SSTI is a national nonprofit organization dedicated to improving initiatives that support prosperity. It is the community for state, university, local, regional and federal innovation leaders — people who work to create a climate where prosperity occurs organically through science, technology, innovation and entrepreneurship. If this describes you and your organization, then you will find a wealth of useful resources and a transformative network of peers by becoming a member of SSTI (see pages 40-41 for current members).

Join Today
Information on SSTI’s member levels can be found below, or speak with SSTI’s membership and development director, Jason Rittenberg. Organizations that join during the conference save $100 on initial fees.

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Welcome to Columbus, a region of exciting high tech startup activity and growth.

We are delighted to be hosting SSTI’s 2016 Annual Conference and are especially enthusiastic about this year’s theme of **Innovation with Purpose**.

This agenda moves well beyond the traditional themes of creating jobs and economic growth. With four tracks, conference attendees will hear and see exciting, and sometimes unexpected, outcomes that come about from innovation ecosystems that are inclusive and diverse.

One of the great benefits of hosting a gathering like this one is exchanging ideas and best practices.

We’ve been witness to that experience here in Central Ohio with our intentional approach to connecting our region’s resources to create high-growth, high-tech companies. We call it the Backyard Effect, and it’s helped Columbus become the fastest-growing city for startup activity and the #1 city for scaling startups.

Through the innovation partnership between The Ohio State University and Rev1, we have produced nearly 30 spinouts since 2013. Our associates, Ohio University and TechGROWTH Ohio, the conference’s local sponsors, are fostering research and commercialization in the southeastern part of the state.

As great as the conference agenda is, when it’s time to take a break, we encourage you to enjoy our lovely and livable city. The trendy Short North Arts District is an easy stroll from the hotel. It’s a haven for small businesses and entrepreneurs, loaded with galleries, boutiques, great local dining, and more.

Thank you for coming to Ohio. We hope that you’ll get to know us while you’re here, and that we’ll learn more about you.
We help entrepreneurs build great companies

Rev1
#1 VC
GREAT LAKES REGION
2015 & 2016

COLUMBUS
FASTEST GROWING CITY FOR STARTUP ACTIVITY
2015

COLUMBUS
#1 SCALING STARTUPS
2016

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Innovation Policyworks enables economic development officials at state, regional and local levels make better, data-driven decisions by providing expert research, analysis and recommendations. Our clients see innovation and entrepreneurship as critical elements of their economic development strategy, and are developing new programs or policies, or evaluating existing ones.

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- Define innovation metrics
- Benchmark against other states
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- Inventory your technology assets
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Tuesday, November 1

4:00 PM-5:00 PM
**Welcome Reception for First-time Attendees & New SSTI Members**
| Hilton Columbus Downtown, Robert King | Lobby Level

First-time attendees are encouraged to attend a special welcoming with fellow novices and a few long-time participants. You will get a chance to meet people in an informal setting and hear about the conference structure and opportunities for the next few days. Light refreshments will be served.

5:30 PM-7:00 PM
**Opening Reception at Rev1**
| Rev1 Ventures, Meet at Hilton’s Wall St. entrance | Lower Level

What better way to start the conference than an evening of food, drinks and relaxed conversation? The Opening Reception is hosted by Rev1 Ventures, the most active investor in Ohio and the entire Great Lakes Region, at their invigorating offices near Ohio State University. SSTI Annual Conference attendees will be joined by founders in Rev1’s startups for an opportunity to not only enjoy local food and beverages, but also to see first-hand the fruits of Central Ohio’s efforts to encourage innovation and entrepreneurship.

Meet at the Wall St. entrance on the lower level of the Hilton to take shuttles to the reception starting at 5:00 PM. Or, you can meet us directly at Rev1, 1275 Kinnear Road, Columbus, Ohio 43212.

