

#### Presenters:

Don Gooding, *Executive Director*, Maine Center for Entrepreneurial Development

Thomas E. Vass, *President*, The Private Capital Market, Inc.

#### Moderator:

Robert Ksiazkiewicz, *Policy Analyst*, SSTI

## Better Engagement with Higher Education

### Shifting Dynamics of University-Industry Relationships | Pavilion West

The demands of the global economy never stop changing the balance of interests and expectations in university-industry-partnerships. Businesses are enhancing their return on innovation investments by expanding relationships with universities to include initiatives for entrepreneurship, job training/creation, and economic development. Partnerships at the University of Illinois and the multifaceted collaboration between Portland State and Intel demonstrate the results of creative U-I associations: deepened and broadened relationships contribute to more resilient regional innovation ecosystems. Take away from this session insights and concrete examples of how universities, industry and TBED professionals can help facilitate emerging models for stronger, more collaborative partnerships.

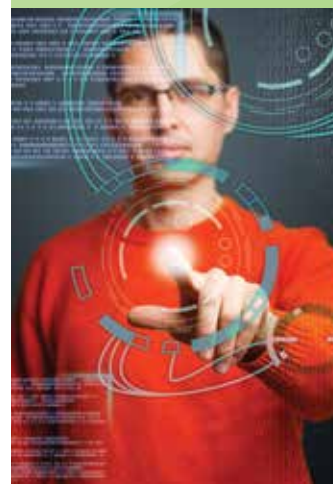
#### Presenters:

Jill Eiland, *Corporate Affairs Manager*, Intel

Erin Flynn, *Associate VP of Strategic Partnerships*, Portland State University

#### Moderator:

Caralynn Nowinski, *Associate Vice President for Innovation & Economic Development*, University of Illinois



## Advancing U.S. Manufacturing

### Addressing Manufacturing Workforce Issues | Broadway I-II

American manufacturing will be focused on new requirements for workforce education and training for many years to come. Public-private partnerships will be instrumental in securing this workforce, but there are changes that must be made to both public and private investment decisions and practices. This session will discuss innovative efforts underway to do just that.

#### Presenters:

Pamela Hurt, *Industry Manager-Workforce Development*, SME  
 Stacey Jarrett Wagner, *Manager*, Workforce Systems Development, NIST MEP  
 Lisa Boyd, *Vice President of Programs*, Center for Self Sufficiency

## Strengthening Innovation Initiatives

### Beer, Bikes and Swooshes: How Oregon's Creative Process Led to New Opportunities | Galleria South

Every state has a unique story to tell – learning how to tap into those stories can lead to the kind of creativity that allows new economic opportunities to bubble up in even small, scrappy states wedged between two economic powerhouses. Oregon tapped its artisans – those who are crafting New World beers, handcrafted bicycles, and the creative minds behind a certain shoe company – to uncork an economic boom unique to the spirit of the Northwest. Please join some of the most creative thinkers from some of Oregon's most iconic companies to hear how they saw the unique opportunities that have driven the new products and industries that are readily identifiable as "Oregon."

#### Panelists:

Randy Gragg, *Editor in Chief*, Portland Monthly Magazine  
 Sam Pardue, *CEO & Founder*, Indow Windows  
 Tawny Schlieski, *Research Scientist*, Interaction & Experience Research Group, Intel  
 Susan Sokol Blosser, *Founder*, Sokol Blosser Winery  
 Rick Turoczy, *Founder & Editor*, SiliconFlorist.com



## Strengthening Innovation Initiatives

### Roundtable Discussion: Diversifying Your Funding Sources | Pavilion East

During the past few years, tech-based economic development organizations have been experimenting and exploring the reality of diversifying funding streams with increasing intensity. Drawing on experiences of programs over the last two decades, new and emerging trends, and the knowledge of conference participants, this roundtable discussion with SSTI President & CEO Dan Berglund will explore the issue of the possibility of diversifying your funding, the consequences of doing so, and issues to consider in moving forward.

Discussion led by: Dan Berglund, *President & CEO*, SSTI

## Accessing More Innovation Capital

### From Seed to Series A: Cultivating Productive Relationships with Private Investors | Broadway III-IV

While publicly supported capital programs play an invaluable role in many local innovation economies by filling private market gaps, the broader goal of these programs is to help firms mature and capture the attention of private investors. The relationships public seed programs forge with private angel and venture investors are fundamental to the programs' successes and, more importantly, are critical for supported ventures to go from startup to scale up and success. This session will examine what it takes to create more "exits" for your pre-seed and seed investments through sustained relationships with venture capital and private corporate partners.

