



September 14 -16, 2014



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- *Advising Entrepreneurs on Raising Funds in the JOBS Act Era*
- *Re-visioning Regional Development Strategies*
- *Connecting Entrepreneurs to Global Capital and Markets | Grant/Lincoln*

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- *New Approaches to Commercialization*
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- *Winning Big: Collaborating to Compete for Large Federal Contracts*
- *Building Companies to Stay*
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- *Crafting Places That Matter in the Innovation Economy*

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- *Corporate Connections: Connecting Large and Small CompaniesHigher Education's Role*
- *University Role in Supporting Regional Manufacturing Clusters*
- *Beyond Traditional Finance Models*
- *Democratizing Entrepreneurship: The Growth & Evolution of accelerators, Co-working Spaces & Incubators*
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- *A Convening of Cluster and Innovation Networks*
- *Proof-of-Concept Programs and Their Impact: A Roundtable Discussion*
- *Making Innovation a Reliable and Repeatable Process: Innovation Engineering Workshop*
- *SSTI's Federal Agenda: Next Steps*

Sponsors .....34-40

Hotel Floor Plan..... Back Cover



September 14, 2014

Greetings!

On behalf of the State of Illinois, I welcome you to the 18th annual SSTI conference. It is a pleasure for Illinois to host this high-level, important gathering of technology-based economic development professionals. We welcome SSTI, its members, and leaders from across the country who are working together to drive and strengthen both the country’s economic growth and its competitive standing in the global economy.

The mission of SSTI and its annual conference align and resonate with Illinois’ core economic development strategy. Over these next few days, we look forward to showcasing Illinois as a state rooted in research, entrepreneurship and business development opportunities. The breadth of Illinois leaders attending and supporting this event—from world-class universities and national labs, to innovate companies and leading civic organizations—is a testament to the strength of the Illinois innovation economy.

The tech community is vital to several of Illinois’ key sectors, from advanced manufacturing with the new \$320 Digital Manufacturing and Design Innovation Institute, to healthcare, through the State’s support for the Illinois Medical District and MATTER Chicago. The work and efforts of the Illinois Department of Commerce and Economic Opportunity and the Illinois Science & Technology Coalition are central in harnessing this community and its collective power to fuel, feed, heal and sustain our state and nation.

I hope you enjoy your stay in Chicago and have a chance to visit many of the city’s innovation spaces, including 1871, the largest digital technology incubator in the country. Innovation and entrepreneurship extend far beyond Chicago, though, with initiatives from the Rockford aerospace cluster in the north to the Southern Illinois University Research Park in Carbondale down south.

I want to thank SSTI for its continued leadership in organizing this conference and for choosing Illinois as the site for this year’s event. I wish everyone a meaningful experience and I hope you leave Illinois, and this conference, inspired, energized, and ready to work together towards regional, and national, prosperity through innovation.

Sincerely,  
*Pat Quinn*  
Pat Quinn  
Governor



Illinois is a global business capital putting science, technology, and innovation to work for its residents and economy. With world-class logistics, leading research institutions, global headquarters of 33 Fortune 500 companies, and a robust network of startup infrastructure and companies, Illinois is home to an innovation landscape that translates ideas into new products and companies.

These strengths drive dynamic and growing industry segments, from advanced manufacturing, life sciences and clean energy, to food and agriculture, finance, and IT.

## Nexus of Innovation

Illinois is located at the crossroads of the American innovation economy—both figuratively and literally. Through State support, more than 20 innovation hubs have launched across Illinois, incubating the nation's emerging, innovative ideas and generating more than \$5 billion in federal and private investment to support technology development and launch techbased businesses across a variety of sectors.

The innovation clusters of Illinois, which include the Quad Cities advanced manufacturing cluster, the Rockford Area Aerospace Network and the Illinois Smart Grid Regional Innovation Cluster, help to support innovation, drive both entrepreneurship and small business development, and improve supply chain integration.

## Illinois Business and Workforce

Illinois prides itself on investing in human capital and is home to more than 200 higher education institutions, 48 community colleges, and a 6.5-million-person workforce. Illinois' workforce is one of the best trained in the country with unique strengths in industries such as biopharmaceuticals, information technology, and aerospace engineering.



The Illinois Innovation Network hosts:

- A list of more than 475 resources and services in Illinois for startups and entrepreneurs.
- The *Innovation Index*, a quarterly publication that provides analysis of Illinois' innovation economy.
- The Illinois Science and Technology Roadmap, a report that identifies areas where Illinois' research strengths align with industry opportunities in the State.

Illinois is a State of innovators, makers, and builders with a strong legacy of manufacturing, which includes 19,000+ firms. This list includes the global headquarters of Boeing, Caterpillar and Deere and the manufacturing operations of Fiat, Ford, and Mitsubishi.

Illinois also serves as a global leader in the digital manufacturing revolution through the \$320 million Digital Manufacturing and Design Innovation Institute, which connects over 70 academic and industry partners.

## A Tradition of Research and Innovation

Illinois is home to 12 major research universities and 2 federal laboratories - Argonne National Laboratory and Fermilab, which combined with industry, represents more than \$15.5 billion invested in R&D annually.

Investment in research gives Illinois a competitive edge in launching and expanding tech-based companies, and has given rise to such inventions as the cell phone, the ultrasound, the LED, the first graphical web browser, and blockbuster therapies that improve outcomes in areas like pain management, HIV and cancer.

This Illinois tradition of innovation continues today: Startup Genome ranks Chicago as the 10th best place in the world to start a high-tech business.

Welcome to Illinois, a State that embodies the spirit of innovation and entrepreneurship—we hope you leave inspired.