7:30 PM-9:30 PM
**Young Professionals’ Meetup**
| Short North Arts District, Meet at Hilton’s High St. Main Lobby entrance

SSTI’s fourth annual “Young Professionals’ Meetup” will start once attendees have returned to the Hilton from the Opening Reception. The group will take a short walk to one (or more) of the Short North’s popular establishments for food, drinks and making connections with peers from around the country. Look for Rob and Jon from SSTI in the main lobby of the Hilton to join the meetup.
FLCBusiness is a comprehensive database designed to aid business development and accelerate technology transfer for industry, agencies, and academia.

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Discover federal funding opportunities and educational programs established to accelerate innovation and entrepreneurship.

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Find publications and documents that explain the step-by-step process of working with the federal government to access R&D resources.

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Wednesday, November 2

6:00 AM-6:45 AM
Fun Run
Meet at Wall St. Entrance of the Hilton | Lower Level
Start the day by joining your peers for a run through the Columbus Arena District to the Lower Scioto Greenway. We'll keep the group together at an enjoyable pace for all, while over-achievers are welcome to extend their run down the river trail.

6:00 AM-6:45 AM
Sunrise Yoga
Robert King | Lobby Level
Enjoy each conference morning surrounded by friends with a mindful movement class that incorporates breathing techniques, sun salutations, stretching, and seated/standing poses to energize the body and calm the mind. Suitable for all levels.

7:00 AM-7:30 AM
Mindfulness Practice
Robert King | Lobby Level
Whether you have 10 minutes or 10 seconds to spare, the practice of mindfulness can greatly increase focus and productivity while reducing stress, anxiety and frustration. Learn simple tools to begin developing your awareness of the present moment through this guided mindfulness/meditation session. Chairs will be available.

7:30 AM-8:00 AM
Registration and Breakfast
George Bellows Ballroom C & D | Lower Level
Good Morning
to start your day
Most NFL teams punt on fourth down — even though research and logic state that running another play would lead to greater success. Coaches consistently refuse to make the call because of familiarity and fear. What are innovation ecosystems’ equivalents of ‘going for it’ on fourth down? We’ll start the morning with a fast-paced series of short talks from thought leaders and practitioners from throughout the community who will challenge conventional wisdom and push us to consider how we can better shape future opportunities for our innovators, entrepreneurs and communities.
TEConomy Partners is a global leader in research, analysis and strategy for innovation-based economic development. Today we’re helping nations, states, regions, universities, institutions and industries blueprint their future and translate knowledge into prosperity. Our principals have a proven, 20-year track record of successful research, analysis and strategy focused in three strategic disciplines:

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**Wednesday, November 2**

**Consider big and focused ideas to shape future opportunities.**

9:30 AM-10:30 AM
**Discussion Groups: Innovation with Purpose**
| Various Rooms

Building on the thought-provoking presentations from the ‘Bold Ideas’ talks in the opening plenary, we’ll move to smaller conversation groups to work on the challenges and opportunities we’ve just heard. And, we’ll consider the path forward, what we can do individually in our own communities, and the help we need to achieve innovation with purpose.

10:30 AM-11:00 AM
**Networking Break**
| Emerson Burkhart | Lower Level

11:00 AM-12:00 PM
**Discussion Groups: Shaping Future Opportunities**
| Various Rooms

We will again split into smaller conversation groups — this time to discuss a policy agenda that will advance science, technology, innovation and entrepreneurship to achieve greater economic prosperity for all people. We’ll consider big and focused ideas to shape future opportunities and what we can all do to make this agenda a reality.
Ross Baird, the CEO and founder at Village Capital, is delivering the keynote talk on “The Innovation Blindspot” during lunch on Wednesday. During his keynote, Mr. Baird will be speaking to his belief that venture capital can be better-harnessed as a tool for empowering a broader class of entrepreneurs and a driver of economic prosperity and social impact — a message that dovetails perfectly with the conference theme of Innovation with Purpose: Shaping Future Opportunities.

Village Capital is dedicated to finding, training and investing in entrepreneurs solving real-world problems and applying a strategy that provides opportunities for founders frequently missed by traditional venture capital. The fund’s portfolio companies have 40 percent female or 23 percent minority founders or co-founders and 78 percent are companies located outside of California, Massachusetts and New York. Village Capital has community partnerships in 16 U.S. cities and several include SSTI members as partners.