#### Panelists:

Diane Fraiman, *Venture Partner*, Voyager Capital, Portland  
 Yi-Jian Ngo, *Managing Director*, Alliance of Angels

#### Moderator:

Trish Brasted, *President & CEO*, Wichita Technology Corp/Wichita Technology Ventures

## Better Engagement with Higher Education

### Crowdfunding U: Crowdfunding is Here, Now What? | Pavilion West

With sequestration and constrained budgets, higher education officials are looking for creative financing mechanisms to get more university-generated technologies into the commercial market. Could crowdfunding be a solution? With networks of alumni and donors, research talent and access to world-class research facilities, universities seem uniquely positioned to benefit from the new capital source. However, many administrative questions arise regarding IP rights, university policies and the potential structure and control of these programs. Join a lively discussion on the benefits and pitfalls of university crowdfunding to discern if you should and how to tap into the research and commercialization potential of crowdfunding.

#### Presenters:

Taylor Bench, *Director of Economic Development*, University of Utah Technology and Venture Development  
 Jonathan Sandlund, *Founder*, thecrowdcafe.com, localinvestors.org

#### Moderator:

Brian Darmody, *Associate Vice President for Corporate and Foundation Relations*, University of Maryland





# Battelle Technology Partnership Practice

## About Battelle

Every day, the people of Battelle apply science and technology to solving what matters most. At major technology centers and national laboratories around the world, Battelle conducts research and development, designs and manufactures products, and delivers critical services for government and commercial customers.

Headquartered in Columbus, Ohio since its founding in 1929, Battelle serves the national security, health and life sciences, and energy and environmental industries.

Technology Partnership Practice (TPP), the technology-based economic development consulting arm of Battelle, is a leading provider of comprehensive economic development services. We equip stakeholders with in-depth analyses that:

- Identify regional core competencies
- Uncover emerging opportunities
- Assess strengths against market opportunities
- Pinpoint specific strengths, weaknesses, opportunities and threats.

Our experience extends across a wide range of science, technology and economic development sectors. Through our implementation services, we bring strategies to life and achieve tangible results. We can position you towards high performance in the competitive technology-driven economy. For further information, please contact Mitch Horowitz at [horowitzm@battelle.org](mailto:horowitzm@battelle.org).



## Battelle National Innovation Reception

Monday, September 16, 5:00 PM

Networking takes center stage during the Battelle National Innovation Reception. Immediately proceeding the afternoon breakout sessions, you will find yourself swept up into a vibrant community of individuals who share your passion for bold, innovative ideas. There will be countless opportunities to engage in stimulating conversation with policymakers, excellent faculty leaders, and expert practitioners—all while enjoying drinks and delicious hors d'oeuvres in a fun and relaxing atmosphere.

## Dine-Around Portland

Monday, September 16, 7:00 PM

Portland's favorite flavor seems to be: fresh. While you can feast on line-caught salmon and local heirloom tomatoes at some of the finest eateries in town, gourmet-grade offerings are just as common in casual settings. And it's not just chefs who find inspiration in the region's bounty. Vintners produce ethereal pinot noirs from the hillsides of the Willamette Valley; microbrewers craft award-winning beers with Oregon grown hops. Everyone will be thanking our local host, Business Oregon, who lined up the most delicious dining establishments for us to enjoy. In addition to sampling some flavorful local fare, you will have the opportunity to connect with attendees from around the nation. Each attendee is responsible for his/her own bill and gratuity. The choice isn't whether you should go or not, but which restaurant to choose!

Check out the menus and sign up at the conference Registration Table to enjoy dinner at one of the following restaurants:

- Blossoming Lotus
- Clyde Common
- Via Tribunal
- Southpark
- Bridgeport



## Advancing U.S. Manufacturing

### Export Assistance for Technology-Based Startups and Early Stage Companies | Broadway I-II

Less than 1 percent of the 30 million U.S. businesses export, and nearly two-thirds of small- and medium-sized exporters only sell to one foreign market. But early stage companies with innovative products often have tremendous global growth potential. Moreover, these firms are often “born global,” meaning that they are compelled to pursue international sales at an early stage to be successful. Early stage companies, however, are not generally in the target market for export assistance organizations and MEP centers.