## Welcome from SSTI's Local Sponsors

Host Sponsors



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## Meet FLCBusiness

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## What can FLCBusiness do for you?

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 (856) 667-6770

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on Twitter

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8:15 AM	<b>Welcome &amp; Opening Remarks</b>   Grand AB   p.8
8:30 AM	<b>Plenary Speaker: Jay Williams</b>   Grand AB   p.8 <b>Small Business Forward: A Conversation with Mark Rigdon</b>   Grand AB   p.8 <b>Plenary Session: Brash Thinking, Bold Ideas</b>   Grand AB   p.10
10:00 AM	Greater Oklahoma City Chamber Networking Break   Grand Court
10:30 AM	<b>Discussion Groups</b>   p.10
11:55 AM	<b>Lunch and Keynote by J.B. Pritzker</b>   Grand AB   p.12
1:00 PM	<b>Excellence in TBED Awards Ceremony   Sponsored by JPMorgan Chase</b>   Grand AB   p.14-15
2:00 PM	<b>Breakout Sessions</b>
	<b>Innovation Networks</b>
	• Sustaining Your Organization   Astor   p.16
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	• Building Industry-Driven Innovation Ecosystems: An Illinois Case Study   Promenade A   p.19
5:00 PM	<b>Battelle National Innovation Reception</b>   Grand Court   p.23
7:00 PM	<b>Dine-Around Chicago</b>   p.23



MANUFACTURING EXTENSION PARTNERSHIP

The National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (MEP) works with small and medium-sized U.S. manufacturers to help them create and retain jobs, increase profits, and save time and money. The nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP also works with partners at the state and federal levels on programs that put manufacturers in position to develop new customers, expand into new markets and create new products.

Web: [www.nist.gov/mep](http://www.nist.gov/mep)  
Blog: [nistmep.blogs.govdelivery.com](http://nistmep.blogs.govdelivery.com)  
Email: [mfg@nist.gov](mailto:mfg@nist.gov)  
Phone: (301) 975-5020

 **30,131**  
Manufacturers served  
in 2013


 **62,703**  
Jobs created and retained

**\$8.4 Billion**  
New and retained sales

**\$1.2 Billion**  
Cost savings

**\$2.5 Billion**  
Client investments



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on Twitter

6:30 AM Hatha Yoga | Gallery (Lobby Level) | p.24

8:00 AM Breakfast | Grand AB | p.24  
**The Honorable Tom Ridge**

9:00 AM **Breakout Sessions**

**Innovation Networks**

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**Higher Education's Role**

- Winning Big: Collaborating to Compete for Large Federal Contracts | Grand C | p.26

**Innovation Capital**

- Building Companies to Stay | Promenade A | p.26

**Innovation Initiatives**

- Power Roundtable: Achieving TBED success | Promenade BC | p.27
- Crafting Places That Matter in the Innovation Economy | Grant/Lincoln | p.27

10:15 AM Greater Oklahoma City Chamber Networking Break | Grand Court

10:45 AM **Breakout Sessions**

**Innovation Networks**

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**Higher Education's Role**

- University Role in Supporting Regional Manufacturing Clusters | Promenade BC | p.28

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- What's Ahead from the Federal Government | Grand C | p.29

12:00 PM **Lunch and Trends in Tech-based Economic Development** | Grand AB | p.30

1:30 PM **Workshops**

- Better Regional Assessment for More Effective Prosperity Strategies | Grand C | p.30
- A Convening of Cluster and Innovation Networks | Astor | p.31
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- Making Innovation a Reliable and Repeatable Process: Innovation Engineering Workshop | Grant/Lincoln | p.32
- SSTI's Federal Agenda: Next Steps | Promenade A | p.32

4:00 PM Adjournment

September 15, 8:15 AM-8:30 AM | Grand AB

Welcome & Opening Remarks

September 15, 8:30 AM-8:50 AM | Grand AB

Plenary Speaker: Jay Williams

Assistant Secretary of Commerce for Economic Development Jay Williams, as the Administrator of the U.S. Department of Commerce’s Economic Development Administration (EDA), is charged with leading the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the global economy.

Prior to joining the Department of Commerce, Assistant Secretary Williams served as the executive director of the Office of Recovery for Auto Communities and Workers and served as the Mayor of Youngstown, Ohio, from 2006 to August 1, 2011.



Jay Williams  
Assistant Secretary of Commerce  
for Economic Development

September 15, 8:50 AM-9:05 AM | Grand AB

Small Business Forward: Philanthropic Innovation

Join us for an exploration of JPMorgan Chase’s five-year, \$30M Small Business Forward initiative. Eleven cluster/innovation networks across the country were selected to participate in this exciting new example of engaged corporate philanthropy. In this conversation with Mark Rigdon, Senior Program Director in the Global Philanthropy Group at JPMorgan Chase, we’ll consider the motivations, expectations, and future plans moving Small Business Forward.

Mr. Rigdon manages the firm’s grant making in the areas of Small Business/ Economic Development and the firm’s signature Small Business Forward initiative. He also oversees The Fellowship Initiative, an innovative college-access program for minority males, and directs the implementation of the foundation’s results-driven management framework. Mr. Rigdon’s professional background includes experience managing the evaluation of the nation’s first public school voucher program in Milwaukee, WI, working as a Senior Policy Analyst at the National Governors Association, directing education research programs at The Spencer Foundation, and overseeing The Chicago Community Trust’s education grant making.



Mark Rigdon  
Senior Program Director in the Global  
Philanthropy Group, JPMorgan Chase

STRONGER TOGETHER



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By partnering for the common good we can achieve uncommon results.

We proudly support SSTI’s efforts to strengthen state and regional economies through science, technology, and innovation.



