



Navigating the New Innovation Landscape



SSTI's 2018 Annual Conference
December 3-5, 2018
Salt Lake City, Utah

Contents

Welcome	1
Plenary Sessions	2
Breakout Sessions December 4 12:45 P.M.	3-4
The Utah Story	5
Breakout Sessions December 4 2:30 P.M.	6-7
Conference Schedule	8-9
Breakout Sessions December 5 8:30 A.M.	10-11
Breakout Sessions December 5 10:15 A.M.	12-13
Networking Opportunities	14
Thank You to Our Sponsors	15
Travel and Accommodations	16
Registration Information	Inside Back Cover

Visit ssticonference.org for more information and online registration.



SSTi strengthens initiatives to create a better future through science, technology, innovation and entrepreneurship. As the most comprehensive resource available for those involved in technology-based economic development, SSTi offers the services that are needed to help build tech-based economies. We strive to maximize the capacity of our members to deliver successful outcomes within the context of the complex innovation communities in which they participate.

For more information on SSTi and to become a member, go to ssti.org

Navigating the New Innovation Landscape

December 3-5, 2018 • Salt Lake City, Utah

From the time the earliest explorers set off to discover new lands to today's quest to reach distant planets, navigating the landscape has presented challenges as well as opportunities. Similarly, in the innovation landscape, there are obstacles ranging from disruptive technologies to changes in the financing of companies; from an unsettled political environment to expanding workforce challenges. The SSTi Annual Conference will help you identify and navigate those obstacles.

The One Conference You Should Attend

SSTi works with those most closely involved in building the innovation economy — policy makers, startup ecosystem developers, economic development practitioners, higher education officials, venture development organizations, capital providers, workforce development professionals, federal program administrators, and more. Our conference presents the best opportunity to convene with those working across the innovation landscape.

We'll focus on finding the right tools to help you navigate the new innovation landscape. For example, we'll help you:

- be prepared for the new disruptive technologies;
- tap into new R&D partners in and out of your region;
- hone your value proposition;
- address workforce challenges in today's economy;
- make the case for innovation with new faces in your governor's office and legislature;
- connect you to funding sources for your operations and R&D; and,
- help you untangle the capital formation maze.

We hope to see you in Salt Lake City!

Changing Landscapes | December 4 • 9:00 A.M.

When change is the one constant you can count on, how does that affect your ability to plan? We'll kick off the morning exploring how some of those change agents affect the innovation landscape: How do we account for technology disruption in trying to advance economic opportunity? What are the global forces affecting the economy and how will those forces influence our future? How much longer can environmental changes be an afterthought to economic concerns? Come explore some of the big questions with those closely connected to the topics.

Discussion Groups | December 4 • 10:45 A.M.

Now is your opportunity to share how changing innovation landscapes are affecting your region — by creating both opportunities and challenges. We will break into small groups focused on key questions posed in the opening plenary for an open and honest dialogue centered on these key concerns.

Navigating Landscapes | December 4 • 4:15 P.M.

Join this afternoon plenary to be inspired by how some in the field are navigating the changes that continue to erupt in the innovation landscape. Hear how they have successfully avoided roadblocks — or learned from their collisions — and consider how to apply their lessons to your regional innovation framework.

Trends in Tech-Based Economic Development

December 5 • 11:45 A.M.

SSTI brings you news throughout the year on developments in the tech-based economic development, keeping our finger on the pulse of the field. In this session, SSTI President and CEO Dan Berglund synthesizes all that information into one dynamic session, bringing you the latest analysis on the forces affecting the field. Armed with more than 20 years of experience in the field, Dan will help inform your efforts with insights gained on a variety of topics — from higher education to capital to state and federal policies — and leave you prepared to return to your organization ready to navigate the new innovation landscape.



The Secrets of Utah's Innovation Success Story

The Beehive State has one of the highest rates of real income growth and of venture capital investment per capita, leading many to wonder how a state with just three million people and a reputation for outdoor adventure across its rural lands has achieved this type of success. Wonder no more! Key stakeholders in the regional innovation economy will sit down for a wide-ranging conversation on the collaborations, challenges and opportunities that have helped drive this amazing story.