Ross Baird developed the Village Capital concept in 2009, and has led the development of programs worldwide. Before launching Village Capital, he worked with First Light Ventures, a seed fund focused on impact investments. Prior to First Light, Mr. Baird worked on the development of four education-related startup ventures: the Indian School Finance Company in Hyderabad, India, the National College Advising Corps in Chapel Hill, North Carolina, and two ventures using technology to promote civic participation. He has a M.Phil. from the University of Oxford, where he was a Marshall Scholar, and a B.A. from the University of Virginia, where he was a Truman Scholar and a Jefferson Scholar.
TechGROWTH Ohio offers no-cost help to hundreds of tech-based entrepreneurs each year by providing business consulting, growth funding, access to pre-seed investment and a network of investors. Our expert Executives-in-Residence offer intensive operational assistance and coaching uniquely tailored to your business.

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$317M
in economic activity generated by client companies

$35M
In seed, angel and services capital raised

$44M
Public private partnership with Ohio Third Frontier, Ohio University and private investors

$6M
Invested in early stage tech companies

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Wednesday, November 2

1:00 PM
2016 SSTI Excellence in TBED Awards Ceremony
| George Bellows Ballroom C & D | Lower Level

Join us to celebrate the 10th anniversary of the SSTI Excellence in TBED awards program!

During a special ceremony on November 2, SSTI will celebrate the achievements of organizations with exceptional approaches that foster a climate where startups and existing companies create prosperity through science, technology, entrepreneurship and innovation while creating economic opportunity for all members of their community.

To reflect the ever-evolving field, the 2016 Excellence in TBED awards have made several changes from past years. Awards will be given in four categories:

- Most Promising TBED Initiative
- Creating Prosperity Through Entrepreneurship & Capital
- Enhancing Prosperity Through Competitive Industries
- Increasing Prosperity Through Economic Opportunity

The 2016 winners will join an exclusive group of organizations demonstrating that sustained economic prosperity can be achieved through excellence in technology-based economic development. Learn more about the program at: sstiawards.org.

After the ceremony, attendees are encouraged to join the winners during the Power Roundtable: Inspiring Approaches for Achieving Prosperity session (2:00 PM, Robert King room, Lobby Level). This unique format provides participants with personalized insight into some of the field’s best practices and one-on-one interaction with practitioners from top-performing organizations.
Wednesday, November 2
2:00 PM-3:15 PM

FACILITATING CLUSTERS AND INNOVATION NETWORKS
Sustaining Your Organization: Lessons Learned
| Elijah Pierce | Lobby Level

Sustaining a public-private partnership is never easy. But tight public budgets, political transitions, and increased competition make it even more difficult. However, it is achievable — with clear focus and tough decisions. In this discussion-based session, practitioners will discuss what sustainability means, share how their organizations have achieved financial sustainability and offer advice on how you can do the same.

Moderator:
Matthew Stevens, Strategic Initiatives Manager, U.S. Small Business Administration

Speakers:
Richard Bendis, President & CEO, BioHealth Innovation, Inc.
Henry Cialone, President & CEO, EWI
Amy Jensen, Director of Finance & Operations, The Water Council

LEVERAGING HIGHER EDUCATION AS A CATALYST
The Inclusion Imperative: The Science of Broadening Participation
| Edna Boies Hopkins | Lobby Level

While innovation can come from anywhere, many populations are underrepresented in the 21st century STEM economy. For example, African Americans represent 13 percent of the U.S. population, but account for only 8 percent of general engineering majors, 7 percent of mathematics majors, and only 5 percent of computer engineering majors, according to the Georgetown Center on Education and the Workforce. Ultimately, inclusion and opportunity aren’t altruism — they are economic imperatives. This session will explore research on broadening participation in STEM education and occupations as well as look at efforts to drive inclusive economic growth.