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September 15, 9:05 AM-10:00 AM | Grand Court

Brash Thinking, Bold Ideas

We hope you expect big things from your efforts to support regional prosperity, because we do.

Everyone is counting on you to make a difference in your local economy—and the world—through everything your team does around science, technology, innovation and entrepreneurship. Innovation doesn't stop with the researchers and companies you're working with. We need innovation in how we approach prosperity as well.

SSTI's opening plenary session and accompanying discussion groups will immerse you immediately into some of the best new thinking, actions and resulting impact around improving regional prosperity. Through a fast-paced series of short talks, pitches and presentations, we hope to provoke, inspire, and motivate you. We want to move you quickly toward imagining exciting new paths for approaching regional prosperity, regardless of where you work and live.

September 15, 10:00 AM-10:30 AM | Grand Court

Greater Oklahoma City Chamber Networking Break

September 15, 10:30 AM-11:45 AM

Dynamic Discussions

SSTI's annual conference presents a rare opportunity for real conversations across various approaches and interests. Small group discussions provide a format to share insights, learn from others' experiences, and we hope this cross fertilization of opinions and perspectives sparks new ideas and innovation.

The discussion themes have been identified with conference participant input. The final themes and their room assignments will be announced around 10:00 a.m. at the conclusion of the plenary session.

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SUCCESS & INNOVATION IN  
YOUR COMMUNITY.

SBA

U.S. Small Business Administration

The SBA's local district offices and  
our nationwide network of resource partners  
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COUNSELING



CAPITAL



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INNOVATIVE RESEARCH



SMALL BUSINESS  
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SMALL BUSINESS  
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September 15, 11:55 AM | Grand AB

J.B. Pritzker

J.B. Pritzker is an entrepreneur, investor and philanthropist. He is Managing Partner of Pritzker Group, a private investment firm that comprises three professional investment teams: middle-market acquisitions, technology venture capital and asset management. For nearly two decades Mr. Pritzker has been focused on building Chicago's ecosystem for technology entrepreneurs and founded 1871, Chicago's digital startup center. He was appointed the founding chairman of ChicagoNEXT, the mayor's council on innovation and technology. He was instrumental in the creation of the Illinois Venture Capital Association, the seed fund Chicago Ventures, the accelerator Techstars Chicago and the online community BuiltInChicago.org. With his wife M.K., he leads the Pritzker Family Foundation. He chaired the campaign to build the Illinois Holocaust Museum Education Center and is one of the nation's leading supporters of high-quality early childhood education.






Visit [ssticonference.org](http://ssticonference.org), sponsored by Idaho National Laboratory, after September 22 for speakers' slides.


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Monday, September 15, 1:00 PM - 1:30 PM | Grand AB

## 2014 SSTI Excellence in TBED Awards Ceremony

Sponsored by:

JPMORGAN CHASE & CO.

SSTI will present awards of excellence to 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.



## SSTI's Hall of Fame | Excellence in TBED Award Winners 2007-2013

### Expanding the Research Capacity

Utah Science Technology and Research Initiative (USTAR), 2013  
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

Innovation Center of the Rockies (ICR), 2013  
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

## SSTI's Hall of Fame | Excellence in TBED Award Winners 2007-2013, continued

### Building Entrepreneurial Capacity

BioGenerator, 2013  
Ben Franklin TechVentures®, 2012  
CONNECT, 2011  
JumpStart Inc., 2010  
TechColumbus TechStart Program, 2009  
SC Launch, 2008  
Technology 2020, 2007

### Increasing Access to Capital

UND Center for Innovation Foundation, 2013  
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

Massachusetts Life Sciences Center, 2013  
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

ASU Entrepreneurship & Innovation Group, 2013  
BioAccel, 2012  
NorTech Regional Innovation Cluster Model, 2011

Learn more about  
our past winners and  
hear podcasts from  
all 38 awardees at  
[www.sstiawards.org](http://www.sstiawards.org)



### Innovation Networks | Sustaining Your Organization | Astor

The old model for public and nonprofit organizations to sustain their operations was to rely almost exclusively on government funding and charitable corporate contributions, but with ever-tightening government and philanthropic resources, this approach is no longer functional for long-term success. Instead, successful organizations have a diversified revenue stream that allows them to accomplish their mission. In this session, we'll look at how two long-running organizations with significant economic impact have supported their operations and how their experience might be translated to others.

#### Speakers:

Latoya Alexander, *Chief Financial Officer*, Central Indiana Corporate Partnership

Tom Rogers, *Director of Industrial Partnerships and Economic Development*, Oak Ridge National Laboratory

#### Moderator:

Dan Berglund, *President & CEO*, SSTI

### Higher Education's Role | An Emerging Trend: Innovation Throughout a University | Grand C

Over the last decade, university involvement in economic development has become almost commonplace. An exciting trend is cultivating a culture of innovation throughout the university from engineering and business to the arts and humanities and breaking down silos to encourage cross-disciplinary collaboration. We'll consider the experiences of two national leaders in this area, the progress they've made and the lessons they've learned along the way.

#### Panelists:

Judith Cone, *Special Assistant to the Chancellor for Innovation & Entrepreneurship and Interim Director*,

Frank Hawkins Kenan Institute of Private Enterprise, The University of North Carolina at Chapel Hill

Audrey Iffert-Saleem, *Executive Director*, Entrepreneurship & Innovation, Arizona State University

#### Moderator:

C. Michael Cassidy, *President and CEO*, Georgia Research Alliance

Speaker bios are available at [ssticonference.org/speakers](http://ssticonference.org/speakers).