In this session, we’ll consider how we can identify those early stage companies that are viable and have export potential, identify their unique export assistance needs, and highlight the kinds of services available to support these companies.

#### Presenters:

Jack Copper, *CEO*, NeuralWare

Ron Duggins, *Director*, Meridian Center for Business Development & Oklahoma Technology & Research Park

Michael Stone, *President*, Stone & Associates

### Strengthening Innovation Initiatives

#### Power Roundtable: Achieving TBED Success | Galleria South

Access to some of the freshest thinkers in the game is a key benefit of being involved in SSTI. When seeking advice for your practice or looking for new ideas, there is no substitute for one-on-one interaction with creative-yet-seasoned practitioners from some of the nation’s top-performing TBED organizations. True to the power roundtable format, this session moves you around the room to promote dialogue and exposure to different viewpoints in the tech-based economic development field. Topics include gaining momentum and support from the community and key stakeholders; developing partnerships with industry leaders; and, measuring results to help convey impact and successes to the public.

#### Discussion led by:

2013 Excellence in TBED Award Winners

#### Moderator:

Sheri Stickley, *President*, Sherilyn Stickley Associates, LLC



## Accessing More Innovation Capital

### Smarter Investment Partnerships: Foundations & Venture Development Organizations | Broadway III-IV

Most of the nonprofit world focuses on the roughly 5 percent of net assets that foundations are required to spend each year in support of their charitable goals. Smart venture development organizations, on the other hand, should be positioned to capitalize on much bigger thinking. We need to put some portion of foundations’ endowments to work as investment capital to the mutual benefit of foundations’ missions and VDO goals of economic development, ROI, and high-impact technologies. This session will explore the tools foundations already are using to make investments with positive, often market-leading, return-based societal impact – and how the VDO community can work closer with foundations to best bring these tools to bear for your portfolio companies.

#### Presenters:

Melanie Audette, *Education and Training Manager*, Mission Investors Exchange

Mark Skinner, *Vice President*, SSTI and *Director*, Regional Innovation Acceleration Network (RIAN)

## Better Engagement with Higher Education

### Gauging the Impact of Research Universities | Galleria North

After years of struggling with how to measure the impact of university R&D activity beyond inputs received and monetized outputs, a number of research institutions are pursuing innovative new approaches that deserve further discussion within the TBED community. In this session, we’ll dive into several ongoing projects that are advancing our understanding of the pivotal role universities play in regional and national economies. Our experts will explore our evolving understanding of how research institutions maximize economic impact and integrate continuous improvement into their structure.

#### Presenters:

Louise Davidson, *Project Lead for Strategic Management and Metrics Project*, UC Berkeley

David Winwood, *Chief Executive Officer*, UAB Research Foundation and *Senior Associate Vice President*, Economic Development & Innovation Alliances, UAB

#### Moderator:

Marnie LaVigne, *Associate Vice President for Economic Development*, University at Buffalo

## Advancing U.S. Manufacturing

### Connecting Clients to Customers | Broadway I-II

We can help small manufacturers and startup companies in myriad ways: developing new products, services and technologies, financing, securing technical assistance, etc. But, ultimately, the success of a company comes down to profitability and sales. Among the newest trends in tech-based economic development is the recent launch of several programs connecting clients to prospective customers. It seems so obvious, but doing it well isn't easy. We'll examine approaches that are being used to help small manufacturers and startup companies secure critical first customers and the lessons learned along the way.

#### Presenters:

Carlos Gutierrez, *Chief Strategy Officer*, Larta Institute

Vince Nystrom, *Vice President of Strategic Accounts*, Michigan Economic Development Corporation

Edith A. Wiarda, *Director of Research Services*, Michigan Manufacturing Technology Center

#### Moderator:

Rebecca O. Bagley, *President and CEO*, NorTech

## Strengthening Innovation Initiatives

### Broadening Ownership of the Innovation Economy | Galleria South

The Innovation Economy is not reflective of America's diverse population. CB Insights found in 2010 that 86 percent of venture-backed companies have all-male founding teams and only 1 percent of VC-backed company founders were black, despite comprising 11 percent of the total U.S. population. Statistics for STEM grads are only marginally better. Talking about the issue and the dire implications these trends portend for U.S. innovation and competitiveness gets us only so far. TBED practitioners need to implement economic inclusiveness strategies that address the challenge throughout their ecosystem. This important session will inspire you to broaden opportunities for your entire regional innovation economy.