Honing Your Value Proposition

The inability to engage paying customers means death for an innovative startup — regardless of the product. The same should be true for nonprofit organizations as funding sources tighten, only the markets or audiences are different.

Work with your peers to develop better value propositions that will resonate with your partners, patrons and politicians.



Expanding Your Talent Pipeline Through an Apprenticeship Program

Finding a skilled workforce ranks as the number one challenge for many innovation-related businesses. This session will explore the impact apprenticeship programs can have on a region's talent pipeline. Hear from those who have implemented apprenticeship programs, learn about the resources available to begin or expand a program, strategize on finding partners, and outline a program to work in your area.

Session Navigators:

Virginia Rounds, *Director*, ICATT Apprenticeship Program

Jason Tyszko, *Vice President of the Center for Education and Workforce*, U.S. Chamber of Commerce Foundation

How to Successfully Partner with the Federal Labs

Sponsored by FLC

Have you ever wondered how to partner with a federal lab to bring technology to life? A recent survey by SSTI revealed that while the majority of us know there is great potential in tapping the technologies, talent and facilities in our vast federal laboratory network, most don't know where or how to begin. This session in partnership with the Federal Laboratory Consortium will highlight successful collaborations to help you map your own strategies to advanced your startups, manufacturers and research efforts.

Session Navigator:

Kathleen Graham, *State and Local Government Committee Chair* with Federal Laboratory Consortium, and *FTTA Program Coordinator* for EPA

All the Buzz About the Beehive State

Consistently ranked one of the best states in the nation for doing business, Utah is committed to utilizing innovation — in science, technology, and entrepreneurship — as a tool to drive economic growth and prosperity across the state.

Come to the conference and discover why the U.S. Chamber of Commerce rated the state #1 for innovation, #2 in high-tech performance, and #3 in economic performance. Utah also had the greatest rate of population growth from 2007-17, and recently became the first state to receive three Michelin stars. We think you'll agree: innovation is on their menu.

USTAR as Our Host Partner

The Utah Science Technology and Research Initiative (USTAR) is the state of Utah's comprehensive technology-based economic development agency. To compete in today's global and innovation-driven economy, USTAR aims to diversify the state's economy through the support of firms and technologies that constantly innovate and drive growth forward. In the past two years alone, pre-seed Utah companies supported by USTAR have closed on more than \$123 million in follow-on funding, sold more than \$22 million in commercialized products, and created more than 400 new, high-paying jobs located across the state.

We will hear more about their story in one of the opening breakout sessions and understand how USTAR is utilizing TBED best practices to nurture Utah's vibrant science, technology, and innovation economies.

Join us in Salt Lake City, Dec. 3-5, to learn more about the elements building the innovation economy in Utah.



Strategies for Bridging the New Capital Divide

One of the key elements to a thriving startup ecosystem is access to capital at all stages of the capital continuum. However, most communities face a capital gap in at least one stage of that continuum. This interactive session will focus on two important questions: How does one identify a community's capital gap? How can your organization and partners address this capital gap? No matter where the capital gap exists in your startup ecosystem, this session will provide you with proven strategies and potential new ideas to tackle it.

Session Navigators:

Bradley Bertoch, *President & CEO*, VentureCapital.org

Aaron Hagar, *Vice President of Entrepreneurship & innovation*, Wisconsin Economic Development Corp. (WEDC)

Making Innovation a Priority with Your Governor

Do you want to see your state provide greater support for regional innovation economies? With as many as 35 new administrations starting this winter, the best time to make that case is now! During this open discussion, talk with your peers about strategies and messages to help you work with your administration, whether you have been engaged or are starting fresh.

Session Navigators:

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

Christine Smith, *Managing Director of Innovation*, Rhode Island Science & Technology Advisory Council

Sandra Watson, *President & CEO*, Arizona Commerce Authority



The Borderless Landscape of Federal R&D

Learn how to coordinate with R&D assets that may not be in your geographic footprint. This session will explore how to make the connections that will help your innovation network catalyze good ideas into potentially profitable products. We will discuss opportunities for partnerships, as well as best practices to cooperate across the borderless landscape of federal R&D.