### Innovation Capital | Advising Entrepreneurs on Raising Funds in the JOBS Act Era | Promenade BC

Whether it's crowdfunding regulations or greater flexibility on IPOs, the JOBS Act has changed the capital landscape for anyone working in the startup economy. Who is crowdfunding most appropriate for? Who should avoid it? What do the new IPO rules and proposed changes to the definition of accredited investors mean for the entrepreneurs you're working with? How can support organizations use venture forums and demo days to capitalize on the new rules? We'll consider these questions and more.

#### Panelists:

Michael Cannon, *Legal and Business Consultant*, VestEdge Consulting

Marianne Hudson, *Executive Director*, Angel Capital Association

Rich Lunak, *President & CEO*, Innovation Works

### Innovation Initiatives | Re-visioning Regional Development Strategies | Promenade A

Transformative technologies, changing demographics and the transitional nature of the economy have led to heightened interest in using new quantitative and qualitative regional analysis for developing innovation strategies that are responsive, adaptive and forward-looking. This discussion-based session starts our deep exploration of critical themes for regional strategies including: What are the limitations and advantages of different data sources? To cluster or not? Are we finding better innovation metrics? How do we address the convergence of goals and approaches? How to measure system feedback, networks and effective connectivity?

#### Speakers:

Deborah Cummings, *Senior Program Manager*, Battelle Technology Partnership Practice

Jeffrey Margolis, *Managing Director*, Illinois Science and Technology Coalition

#### Moderator:

Kenneth Poole, *CEO/President*, CREC

### Innovation Initiatives | Connecting Entrepreneurs to Global Capital and Markets | Grant/Lincoln

Startups should be thinking globally on day one, but making the right connections to international customers and investors takes time and expertise. Our panelists come from organizations that have built effective, long-term relationships with sources of global capital and linking local companies to international markets, and they will share their lessons learned on what has worked—and just as importantly, what has not.

#### Speakers:

Dean Amhaus, *President & CEO*, The Water Council

Fred Walti II, *Executive Director*, LA Cleantech Incubator

#### Moderator:

Mark Rigdon, *Senior Program Director*, Global Philanthropy, JPMorgan Chase

Innovation Networks | Telling Your Story | Astor

How well can you describe what your organization does in a few words? Is your pitch full of jargon and cliches that work in legislative budget hearings, but lead to looks on other listeners' faces that leave you wishing you had simply said, "I'm an astronaut" or "firefighter"? With a messaging expert on hand, this no-fear session will have peers working with peers on how to explain your innovation initiative for better engagement and impact.

**Speaker:**  
Craig Wortmann, *CEO, Sales Engine Inc., Author, What's Your Story?, Clinical Professor of Entrepreneurship, University of Chicago Booth School of Business*

Higher Education's Role  
| New Approaches to Commercialization | Grand C

Working to bridge the gap between research institutions and the marketplace, many research institutions are experimenting with new approaches to move beyond traditional technology transfer strategies. This panel discussion will examine several promising experiments to ease and speed commercialization.

**Speakers:**  
Rick Huebsch, *Associate Director, Office for Technology Commercialization, University of Minnesota*  
Wiley Larsen, *Venture Manager, Arizona State University*

**Moderator:**  
James Woodell, *Assistant Vice President, Innovation & Technology Policy, APLU*



Photo courtesy of Argonne National Laboratory.

Innovation Capital | Private Funds in Nonprofit Innovation Initiatives | Promenade BC

Private sector interest in encouraging regional prosperity is at an all-time high, and hopefully will continue to grow. Private investment funds, intended to make money, of course, but also to do good for the local economy, are emerging across the country. Who better to manage these funds than the nonprofit venture development organizations already dedicated to geographically focused equity investment? In this session, we will explore how these public-private partnerships formed and discuss issues to consider.

**Speakers:**  
Robert Rosenbaum, *President & Executive Director, Maryland Technology Development Corporation*  
Tom Walker, *President & CEO, TechColumbus*

**Moderator:**  
Rob Ksiazkiewicz, *Policy Analyst, SSTI*

Innovation Initiatives | Embracing Your Region's Roots:  
Supporting Innovation in Rural Communities | Grant/Lincoln

In the global economy, it is necessary for rural communities to transform themselves to attract talent and spur innovation, while still embracing their roots. During this interactive session, our panel of experts will share best practices from across the country on rural communities supporting entrepreneurship, spurring innovation, and connecting regional innovation assets to support economic growth. They also will share how communities are embracing and promoting their rural strengths to give them a competitive advantage in attracting and retaining talent and building strategic industry clusters.

**Speakers:**  
Dave Ivan, *Director, Greening Michigan Institute, MSU Extension*  
Teresa Spaeth, *Executive Director, Agricultural Utilization Research Institute*

**Moderator:**  
Dan Luton, *Director of Programs, Oklahoma Center for the Advancement of Science & Technology*



Innovation Initiatives | Building Industry-Driven Innovation Ecosystems: An Illinois Case Study

| Promenade A

Illinois has one of the most diverse economies in the nation, creating both challenges and opportunities for growth. Recognizing Illinois' strengths in high-tech R&D, industries like cleantech are being positioned to be engines of future economic growth for the state. To achieve this potential, the state is developing industry-driven ecosystems encompassing research, commercialization and investment. In this session, we'll use the energy storage industry as a case study, highlighting efforts to position the state as the hub for energy storage research, development and commercialization, including a research center, a venture fund and working with entrepreneurs and regional industry partners focused on the emerging priority for a cleaner energy future.