#### Presenters:

Mike Green, *Co-founder*, America21; *Founder*, StartUp Campaign and SABB Campaign

Johnathan M. Holifield, *Vice President*, Inclusive Competitiveness, NorTech

#### Moderator:

Kathryn Exline, *Research Associate*, SSTI



## Accessing More Innovation Capital

### Peer-to-Peer: Surviving in Today's Investment Environment | Broadway III-IV

How is the contraction of the venture capital industry affecting exit strategies for public-private angel and seed funds? What is the least expensive way to maintain high quality due diligence? How do you train and keep highly qualified staff in a publicly based or nonprofit investment fund? How do we generate enough high quality deal flow in our mid-sized region to attract sustained private investors without the money to support the promising startups we already have? Can nonprofit investment funds and venture development organizations really become evergreen while still staying true to their economic development missions? These are some of the questions SSTI hears that can keep publicly supported investment fund managers awake at 4:00 AM. In an open discussion among peers across the nation's innovation capital community, this session will focus on answers to the investment questions raised by conference participants.

#### Moderators:

Bob Coy, *President*, CincyTech

Rich Lunak, *President and CEO*, Innovation Works

## Better Engagement with Higher Education

### The Role of Research Centers in an Innovation Ecosystem | Galleria North

Cluster university R&D investments into a research center around a specific science or engineering opportunity and a vibrant innovation economy will result, right? Not likely. Most NSF, NIH or even state-funded university research centers do not maximize their regional economic outcome potential. Well-designed research centers, though, can help bring an innovation ecosystem together through increased attracted R&D funding, the spillover effects of knowledge dissemination, student learning experiences, local early access to new technologies, and, yes, even more successful companies and local job creation. In this practitioner-focused session, we'll examine innovative research centers taking more holistic approaches to help bring innovation ecosystems together – and the lessons they've learned on what works and what doesn't.

#### Presenters:

Anthony P. Green, *Vice President*, Technology Commercialization Group - Life Sciences and Ben Franklin Director, The Nanotechnology Institute & Energy Commercialization Institute

Robert. D. "Skip" Rung, *President and Executive Director*, Oregon Nanoscience and Microtechnologies Institute

#### Moderator:

Ted McAleer, *Executive Director*, USTAR



## About SSTI

SSTI is a national, nonprofit organization that leads, supports and strengthens efforts to improve state and regional economies through science, technology, and innovation. As the most comprehensive resource available for those involved in technology-based economic development, SSTI offers practitioners and policymakers the information and services they need.

## Join SSTI

**SSTI is more relevant than ever to your work.** Interest in innovation and tech-based economic development is increasing dramatically across the country, and SSTI can get you the information, answers, and connections to the resources you need. We make sure our members are alerted to the latest news through e-blasts, webinars, and our member-only listserv.

**SSTI represents your point of view.** SSTI launched a proactive federal policy agenda in 2012, playing an elevated role in the national dialogue around regional innovation, educating members of Congress and influencing the outcome of relevant policy.

**SSTI members receive key funding opportunities.** Only SSTI members receive the exclusive Funding Supplement detailing 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.

**SSTI membership saves you money.** SSTI members receive substantial savings on registration fees, job postings, webinars, the annual conference and the Excellence in TBED awards applications, as well as discounts to our partner organizations including FluidReview and GUST.

## How do you sign up?

Just ask an SSTI staff member or stop by the registration desk and pick up a membership packet for the full list of membership benefits and a registration form.



*“SSTI membership is a great asset providing valuable connections and expertise that have helped me personally and has been an excellent resource to draw upon for assistance in developing the University of Cincinnati’s Commercialization Strategy.”*

Dorothy H. Air, Ph.D.,  
Associate Vice President  
for Entrepreneurial  
Affairs and Technology  
Commercialization,  
University of Cincinnati  
and Vice President of  
Operations, CincyTech USA

**Your membership helps fund SSTI activities that enhance awareness and build support for technology-based economic development.**

### State Member \$5,000

Open to state science and technology programs with annual budgets in excess of \$1 million.

### State Member \$2,000

Open to state science and technology programs with annual budgets below \$1 million.

### Sustaining Member \$2,000

Open to Affiliate Members that would like to receive additional benefits, exclusive invitations to networking events and personalized technical assistance hours.