Speakers:
Kimberly Gayle, Executive Director, i.c.stars Columbus
Kaye Husbands Fealing, Professor and Chair, School of Public Policy, Georgia Institute of Technology
Pablo Navarro, Senior Director, Partnerships, Code2040

BUILDING CAPITAL AND ENTREPRENEURIAL COMMUNITIES
Building Bridges: Connecting Small & Mid-sized Communities
| George Bellows E | Lower Level

Small towns and rural communities are much less likely to generate new business startups than in the past, according to a new analysis from the Economic Innovation Group. For many regions, a lack of startup capital is the driving force behind the rapid decline in entrepreneurship. During this session, panelists will discuss proven strategies that have helped rural regions and small metros build strong capital-investment networks and how they connect with larger pools of capital outside their region. They will highlight their own experiences as well as discuss other models from across the country. Attendees will leave this session with ideas for developing a better strategy for cultivating and growing their region’s investor network and connecting it to other capital sources outside their region.

Moderator:
Eva Doss, President & CEO, The Launch Place

Speakers:
Nathaniel V. Henshaw, Managing Director, CEI Ventures
Pat Morand, President, Open Prairie Ventures

STRENGTHENING INNOVATION INITIATIVES
Power Roundtable: Inspiring Approaches for Achieving Prosperity
| George Bellows F | Lower Level

Exclusive insight into outstanding, innovative economic development initiatives is a key reason to attend the SSTI Annual Conference. If you are seeking personalized insight into some of the field’s best practices, this session provides one-on-one interaction with practitioners from top-performing organizations. This unique format promotes conversations that allow participants to walk away energized with more than a dozen specific best practices and ideas to take home to improve their organization’s or region’s performance.

Moderator:
Deborah Cummings, Principal and Senior Director, TEConomy Partners, LLC

3:15 PM-3:45 PM
Networking Break
| Emerson Burkhart | Lower Level
Tuesday, November 1

4:00 PM  First-Time Attendees / New Members Welcome | King | Lobby Level | p. 7

5:30 PM  Opening Reception at Rev1 Ventures | Offsite, Hilton Wall St. Entrance | Lower Level | p. 7

7:30 PM  Young Professionals’ Meetup | Offsite, Hilton High St. Entrance | Lobby Level | p. 7

Wednesday, November 2

6:00 AM  Fun Run | Hilton Wall St. Entrance | Lower Level | p. 9

6:00 AM  Sunrise Yoga | King | Lobby Level | p. 9

7:00 AM  Mindfulness Practice | King | Lobby Level | p. 9

7:30 AM  Registration and Breakfast | Ballroom C & D | Lower Level | p. 9

8:00 AM  Welcoming and Opening Plenary: Bold Ideas for Innovation with Purpose | Ballroom C & D | Lower Level | p. 10

9:30 AM  Discussion Groups: Innovation with Purpose | Various | p. 13

10:30 AM  Networking Break | Burkhart | Lower Level

11:00 AM  Discussion Groups: Shaping Future Opportunities | Various | p. 13

12:00 PM  Lunch and Keynote | Ballroom C & D | Lower Level | p. 14

1:00 PM  SSTI Excellence in TBED Awards Ceremony | Ballroom C & D | Lower Level | p. 17

2:00 PM  Breakout Sessions (All rooms are located in the Hilton Columbus Downtown)

Facilitating Clusters and Innovation Networks
Sustaining Your Organization: Lessons Learned | Pierce | Lobby Level | p. 18
Leveraging Higher Education as a Catalyst
The Inclusion Imperative: The Science of Broadening Participation | Hopkins | Lobby Level | p. 18
Building Capital and Entrepreneurial Communities
Building Bridges: Connecting Small & Mid-sized Communities | Bellows E | Lower Level | p. 19
Strengthening Innovation Initiatives
Power Roundtable: Inspiring Approaches for Achieving Prosperity | Bellows F | Lower Level | p. 19

3:15 PM  Networking Break | Burkhart | Lower Level

3:45 PM  Breakout Sessions (All rooms are located in the Hilton Columbus Downtown)