**Speakers:**  
Jason Blumberg, *CEO & MD, Energy Foundry & ISEIF*  
George Crabtree, *Director, Joint Center for Energy Storage Research (JCESR), Argonne National Laboratory, University of Illinois at Chicago*  
Seyi Fabode, *VP Innovation and Partnerships, Clean Energy Trust*  
Samir Mayekar, *Co-Founder and CEO, SiNode Systems Inc.*

**Moderator:**  
David Baker, *Vice President for External Affairs, Illinois Institute of Technology and Executive Director, University Technology Park at IIT*

“The Innovation Center of the Rockies joined SSTI because the topics SSTI addresses are the best match for a national perspective on technology based economic development, a focus area for the ICR. SSTI’s **awareness of the trends** in the TBED segment provides us a **national perspective** on leading organizations and emerging best practices from around the country. The *SSTI Weekly Digest* **keeps us informed** during the year, and attendance at the annual conference allows us to **meet new contacts** who are important to the future of our organization.”



Tim Bour, Executive Director  
Innovation Center of the Rockies

## Join Today!

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

Organizations that join during the conference save \$150.



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.

**Battelle**  
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## 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).

800.201.2011

[solutions@battelle.org](mailto:solutions@battelle.org)

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Monday, September 15, 5:00 PM | Grand Court

### Battelle National Innovation Reception

Networking takes center stage during the Battelle National Innovation Reception. The perfect way to end the first full day of the conference: engaging with a vibrant community of individuals who share your passion for bold, innovative ideas. Stimulating conversation with your peers from across the country combined with drinks and delicious hors d'oeuvres in a fun and relaxing atmosphere.



Monday, September 15, 7:00 PM

### Dine-Around Chicago

Sponsored by Innovation Policyworks LLC

Chicago's dining scene has it all. From lavish cuisine to deep-dish pizza, one thing is for certain in Chicago: an appetite is required. We have lined up a variety of the best restaurants in the area to enjoy. In addition to sampling some local fare, you have the opportunity to meet and network with attendees from around the nation. Each attendee is responsible for his/her own bill and gratuity.

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

- Catch 35
- Hub 51
- Lou Malnati's
- Quartino
- Stout Barrel House and Gallery



September 16, 6:30 AM-7:30 AM | Gallery (Lobby Level)

Hatha Yoga

Start your second day relaxed and rejuvenated by attending a complimentary Hatha yoga class. Our instructor will guide you through softly flowing movements and deep breathing that will help refresh you for the day ahead. This session is designed to accommodate all ages, shapes, sizes and flexibility levels. No experience is needed, and registration is not required. Grab your hotel towel or bring your yoga mat!

September 16, 8:00 AM | Grand AB

Breakfast Keynote Speaker: The Honorable Tom Ridge



Tom Ridge, chairman of SSTI's Board of Trustees, joins us for this year's breakfast keynote speech.

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, D.C., and is a founding partner of the Ridge Policy Group, a full-service government affairs firm.

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24 #ssti2014

Regional Prosperity Through Innovation 25



Innovation Networks | Engaging Underserved Communities

| Astor

A fully functioning innovation network should involve all communities, so how best to encourage entrepreneurship and greater participation in STEM careers by underserved communities? In this interactive session, we'll examine approaches that are being taken and what lessons can be learned by both current and past approaches.

**Panelists:**

Jose Corona, *CEO*, Inner City Advisors  
Benjamin Johnson, *Program Director*, BioSTL  
Gloria Ware, *Principal*, Inclusion, JumpStart, Inc.

**Moderator:**

John Spears, *Director of Innovation Clusters and Skills Initiatives*, U.S. Small Business Administration

Higher Education's Role | Winning Big: Collaborating to Compete for Large Federal Grants | Grand C

For big consortia competitions, universities, TBED organizations and their partners shouldn't wait until the federal government releases an RFP for new multi-million dollar awards. Successful projects are most often built on competitive collaborations and match that extend well beyond the final written proposal. In this session we'll drill into the planning, strategy, resources and time requirements involved for two regions that snagged prominent federal awards.

**Speakers:**

Paul Hallacher, *Director*, Research Program Development, Office of the Vice President for Research, The Pennsylvania State University  
Caralyn Nowinski, *Executive Director & Chief Operating Officer*, UI LABS

**Moderator:**

Josh O'Brien, *Director of Entrepreneurial Development*, Greater Oklahoma City Chamber

Innovation Capital | Building Companies to Stay | Promenade A

One of the biggest challenges in fostering regional prosperity can be retaining the companies that you have worked so hard to help launch and grow. This discussion session will examine the strategies being employed to build long-term relationships with startups and entrepreneurs to help them stay. We will consider if regional support programs, cluster-based efforts and capital initiatives that maximize local connections can increase company retention.

**Discussion leader:**

Donn Rubin, *President & CEO*, BioSTL

Innovation Initiatives | Power Roundtable: Achieving TBED Success | Promenade BC

Access to some of the best thinkers in the game is a key reason to attend the SSTI conference. When you are seeking advice or looking for new ideas, there is no substitute for one-on-one interaction with practitioners from top-performing TBED organizations. True to our 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. The end result is at least 15 specific ideas you can take home to improve your region's prosperity.

**Moderator:**

Susan G. Shows, *Senior Vice President*, Georgia Research Alliance

Innovation Initiatives | Crafting Places That Matter in the Innovation Economy | Grant/Lincoln

It is often taken as an article of faith that simply putting talented researchers and entrepreneurs together in the same place will lead to cross-disciplinary innovation and promising startups. In reality, creating innovative spaces within incubators, accelerators and co-working centers, requires forethought, improvisation and continuous improvement. This discussion session, featuring designers and managers of these spaces, will explore what it takes to design, locate and facilitate the kinds of dynamic interactions that build more entrepreneurial regions.

**Speakers:**

John Flavin, *Executive Director*, Chicago Innovation Exchange  
Andrea Foertsch, *Founder*, Disruptive Space

**Moderator:**

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



Speaker bios are available at [ssticonference.org/speakers](http://ssticonference.org/speakers).