Session Navigators:

Petra Mitchell, *President & CEO*, Catalyst Connection

John Dement, *Chairman*, Federal Laboratory Consortium for Technology Transfer (FLC)

Applying Scientific Review Processes to State Innovation Investment Applications

Sponsored by AAAS

This panel will discuss the use of scientific and technical review in the vetting process for state innovation and investment proposals. Members of the panel from state initiatives, including Maine and Utah, will provide insight into their vetting methods and assess the impacts of their methods on programmatic outcomes. Additionally, a panelist from the American Association for the Advancement of Science (AAAS) will discuss the experience of the AAAS Research Competitiveness Program in designing review processes for state investment initiatives and incorporating elements of scientific peer review into the review and decision-making steps.

Monday, December 3

4:00 P.M.	First-Time Attendees / New Members Welcome
6:00 P.M.	Opening Reception
7:30 P.M.	Young Professionals Meet-up
7:30 P.M.	State & Sustaining Member Dinner

Tuesday, December 4

7:45 A.M.	Registration & Breakfast
8:30 A.M.	Welcome
9:00 A.M.	Plenary: Changing Landscapes
10:15 A.M.	Networking Break
10:45 A.M.	Discussion Groups
11:45 A.M.	Lunch and Keynote
12:45 P.M.	Breakout Sessions <ul style="list-style-type: none"> • The Secrets of Utah's Innovation Success Story • Honing Your Value Proposition • Expanding Your Talent Pipeline Through an Apprenticeship Program • How to Successfully Partner with the Federal Labs
2:00 P.M.	Networking Break
2:30 P.M.	Breakout Sessions <ul style="list-style-type: none"> • Strategies for Bridging the New Capital Divide • Making Innovation a Priority with Your Governor • The Borderless Landscape of Federal R&D • Applying Scientific Review Processes to State Innovation Investment Applications
3:45 PM	Networking Break
4:15 PM	Plenary: Navigating Landscapes
5:15 PM	National Innovation Reception
7:00 PM	Dine-Arounds
7:00 PM	Innovation Advocacy Council Dinner

**Wednesday, December 5**

6:30 A.M.	Fun Run
7:45 A.M.	Breakfast
8:30 A.M.	Breakout Sessions <ul style="list-style-type: none"> • Building Investors Around Your Portfolio • What Makes an Effective Network Leader? • Addressing Workforce Needs in Underserved Areas • Accessing Federal R&D Funding
9:45 A.M.	Networking Break
10:15 A.M.	Breakout Sessions <ul style="list-style-type: none"> • Federal Funding for Tech-based Economic Development • Working with State Legislatures • Working with Smaller Institutions to Drive Regional Innovation
11:30 A.M.	Break
11:45 A.M.	Plenary: Trends in Tech-based Economic Development
12:30 P.M.	Adjournment



Building Investors Around Your Portfolio

A vibrant investment network is not only healthy for your region, but also a source of co-investors, LPs, and follow-on financing to better support your portfolio companies. Join a discussion with experienced leaders around building strong local investment networks that coalesce angels, corporations and anchor institutions to create a thriving startup community. Learn more about cultivating local investors and how you can encourage these investors to collaborate.

Session Navigators:

Jan Bouten, *Partner*, Innova Memphis

Tom Walker, *President & CEO*, Rev1 Ventures

What Makes an Effective Network Leader?

Forging meaningful collaboration across initiatives, disciplines, and communities requires different skills than those required for running your organization day to day. Missing the difference is why so many partnerships fail. So what does it take? This session will include hand-on exploration of tools for creating shared success.