Facilitating Clusters and Innovation Networks
How Regions Adapt to Changes in the Manufacturing Landscape | Hopkins | Lobby Level | p. 22
Leveraging Higher Education as a Catalyst
Higher Ed Involvement in TBED: Beyond Research 1 Institutions | Bellows E | Lower Level | p. 22
Building Capital and Entrepreneurial Communities
Crowdfunding is Here, Now What? An Open Discussion | Bellows F | Lower Level | p. 23
Strengthening Innovation Initiatives
A Regional Approach to Innovation: The Central Ohio Story | Pierce | Lobby Level | p. 23

Wednesday, November 2

5:00 PM  National Innovation Reception | Burkhart | Lower Level | p. 25

6:45 PM  Dinner-Around Columbus | Various | p. 26

6:45 PM  State & Sustaining Member Dinner | Invitation Only | Pre-registration Required

Thursday, November 3

6:15 AM  Sunrise Yoga | King | Lobby Level | p. 27

7:30 AM  Mindfulness Practice | King | Lobby Level | p. 27

7:30 AM  Breakfast Buffet | Ballroom C & D | Lower Level | p. 27

8:45 AM  Breakout Sessions (All rooms are located in the Hilton Columbus Downtown)

Facilitating Clusters and Innovation Networks
Expanding Access: Moving Beyond the Innovation District | Hopkins | Lobby Level | p. 28
Leveraging Higher Education as a Catalyst
The Practice of Research Collaboration | Pierce | Lobby Level | p. 28
Building Capital and Entrepreneurial Communities
Investing in Companies with a Purpose of Social Good | Bellows F | Lower Level | p. 29
Strengthening Innovation Initiatives
Measuring Impacts: Where We Stand and Where We Need to Go | Bellows E | Lower Level | p. 29

10:00 AM  Networking Break | Burkhart | Lower Level

10:30 AM  Breakout Sessions (All rooms are located in the Hilton Columbus Downtown)

Facilitating Clusters and Innovation Networks
Developing Strategies in Emerging Clusters of Interest | Bellows B | Lower Level | p. 30
Leveraging Higher Education as a Catalyst
University Venture Development Funds: The Nuts and Bolts | King | Lobby Level | p. 30
Building Capital and Entrepreneurial Communities
Scaling Startups: Effective Talent Strategies | Pierce | Lobby Level | p. 31
Strengthening Innovation Initiatives
Innovation’s Strategic Communications Toolkit | Bellows E | Lower Level | p. 31

11:45 PM  Lunch and Trends in Tech-Based Economic Development | Ballroom C & D | Lower Level | p. 32

1:30 PM  Topical Roundtables

Gathering of Cluster Initiatives & Networks | Pierce | Lobby Level | p. 33
State Initiatives: Roundtable Discussion | Bellows E | Lower Level | p. 33
Innovation Research & SciSIP Colloquium | King | Lobby Level | p. 33
Seed & Venture Capital Program Management | Bellows F | Lower Level | p. 34
Columbus Maker (and Related) Spaces Tour | Bellows B | Lower Level | p. 34

4:30 PM  Adjournment
Wednesday, November 2  
3:45 PM-5:00 PM

**How Regions Adapt to Changes in the Manufacturing Landscape**  
| Edna Boies Hopkins | Lobby Level

It’s no secret that the days where manufacturing employs the majority of the workforce are gone, but manufacturing remains a vital component of the economy. More than 12 million Americans are employed in the manufacturing sector, and in 2014, the average manufacturing worker in the United States earned $79,553 annually, including pay and benefits, more than 20 percent higher than the national average, according to the National Association of Manufacturers. This session will explore the trends occurring in manufacturing and examine how some regions are adapting to changes in the manufacturing landscape.

**Moderator:**  
Tab Wilkins, Regional Manager for Strategic Transition, NIST MEP

**Speakers:**  
Ned Hill, Professor, John Glenn College of Public Affairs, Ohio State University  
Leigh Hopkins, Sr. Project Manager, Georgia Tech Enterprise Innovation Institute  
John Molinaro, President, Appalachian Partnership for Economic Growth

**Higher Ed Involvement in TBED: Beyond Research 1 Institutions**  
| George Bellows E | Lower Level

In the United States, less than 5 percent of all four-year universities are considered “Research 1 institutions.” However, communities across the country are home to four-year colleges and universities and two-year community colleges that are acting as catalysts for economic growth in their region. During this interactive session, panelists will share best practices from across the country on higher education institutions that are embracing and promoting their unique strengths to support entrepreneurship, spur innovation, and connect with their surrounding business community.