Innovation Networks | Corporate Connections: Connecting Large and Small Companies | Astor

Large companies can provide strategic partnerships, substantial sales revenue, and access to new markets for small companies. By connecting large corporations to startups and smaller companies, a period of rapid growth can be launched in the small business partners by triggering additional purchases, investments or partnerships. In this session, we'll consider how two organizations are working to build these connections.

**Speakers:**  
Byron Clayton, *Vice President*, Cluster Acceleration, NorTech  
David Weinstein, *Founder and Managing Partner*, Freshwater Advsiors

**Moderator:**  
Jonathan Dworin, *Research Associate*, SSTI

Higher Education's Role | University Role in Supporting Regional Manufacturing Clusters | Promenade BC

Achieving regional prosperity can be simpler when higher educational institutions are fully engaged in the regional economy. While spinning off tech companies and startups get most of the attention, the principle holds for involvement in manufacturing clusters. In this session, we'll explore the work two universities have done to support and revitalize manufacturing clusters in their area.

**Speakers:**  
Rena Cotsones, *Associate Vice President of Engagement and Innovation Partnerships*, Northern Illinois University  
John Crockett, *Director*, Research Project Development, SDSU Research Foundation

**Moderator:**  
Mark Troppe, *Manager*, Strategic Partnerships and State Relations, *Acting Director*, Program Development Office, NIST Manufacturing Extension Partnership Program, U.S. Department of Commerce

Innovation Capital | Beyond Traditional Finance Models | Grant/Lincoln

For many startups and other potential high-growth businesses, the traditional forms of capital (e.g., angel investors, venture capital and loans) might not be the right answer. Driven by the capital crunch of the Great Recession, several innovative capital strategies are arising. During this panel discussion, experts will highlight several of these lesser-known approaches that could be an appealing alternative to help cultivate high-growth businesses in your region.

**Speakers:**  
Mark Fields, *Managing Director*, Strategic Investment Group, CME Group  
Frank Staniszewski, *President*, Madison Development Corporation

**Moderator:**  
Ryan Glenn, *Director of Statewide Initiatives*, Ben Franklin Technology Partners



Innovation Initiatives | Democratizing Entrepreneurship: The Growth & Evolution of Accelerators, Co-working Spaces & Incubators | Promenade A

Over the last decade, there has been an explosion in the number of accelerators, co-working spaces, and incubators to support entrepreneurs and startups across the country. This phenomenon has left many economic development professionals with questions about how they fit in into their region's innovation ecosystem. During this session, we will bring together experts to answer your questions about the evolution of fast-paced, flexible startup strategies and discuss what is next.

**Panelists:**  
Steven Collens, *CEO*, MATTER  
Laura Frerichs, *Research Park Director*, University of Illinois  
Faiza Issa, *Director*, Strategy and Innovation, New York City Department of Small Business Service  
David Rotbard, *Principal & Co-Founder*, MicroOffice & Companies

**Moderator:**  
Mark Skinner, *Vice President*, SSTI & *Director*, Regional Innovation Acceleration Network (RIAN)

Innovation Initiatives | What's Ahead from the Federal Government | Grand C

Whether it's support for manufacturing institutes, regional innovation strategies, cluster development or commercialization, the federal government has become increasingly engaged in funding activities that encourage regional prosperity. In this session, we'll learn what several key federal agencies have in store for the year ahead.

**Speakers:**  
Julie Lenzer Kirk, *Director*, Office of Innovation and Entrepreneurship, U.S. Department of Commerce, Economic Development Administration  
Phillip Singerman, *Associate Director for Innovation and Industry Services*, NIST  
John Spears, *Director of Innovation Clusters and Skills Initiatives*, U.S. Small Business Administration

**Moderator:**  
Tom Sheridan, *President*, The Sheridan Group



Speaker bios are available at [ssticonference.org/speakers](http://ssticonference.org/speakers).

September 16, 12:00 PM-1:15 PM

## Trends, New Developments and the Road Ahead | Grand AB

In this interactive plenary session, we'll tie together what we've learned through the last day and one-half with 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 President and CEO Dan Berglund will serve as both provocateur and community builder in this engaging session—a perennial favorite.

September 16, 1:30 PM-4:00 PM

## Better Regional Assessment for More Effective Prosperity Strategies | Grand C

Regional assessment is of fundamental importance for crafting appropriate public-private strategies to support innovation and prosperity. It's a rapidly changing field of practice though, as new analytics are available through technological advances and our understanding of innovation, systems and networks evolve. Limitations of past approaches to regional assessment are becoming more apparent, too, requiring new plans and strategies.

SSTI is dedicating an entire afternoon to introduce practitioners and policy makers to some of the best advances in tools and techniques toward improving understanding of regional dynamics. A team of experts from the public, academic, nonprofit and private sectors will arm you with the latest thinking toward regional assessment, network dynamics, innovation metrics and cluster analysis to make your future prosperity strategies more effective.

### Speakers:

C. Scott Dempwolf, *Research Assistant Professor*, University of Maryland  
George Lan, *Product Manager*, Elsevier Analytical Services  
Sarah Jane Maxted, *Research Manager*, Institute for Strategy and Competitiveness,  
Harvard Business School

N. Darius Sankey, *Managing Director*, Ocean Tomo  
Simon Tripp, *Senior Director*, Technology Partnership Practice, Battelle

### Moderator:

Mark White, *Vice President for Research*, CREC



September 16, 1:30 PM-4:00 PM

## A Convening of Cluster and Innovation Networks | Astor

Drawing participation from more than 40 states, SSTI's conference provides a unique opportunity for cluster and innovation networks of all sizes and shapes to meet and learn from each other. The U. S. Small Business Administration, JPMorgan Chase|Small Business Forward, and SSTI invite you to join us in a discussion on how to sustain the national momentum and growing interest in clusters and innovation networks. Attendees will share insights gleaned from the preceding two days and begin to outline future methods/opportunities to maximize our collective impact—by staying connected!