### Affiliate Member \$750

Open to local and regional tech-based economic development programs, universities, trade associations, tech councils, incubators, manufacturing extension centers, research parks, and other tech-based economic development groups providing services to companies. Affiliate Members are eligible to upgrade to Sustaining Membership for additional benefits.

### Supporter Member \$750

Open to for-profit and consulting organizations, retired persons or individuals who are employed outside of the tech-based economic development field and all other groups interested in tech-based economic development. This category is open to individuals who are not employed or actively involved with a technology-based organization and want to stay involved with SSTI. If the individual’s status changes, the individual must transfer the membership to the appropriate organizational membership and category.



**Join today and save \$150 off your membership!**

## Trends, New Developments and the Road Ahead for TBED

September 17, 12:00 PM | Pavilion

In this interactive plenary session, we'll tie together what we've learned through the last day and one-half with the addition of SSTI's distillation of the latest trends in tech-based economic development, the most daunting challenges ahead and their implications. With active audience participation, SSTI's President and CEO will serve as both provocateur and community builder in this engaging session.

### Discussion led by:

Dan Berglund, *President & CEO*, SSTI

## Workshops | Room Assignments Will be Announced On-Site

### Developing Successful Exporters—Special Focus on ExporTech, a Collaborative Program for Expanding Export Sales of Manufacturing and Technology Companies

September 17, 2:00 PM

Are you looking for ways to help technology-based companies in your state enter or expand in global markets? Have you taken full advantage of the opportunity to create good jobs and accelerate growth of manufacturing by helping companies exploit international opportunities?

This session will present research findings on what distinguishes successful exporters, and distill implications for technology-based economic development and innovation organizations that would like to promote exports. It will also outline the barriers faced by small firms looking to enter or expand in global markets, and highlight services available from the export assistance world to address these challenges.

The session will include a discussion among participants about export strategies and initiatives employed by their organizations, their integration with local export assistance resources, and the unique challenges faced by technology companies as they consider international opportunities.

The workshop will showcase ExporTech, a “hands on,” proven approach that brings together the resources of a wide range of partners from MEP centers, U.S. Export Assistance Centers, District Export Councils, state trade offices, and other resources in a customized and intensive format to help companies enter or expand in global markets. ExporTech works with multiple companies in a group setting over three months to: 1) develop a vetted international growth plan; 2) obtain and apply expert knowledge specific to their needs, and 3) reduce risk and increase chance of success. We will share some of the exercises, tools and materials so that attendees can experience first hand the effectiveness of this approach.

### Presenter:

Michael Stone, *President*, Stone & Associates



### Advanced Marketing and Messaging Techniques for Regional Innovation

September 17, 2:00 PM

Telling your story is one of the most essential elements for sustained success in tech-based economic development. Unfortunately, few innovation support programs use marketing or public relations very effectively to explain the impact of their efforts and the opportunities additional public-private funding could create. Practitioners grapple with issues ranging from how best to serve diverse audiences, long-term payoff expectations, business field-specific systems jargon, and complex issues of science and technology – but we can improve our messaging skills. Fortunately, there are successes to highlight. For this engaging and practical workshop, we've tapped the talents of seasoned and proven practitioners to guide a visionary multi-media-based afternoon for you. We'll draw on dozens of good and bad examples from print, web, mobile, social, and event strategies to help you develop techniques that can be used to message nearly any aspect of supporting regional innovation economies.

### Presenters:

Nathan Buehler, *Communications and Marketing Manager*, Business Oregon  
Terri Glueck, *Director, Community Development & Communications*,  
Innovation Works

Marian Hammond, *Co-Founder & Principal*, Brink Communications

### A Better Federal Agenda for Dynamic Innovation Ecosystems

September 17, 2:00 PM

With sequestration pressures and budget spending limits, it is all the more important for future federal investments to be more strategic, targeted to reflect opportunities and the longterm impact potential of healthy regional innovation systems. It will take the entire TBED community to help Congress and the Obama Administration engage in a new partnership with public-private innovation support initiatives, like yours. Your input and involvement is needed as SSTI steps up its policy agenda work in the coming year. This session will allow participants to explore our progress to date and learn insights on ways to engage your local, state and congressional leaders to become more involved in the work your organization is doing to improve the local economy.

### Presenter:

Tom Sheridan, *President*, The Sheridan Group

## More Innovation for the Nation

Idaho National Laboratory continues to build its innovative legacy and capabilities with a new Energy Systems Laboratory and a Wireless Test Bed National User Facility, recently designated by the U.S. Department of Energy.