**Moderator:**  
Chris Shaffer, Director, Institutional Research and Sponsored Programs, Shawnee State University

**Speakers:**  
Rebecca Corbin, President & CEO, National Association for Community College Entrepreneurship  
Dave Norris, Chief Innovation Officer, Louisiana Tech Enterprise Center, Louisiana Tech University

**Crowdfunding is Here, Now What? An Open Discussion**  
| George Bellows F | Lower Level

In May, the Securities and Exchange Commission adopted the final rules for Title III of the Jumpstart Our Business Startups (JOBS) Act allowing non-accredited investors to make equity investment in startups through a registered online portal. With this action, they joined a majority of the states that also have passed crowdfunding legislation. During this participant-driven session, panelists will lead a discussion on the current status of crowdfunding and its potential future as well as its impact on the TBED field. Crowdfunding is here. Join with your peers from across the country to discuss how your organization can prepare, your client companies can benefit, and your region can prosper from it.

**Moderator:**  
Marnie LaVigne, President & CEO, Launch NY

**Speakers:**  
Scott McIntyre, President/Chair, Board of Directors, Crowdfunding Professional Association  
Krista Tuomi, Assistant Professor, American University

**A Regional Approach to Innovation: The Central Ohio Story**  
| Elijah Pierce | Lobby Level

The Columbus, Ohio, region has become the fastest-growing city for startup activity and the #1 city for scaling startups, according to the Kauffman Foundation. Learn how an intentional approach for connecting the region’s resources is fostering high-growth, high-tech companies and leading to overall regional success.

**Moderator:**  
Tom Walker, President & CEO, Rev1 Ventures

**Speakers:**  
Colleen Gilger, Director of Economic Development, City of Dublin, Ohio  
Kenny McDonald, President and Chief Economic Officer, Columbus2020  
Cheryl Turnbull, Senior Director of Venture Capital; Director of Finance, The Ohio State University

Speaker Bios are available online at ssticonference.org/speakers
“The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.”
— MARCEL PROUST

In appreciation for those in science and technology whose persistence and vision make our economies stronger and our world better.

Georgia Research Alliance
GRA.org

Wednesday, November 2

5:00 PM-6:30 PM
National Innovation Reception
| Emerson Burkhart | Lower Level

After a day of brash thinking, provoking discussion and engaging presentations, we invite you to unwind with us immediately after the end of sessions over drinks and hors d’oeuvres. Enjoy stimulating conversations with your peers from around the country in a fun environment before heading out for dinner on the town.

6:45 PM
State & Sustaining Member Dinner
Invitation Only | Pre-registration Required

Each year, state and sustaining members of SSTI are invited to a special dinner for a chance to connect with peers over cocktails and a fantastic dinner. The evening allows long-time friends to reconnect or make new connections with other leaders of the country’s top organizations in the community. For information on how to become a state or sustaining member, see Jason Rittenberg during the conference.

Enjoy conversation with your peers.

“...consists not in seeking new landscapes, but in having new eyes.”
— MARCEL PROUST
Wednesday, November 2

6:45 PM-9:00 PM
Dine-Around Columbus

We make exploring the city’s excellent dining options easy by making reservations and coordinating your dinner party for Wednesday night. Stop by the registration desk to browse menus and sign up during the conference or sign up ahead of time on the conference website.

Due Amici
Italian | $ | 67 E. Gay Street | (614) 224-9373
Easy Italian served in an upscale setting in historic downtown Columbus. Appetizers can be accompanied by one of the house-infused vodkas, and then opt for dinner entrees featuring pizza, pasta or other selections prepared with local ingredients.

Elevator Brewery & Draught Haus
Brewpub | $$ | elevatorbrewing.com | 161 N. High Street | (614) 228-0500
Located in the iconic Bott Brothers Building in downtown Columbus, the restaurant offers modern American fare, with award-winning handcrafted beers. The menu includes a unique selection of house cut steaks, fresh fish, chicken, and pork dishes.