Session Navigators:

Rich Overmoyer, *CEO*, Fourth Economy

Mark Skinner, *Vice President*, SSTI

Leslie Smith, *President*, EPIcenter Memphis



Addressing Workforce Needs in Underserved Areas

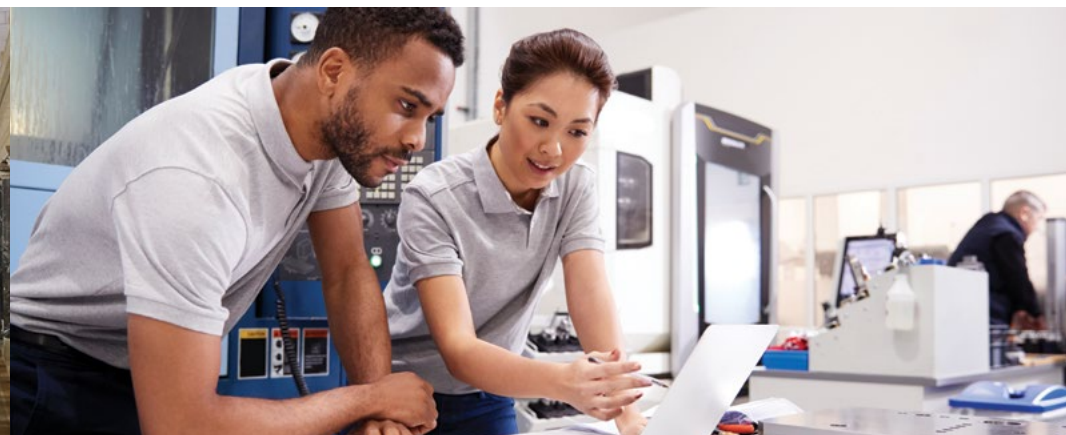
As economic and demographic forces continue to challenge the communities presently underrepresented in the innovation economy, workforce development plays an important role in supporting more equitable outcomes and shared regional prosperity. In this session, we will explore how educational institutions and TBED organizations are working to develop an inclusive STEM workforce that positions the regional economy for future successes. Attendees will develop concrete steps for fostering the talent in their own backyard — from a variety of socioeconomic backgrounds — to support the broader innovation economy.

Session Navigators:

Beth Cobert, *CEO*, Skillful at Markle Foundation

Accessing Federal R&D Funding

The federal government spends billions of dollars each year on research and development spread across numerous agencies and offices. This creates a lot of ground to cover for organizations trying to help make sure their regions benefit from this investment. Join this session to learn about opportunities that may be new to your organization and how to make your partners stronger applicants for competitive awards.



Federal Funding for Tech-based Economic Development

Tech-based economic development strategies can encompass a broad range of activities, and a correspondingly diverse set of federal agencies can help support this work. During this session, take time to learn about new federal funding opportunities or to meet program managers in person as you develop your funding opportunities. Come away better prepared to apply in next year's funding cycle.

Session Navigators:

Craig Buerstatte, *Acting Director*, Office of Innovation and Entrepreneurship, U.S. Dept. of Commerce

Brittany Sickler, *Outreach and Partnership Strategist*, SBIR/STTR, U.S. Small Business Administration

Michael Gilroy, *Program Director*, Office of Economic Adjustment U.S. Dept. of Defense

Working with State Legislatures

Following the November elections, many new faces will be a part of your state legislature. Communicating effectively with these lawmakers can help ensure the success of your programs. Come learn the do's and don'ts of working with your legislature and develop a list of action items you can implement when you return home.

Session Navigators:

Leslee Gilbert, *Vice President*, Van Scoyoc Associates

Tom Quinn, *Associate Vice President*, Van Scoyoc Associates

Tim Storey, *Director of State Services Division*, National Conference of State Legislatures

Working with Smaller Institutions to Drive Regional Innovation

Research centers with modest R&D budgets can drive tremendous regional innovation activity. Results are often achieved by centralizing services or coordinating closely with regional and national partners to provide needed services. Join this discussion to understand how your institution could adopt their practices — or how your organization could play a larger role in your local network.