### Facilitators:

Rebecca Bagley, *President & CEO*, Nortech  
Mark Rigdon, *Senior Program Director in the Global Philanthropy Group*,  
JPMorgan Chase  
John Spears, *Director of Innovation Clusters and Skills Initiatives*,  
U.S. Small Business Administration



September 16, 1:30 PM-4:00 PM

## Proof-of-Concept Programs and Their Impact: A Roundtable Discussion | Promenade BC

Proof-of-concept (POC) funding programs have been launched to assist in translating the cutting edge research occurring at research institutions across the country. Attempts to show the impact of some of the early POC programs reveal they have the ability to significantly influence a number of critical commercialization and economic development metrics. At a time where federal funding for research is declining, POC funding represents one of the best investments an institution and region can make in fueling the economic development engine by greatly enhancing the ability of research institutions to move early-stage complex research found in these institutions towards commercialization.

This roundtable discussion will explore attendees' thoughts on POC programs, discuss impact with those who have implemented POC programs, as well as how these programs continue to evolve beyond simple funding programs.

Speaker bios are available at [ssticonference.org/speakers](http://ssticonference.org/speakers).

September 16, 1:30 PM-4:00 PM

## Making Innovation a Reliable and Repeatable Process: Innovation Engineering Workshop | Grant/Lincoln

Is your agency or organization as innovative as the companies that you serve? Do you know what products and services you will offer in 2016 and beyond? This workshop will offer a hands-on introduction to an innovation system that will help you make new product and service development a repeatable and reliable process, not a random event.

By adopting this system, based on the teachings of Dr. Edward Deming, the father of total quality, your organization will be following the guidelines that you set, but your staff and stakeholders will be empowered to be part of the solution. During this workshop, you will focus on a single important challenge or opportunity for your organization, and move several ideas forward to the development phase.

### Speaker:

Catherine Renault, *Principal and Owner*, Innovation Policyworks LLC

September 16, 1:30 PM-4:00 PM

## SSTI's Federal Agenda: Next Steps | Promenade A

Three years ago with special financial support from several members, SSTI launched a federal-relations strategy. As a result of that work, new financial resources have become available for tech-based economic development, but we have much more to do. Join us for a briefing on the work we've undertaken, the progress we've made and participate in a roundtable discussion on next steps for our work as we move into 2015 and begin to prepare for the 2016 elections.

### Discussion led by:

Tom Sheridan, *President*, The Sheridan Group



“If everything seems under control, you’re just not going fast enough.”

-Mario Andretti

Are you as innovative as your clients?



Join **Catherine Renault** and **Aimee Dobrzeniecki** for a hands-on workshop, **Tuesday at 1:30 p.m.**



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**The Illinois Science & Technology Coalition (ISTC)** harnesses the power of research and innovation to grow the state's economy. We are a member-driven, nonprofit entity that drives public-private partnerships between industry, research universities, federal labs and government to increase research and technology-based investment, talent, awareness and job growth in Illinois. [istcoalition.org](http://istcoalition.org)



**Illinois Department of Commerce and Economic Opportunity (DCEO)** is an agency of the state of Illinois. Its mission is to raise Illinois' profile as a global business destination and nexus of innovation and to provide a foundation for its economic prosperity. DCEO's principal activities include coordination of business recruitment and retention, provision of essential capital to small businesses, investment in infrastructure and job training for a 21st century economy and administration of state and federal grant programs. [illinois.gov/dceo](http://illinois.gov/dceo)

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The **JPMorgan Chase Foundation** focuses on driving economic growth and strengthening communities by partnering with local efforts to advance skills-based training, help small businesses, create affordable housing and improve financial capability for underserved people. The Firm gives more than \$200 million annually to nonprofits around the world. More information on our support of small business clusters is available at [jpmorganchase.com/SBF](http://jpmorganchase.com/SBF).

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**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. 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 encompass 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). [battelle.org](http://battelle.org)



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**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)



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)



The **Evidence Network** assesses the impact attributed by client companies to innovation enabling organizations and programs. Serving customers globally, our assessments help innovation enablers secure funding, manage accountability, communicate with stakeholders, enhance organizational learning, increase impact, and develop strategy. [theevidencenetwork.com](http://theevidencenetwork.com)



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The **Greater Oklahoma City Chamber** is the voice of Business and the visionary organization in Oklahoma City, consisting of more than 5,000 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)



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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 15 years, 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).



Dine-Around Sponsor

**Innovation Policyworks LLC** serves organizations dedicated to economic development by providing policy and strategy development backed by research and analysis, implementation expertise and operational support. Innovation Policyworks has almost 25 years of policy and operational experience in state government, economic development, academia, and consulting, primarily in rural America. Combined with our strong data collection and analytic expertise and our ability to synthesize lots of types of information, we can communicate and connect with a wide variety of audiences. [innovationpolicyworks.com](http://innovationpolicyworks.com)



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 \$600 million in state funding, which has brought a return of \$3 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)

National Sponsors, continued

Friends of TBED

A technology-focused organization, **NorTech** strengthens Northeast Ohio's economic vitality by accelerating the pace of innovation in the region. Using its emerging industry expertise, NorTech provides companies, research institutions and diverse individuals with opportunities for collaboration that create jobs, attract capital and have long-term, economic impact. [nortech.org](http://nortech.org)



**TechColumbus** helps build and accelerate great companies by providing expert advice, access to capital, and business growth connections. We help grow the entrepreneurial ecosystem of Central Ohio by connecting entrepreneurs, advisors, resource providers, public sector entities, academia, and corporations who share startup passion. [techcolumbus.org](http://techcolumbus.org)



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Recognizing the ability of small businesses to drive innovation, **SBA** proudly co-sponsors the Innovation Network Track with SSTI.