The Pearl
Seafood | $$$ | thepearlcolumbus.com | 641 N. High Street | (614) 227-0151
The Pearl pairs innovative culinary techniques with traditional tavern fare and, of course, oysters. Seafood is a prominent menu item and includes arctic char, gulf shrimp, a shellfish tower, and shrimp and grits, alongside other options such as ricotta dumplings and steak. Features from the bar include classic cocktails, unique draughts, and two revolving taps.

Rossi
Traditional American | $$-$$$ | rossibarandkitchen.com | 895 N. High Street | (614) 299-2810
Featuring a classic art deco-style bar found in Brooklyn, the Rossi has a warm, inviting glow that sets the mood for a great evening. The menu features traditional American dishes with a slight twist and locally made desserts.

Reservation cards already full? Stop by the registration desk for more recommendations!

Thursday, November 3

6:15 AM-7:00 AM
Sunrise Yoga
Robert King | Lobby Level

Enjoy each conference morning surrounded by friends with a mindful movement class that incorporates breathing techniques, sun salutations, stretching, and seated/standing poses to energize the body and calm the mind. Suitable for all levels.

7:30 AM-8:00 AM
Mindfulness Practice
Robert King | Lobby Level

Whether you have 10 minutes or 10 seconds to spare, the practice of mindfulness can greatly increase focus and productivity while reducing stress, anxiety and frustration. Learn simple tools to begin developing your awareness of the present moment through this guided mindfulness/meditation session.

7:30 AM-8:30 AM
Registration and Breakfast
George Bellows Ballroom C & D | Lower Level

Dine-Around Map

Approximate distances (in miles) from the Hilton Columbus Downtown
Going North on High Street to:
- The Pearl: 0.3 miles
- Rossi: 0.7 miles

Going South on High Street to:
- Elevator Brewery & Draught Haus: 0.4 miles
- Due Amici: 0.6 miles
Thursday, November 3
8:45 AM-10:00 AM

Expanding Access: Moving Beyond the Innovation District
| Edna Boies Hopkins | Lobby Level

Innovation districts are all the fad, but how can they be organized so they support innovative assets without exacerbating urban issues? This session will explore how those organizations developing and working within an innovation district are being intentional about including disparate neighborhoods, underrepresented populations, and workforce opportunities into the district. Additionally, this session will include a dialogue on locating future opportunities at the intersection between technology-based and community-focused economic development.

Moderator:
Betsy McCaw, Chief Operating Officer, Central Indiana Corporate Partnership

Speakers:
Marco Perez, VP of Operations, LAUNCH Chattanooga
Paul Riser, Managing Director, TechTown

The Practice of Research Collaboration
| Elijah Pierce | Lobby Level

Collaboration is an important feature in the innovation landscape. Limited resources coupled with a recognition that our greatest innovative challenges require an interdisciplinary approach from a multitude of partners suggest that institutions and regions that engage in collaboration will gain greater access to resources and gain a competitive advantage. In this session, we’ll consider inter-organizational collaboration in the form of interinstitutional relationships and interdisciplinary cooperation from the perspective of practitioners who will share their experiences and knowledge in fostering these collaborations.

Moderator:
John Hardin, Executive Director, North Carolina Board of Science, Technology & Innovation

Speakers:
Jeff Mason, Executive Director, Michigan’s University Research Corridor
Caroline Whitacre, Senior Vice President for Research, The Ohio State University

Investing in Companies with a Purpose of Social Good
| George Bellows F | Lower Level

Impact investing has grown in popularity and activity in recent years. Some nonprofit organizations have been quietly working with entrepreneurs to grow their companies that address a social good — be it employment for underrepresented populations, addressing specific technology areas to address issues ranging from health to climate change — and racking up impressive results in the process. In this session, we’ll hear from organizations that are leading the way in investing in companies with a purpose of social good.