These national assets are used every day by research teams from INL, industry, academia and government agencies to collaborate on some of the most advanced scientific and engineering challenges.

Learn more at [www.inl.gov](http://www.inl.gov).  
For general inquiry, contact  
Steve McMaster at  
[steven.mcmaster@inl.gov](mailto:steven.mcmaster@inl.gov)

Infrastructure Security and  
Wireless Technology Reliability



Smart Grid Energy Integration,  
Bioenergy Feedstock Conversion,  
Energy Storage, and Electric  
Vehicle & Battery Testing  
Laboratories



### Host Sponsor

The **Oregon Business Development Department** works to create, retain, expand and attract businesses that provide sustainable, living-wage jobs for Oregonians through public-private partnerships, leveraged funding and support of economic opportunities for Oregon companies and entrepreneurs. [oregon4biz.com](http://oregon4biz.com)



### National Sponsors

#### National Innovation Reception Sponsor

**Battelle** is a worldwide leader in the development, commercialization, and transfer of technology, and is the United States' largest nonprofit R&D organization undertaking over 4,500 projects each year for industry, higher education, the public sector, and other clients globally. In addition to these projects, Battelle manages or co-manages and operates five U.S. Department of Energy laboratories (see [www.battelle.org](http://www.battelle.org) for more information). The Technology Partnership Practice (TPP), the technology-based economic development consulting arm of Battelle, focuses Battelle's broad experience and capabilities to better serve state and local organizations, universities, and other nonprofit technology organizations. TPP's efforts on behalf of clients encompasses undertaking technology strategies and roadmaps, conducting economic impact analyses, analyzing research core competency strengths, and designing technology centers, research parks, and other research consortia. To learn more about Battelle Technology Partnership Practice, please contact Mitch Horowitz at [horowitzm@battelle.org](mailto:horowitzm@battelle.org).



#### Audio Visual Sponsors

**i2E, Inc.** is a private not-for-profit corporation focused on growing technology-based companies in Oklahoma and making a positive impact on the state's economy. Our mission, "Home grown economic development by fostering the birth and nurturing the growth of advanced technology companies in Oklahoma," is achieved by working directly with entrepreneurs, researchers and companies to help them commercialize their technologies, launch and grow new businesses and access needed capital. [i2E.org](http://i2E.org)



**The Greater Oklahoma City Chamber** is the voice of business and the visionary organization in Oklahoma City, consisting of more than 4,000 members. It provides economic development services to the city of Oklahoma City and Oklahoma County. In addition to the retention and expansion of existing companies and the recruitment of new ones, the Chamber has become a leader in entrepreneurship and an advocate for targeted industries in the region. [greateroklahomacity.com](http://greateroklahomacity.com)







### Exhibiting Sponsors

**Gust** provides the global platform for the sourcing and management of early stage investments, enabling skilled entrepreneurs to collaborate with the smartest investors by virtually supporting all aspects of the investment relationship, from initial pitch to successful exit. Gust is endorsed by the world's leading business angel and venture capital associations, and powers over 1,000 investment organizations in 65 countries. More than 180,000 startups have already used the platform to connect and collaborate with over 40,000 individual accredited investors. [gust.com](http://gust.com)



**The Federal Laboratory Consortium for Technology Transfer (FLC)** is the nationwide network of federal laboratories that provides the forum to develop strategies and opportunities for linking laboratory mission technologies and expertise with the marketplace. [federallabs.org](http://federallabs.org)  
Like us on Facebook: [federallabs](https://www.facebook.com/federallabs) • Follow us on Twitter: [@federallabs](https://twitter.com/federallabs)



**National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (NIST MEP)** is a public/private partnership that works with small- and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, save time and money, develop new customers, and expand into new markets. [nist.gov/mep](http://nist.gov/mep)

### Networking Break Sponsor



**NorTech** is a technology-based economic development organization working to revitalize Northeast Ohio by accelerating the growth of innovation clusters in advanced energy, flexible electronics and water technologies. NorTech engages small, medium and large companies and universities for business, funding and research opportunities that create jobs, attract capital and have long-term, positive economic impact. NorTech also positions Northeast Ohio as a hub of innovation to attract resources and scans for opportunities in other emerging industries to grow the region's economy. [nortech.org](http://nortech.org)