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Local Sponsors, continued

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Founded in 1975, **Microsoft** (Nasdaq “MSFT”) is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. [microsoft.com](http://microsoft.com)

**Northern Illinois University** is student-centered, research-focused, and globally engaged. NIU was designated by the APLU as an Innovation and Economic Prosperity University, because of success working with public and private sector partners to support economic development through innovation and entrepreneurship, technology transfer, talent development and regional engagement. [niu.edu](http://niu.edu)

**Northwestern University** is a private research university with campuses in Evanston and Chicago, Illinois. Northwestern has 12 undergraduate, graduate, and professional schools offering 124 undergraduate degrees and 145 graduate and professional degrees. In Fall 2008, Northwestern opened a campus in Education City, Doha, Qatar. [northwestern.edu/](http://northwestern.edu/)

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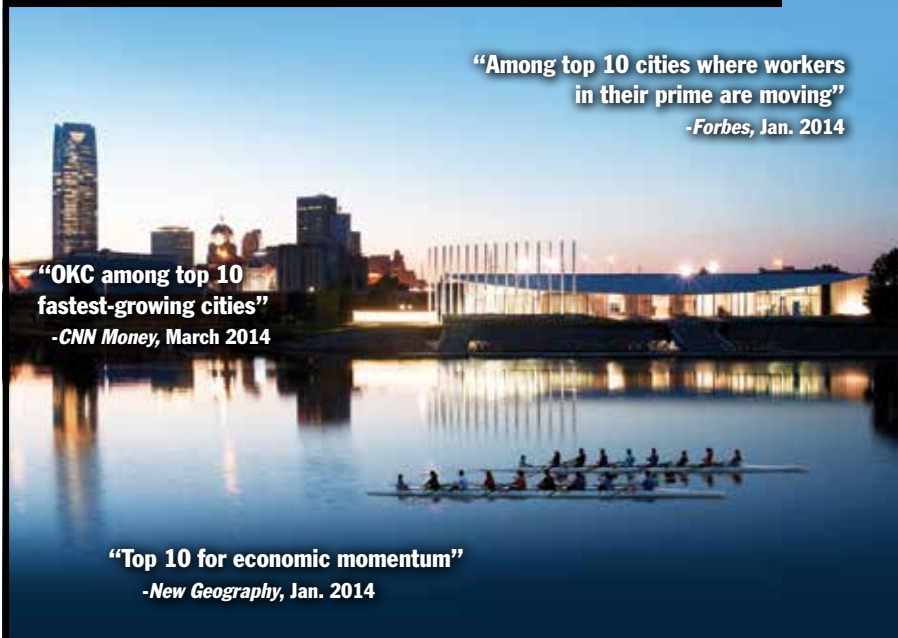
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-Forbes, Jan. 2014

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-CNN Money, March 2014

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-New Geography, Jan. 2014

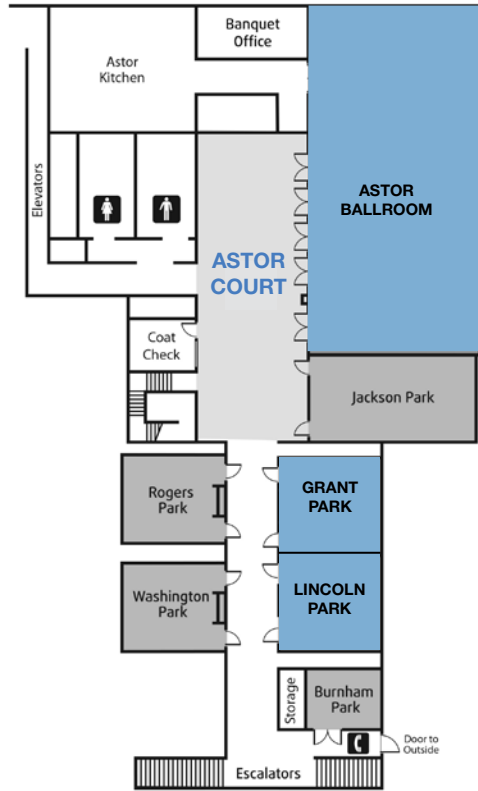
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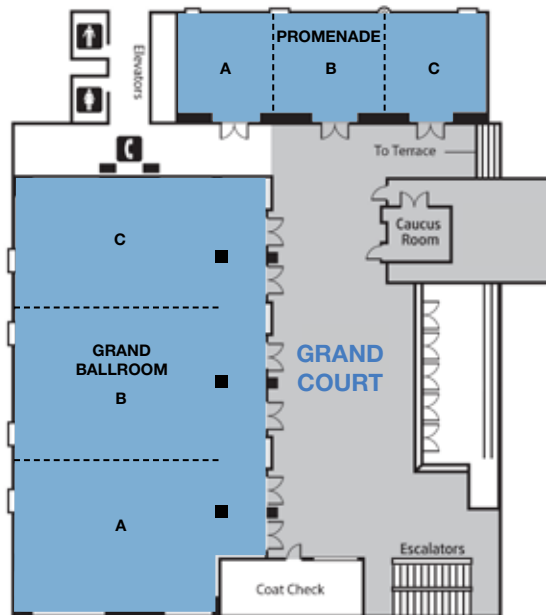
# The Westin Chicago River North

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CHICAGO RIVER

RIVER LEVEL 2



CHICAGO RIVER