Session Navigator:

Don Willie, *Executive Director of Technology, Innovation, and Entrepreneurship Center / SBDC Regional Director*, Dixie State

"Of all of the events that I attend or present at each year, the SSTI Annual Conference is my favorite. SSTI does an exceptional job at creating an interactive, welcoming environment that fosters collaborative ideation among attendees. I always gain new, unique and actionable insights that I can take back and apply in my workplace."

Byron C. Clayton, *Chief Executive Officer*, Advanced Robotics for Manufacturing (ARM)



SSTI's Annual Conference is the one can't-miss-event on many of our attendees' calendars. Take advantage of our networking opportunities to reconnect with your peers and meet new colleagues. We offer something for everyone, whether you're a longtime member, first-time attendee, or somewhere in the middle.

In addition to the networking breaks that we build into the conference schedule, we encourage you to get involved with some of our other activities:

- The Opening Reception, hosted by USTAR, will be a great opportunity to catch up with others working across the innovation landscape.
- Our always popular Young Professionals' Meet-up will explore some of Salt Lake's nightlife and dining options.
- The New Members / First-time Attendees Reception will introduce conference newbies to some long-time members and attendees who'll relay tips on getting the most out of your conference experience.
- SSTI's National Innovation Reception is a way to engage with others at the conference in a relaxed setting over light refreshments.
- Dine-arounds provide an opportunity to explore some of Salt Lake's local eateries with fellow conference attendees.
- Weather permitting, you can get energized through the group morning Fun Run.
- Our State and Sustaining Members reconnect through an invite-only dinner during the conference, and if you join at that level prior to the conference, you can take part in this dynamic conversation.

HOST



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Salt Lake Marriott Downtown at City Creek

If you are traveling through the Salt Lake International Airport, you will find robust public transportation options to get to you to the Salt Lake Marriott Downtown at City Creek conference site. TRAX, the light rail line, provides access into downtown from the airport on the Green line.

Located in the heart of SLC, the Marriott at City Creek offers a host of amenities for every traveler. Guests will enjoy spacious rooms with beautiful views of the city. When it’s time to explore, you’ll discover some of Salt Lake City’s most famous attractions nearby, including Temple Square, Salt Palace Convention Center, University of Utah and high-end shopping at City Creek, next door to the hotel.

For those looking for outdoor adventure, nearby Snowbird boasts Utah’s longest ski season and 15 national parks are only a few hours away. Museum enthusiasts may want to check out the Natural History Museum of Utah or one of the nearby art museums.

Reserve your spot by Nov. 11 to secure our conference rate at The Salt Lake Marriott Downtown at City Creek (75 South West Temple, Salt Lake City, Utah 84101) for just \$170 per night. The rate will be available three days post and prior to the conference if you’d like to extend your stay.

For updates and the online reservation link, please visit ssticonference.org.

Register online at ssticonference.org

Every registration includes access to all our plenary and breakout sessions, breakfast on December 4 and 5, lunch on December 4, and both the Opening Reception on December 3, and the National Innovation Reception on December 4. Be sure to register by September 30 for the best rates!

Registration	Through 9/30	Through 10/01-11/15	After 11/15
SSTI Member or Conference Sponsor	\$575	\$625	\$725
SSTI Additional Member	\$520	\$550	\$620
All Others	\$725	\$775	\$875

Graduate students and state legislators are also eligible to receive a discounted rate. Encourage your legislative leaders to attend this once-a-year event to stay attuned to the innovation economy. Contact SSTI to learn more about these discounts.

Join SSTI today and save on your conference registration!

Become a member of SSTI and take advantage of the discounted conference rates, with even greater savings for multiple members attending from the same organization! Bring your entire leadership team to take advantage of all the content.

Join today to become a part of the community and help strengthen our mission to improve initiatives that support prosperity through science, tech, innovation and entrepreneurship. In addition to reduced rates for the conference, you will instantly begin receiving our members-only weekly *Funding Supplement* detailing dozens of funding opportunities.



To learn more about the benefits of becoming an SSTI member, or for more information on the special rates, visit ssticonference.org/registration or call Jason Rittenberg at 614.901.1690.



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Register online today at:
ssticonference.org



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