### Hospitality Sponsor



**Innovation Policyworks** helps policymakers and executives responsible for innovation and entrepreneurship programs focus on effective policy and practice. Our services include economic research and evaluation, new product development and program management. Innovation Policyworks' principal, Dr. Catherine S. Renault, has been delivering innovation-based economic development results in rural states for more than 23 years. A Certified Black Belt in Innovation Engineering, she was most recently Science Advisor to the Governor and Director of the Office of Innovation for the State of Maine. [innovationpolicyworks.com](http://innovationpolicyworks.com)

### Lanyard Sponsor

**The Maryland Technology Development Corporation (TEDCO)** is the go-to source for entrepreneurial support and guidance for startups and early stage companies engaged in bringing innovative ideas to market. For more than a decade, the organization has provided funding, mentoring and networking opportunities to support Maryland's innovation ecosystem. TEDCO is an independent entity that makes seed/early stage investments and manages private capital for angel and venture capital funds. It is frequently ranked as one of the most active seed/early stage investors in the nation. The organization plays a key role in bringing research created in Maryland's educational institutions and federal laboratories into the commercial marketplace. For more information on TEDCO and its programs and resources, visit [TEDCO.md](http://TEDCO.md).



### Conference Website Sponsor

**Idaho National Laboratory (INL)** 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. [inl.gov](http://inl.gov)



### Friends of TBED

**Georgia Research Alliance** for more than 20 years has driven Georgia's TBED strategy. A partnership of the state's corporate, academic and government leadership, GRA expands frontier research in Georgia's universities to launch new companies and create high-value jobs. GRA accomplishes its work by recruiting world-class scientists, investing in state-of-the-art infrastructure, and helping to commercialize discovery and invention. Since 1990, GRA has directed some \$565 million in state funding, which has brought a return of \$2.6 billion in new federal and private funds for research and startup capital, the launch of 300+ companies, and the creation of nearly 6,000 high-tech jobs. [gra.org](http://gra.org)



**Innovation** is a bimonthly magazine published by Technology Ventures Corporation in partnership with the U.S. DOE. It reports on new technologies, entrepreneurial activity, topics of interest to investors, activity at DOE and other national laboratories, and issues concerning technology transfer. [innovation-america.org](http://innovation-america.org)



## Local Sponsors



**Oregon BEST** is the nexus for clean technology innovation. We build capability, convene collaborations, and accelerate the solutions to environmental challenges that deliver prosperity in all corners of Oregon. [oregonbest.org](http://oregonbest.org)



**Drive Oregon** is a public-private partnership with diverse membership from across the range of companies and organizations involved in electrifying the transportation system. Drive Oregon's representation consists of companies that develop and produce vehicles, components and provide consulting services for hybrid and electric vehicles and energy storage technologies. [driveoregon.org](http://driveoregon.org)



**Oregon Wave Energy Trust (OWET)** is a public-private partnership whose mission is to support the responsible development of wave energy in Oregon. OWET emphasizes an inclusive, collaborative model to ensure Oregon maintains its competitive advantage and maximizes the economic development potential of this emerging industry. [oregonwave.org](http://oregonwave.org)



**OTRADI** is a nonprofit research and development organization, funded by the state of Oregon, to promote bioscience industry growth and job creation in Oregon. OTRADI achieves these goals through strategic partnerships with businesses and universities to discover, develop and commercialize therapeutics, diagnostics and other life sciences products. [otradi.org](http://otradi.org)



**ONAMI** is Oregon's first "signature research center" – an academic, business and government collaboration to grow research and commercialization in nano- and micro-scale engineering. ONAMI was established in 2003 and, since then, awards to research members have grown four-fold, the number of companies using our facilities have grown three-fold, and companies in our gap fund portfolio have leveraged over \$119M.



**Unmanned Aerial Vehicle Business Enterprise Center** is a new Oregon InC initiative that will help create a center for R&D and business development support and training for entrepreneurs building unmanned aerial systems. The initiative will support the physical infrastructure and permitting needed to conduct test flights across Oregon's diverse topography, and offer matching grants to further the production of commercial applications in agriculture, fire fighting and other areas.

**Oregon Story Board** is a new initiative to provide business training, mentorship, access to high-end computing equipment and seed capital to two classes of high-tech startups specializing in digital storytelling, video games, film and television. The initiative will teach techies to become business owners.



KNOWLEDGE

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