Speakers:
Nicole Muise-Kielkuk, Director of Social Enterprise Initiatives, Idea Foundry
Kelly Ramirez, CEO, Social Enterprise Greenhouse

Measuring Impacts: Where We Stand and Where We Need to Go
| George Bellows E | Lower Level

Measuring impact is a perennial problem — attribution is always a challenge and with more organizations providing services, how credit for impact gets shared is becoming increasingly complicated. We’ll consider what is needed to measure impact, review common metrics and their appropriateness, look at the differences between approaches and capture all of it for future publication. Finally, we’ll also develop a list of issues that require further study and identify who might best move those issues forward.

Speakers:
Dan Berglund, President and CEO, SSTI
Denis Gray, Professor of Psychology, North Carolina State University

10:00 AM-10:30 AM
Networking Break
| Emerson Burkhart | Lower Level

Speaker Bios are available online at ssticonference.org/speakers
Thursday, November 3
10:30 AM-11:45 AM

FACILITATING CLUSTERS AND INNOVATION NETWORKS

Developing Strategies in Emerging Clusters of Interest
| George Bellows B | Lower Level

Critical to facilitating clusters and innovation networks is an understanding of how technological and industrial changes can impact regional economies in areas such as university research, the activities of established businesses, and new, disruptive startups. As legacy industries continue to reinvent themselves and new sectors begin to emerge, how can places best coalesce around these apparent opportunities? In addition to a discussion on emerging industries, this session will present practitioner perspectives on how to develop cluster strategies around rapidly evolving and developing industries.

Moderator:
Jonathan Dworin, Policy Analyst, SSTI

Speakers:
Cliff Hudson, Project Director, Autonomous & Unmanned Systems Cluster
Skip Rung, President & Executive Director, Oregon Nanoscience and Microtechnologies Institute (ONAMI)

LEVERAGING HIGHER EDUCATION AS A CATALYST

University Venture Development Funds: The Nuts and Bolts
| Robert King | Lobby Level

Establishing a successful seed or venture fund is never a simple task, and universities face specific challenges that add complications. Ohio State University and Ohio University came together to jointly establish the “Innovation Fund” earlier this year to create more startup opportunities in the state, and other universities have launched similar efforts on their own in recent years. During this session, hear from universities how these funds are structured, funded and managed—and get your questions answered about how this tool could work at your institution.

Moderator:
Wayne Embree, Executive VP, Investments & Venture Acceleration, Rev1 Ventures

Speakers:
Lynn Gellerman, Executive Director, TechGROWTH Ohio
Cheryl Turnbull, Senior Director of Venture Capital; Director of Finance, The Ohio State University

BUILDING CAPITAL AND ENTREPRENEURIAL COMMUNITIES

Scaling Startups: Effective Talent Strategies
| Elijah Pierce | Lobby Level

Innovation ecosystems throughout the country struggle with a frequent mismatch between startups with great ideas and the talent necessary to scale those companies to long term success. Numerous strategies for addressing this challenge exist, including bootcamps, mentorship, recruitment and training. Join your peers to share your organization’s approaches, discussing what works and needs to be improved.

Moderator:
Mike McCann, Vice President, Programs & Partner Engagement, Rev1 Ventures

Speakers:
Rich Lunak, President & CEO, Innovation Works
Jared Stober, Entrepreneurship Program Manager, North Dakota Department of Commerce

Innovation’s Strategic Communications Toolkit
| George Bellows E | Lower Level

As we heard at last year’s conference, the public associates “commercialization” with ruined Christmases and “federal research” with shrimp on a treadmill. However, “scientific research” and “innovation” induce hopeful thoughts and overall support for tech-based economic development concepts is incredibly strong. To translate these lessons to practice, SSTI is working with members to produce a Communications Toolkit for Innovation Organizations, providing sample language and templates for explaining your organization to the public and other stakeholders. Participate in this session to see the draft toolkit, provide feedback and discuss how you can implement the tools into your communications strategy.

Speakers:
Ellen Marrison, Content Strategist, SSTI
Jason Rittenberg, Membership & Development Director, SSTI
Tom Sheridan, President, The Sheridan Group

FACILITATING CLUSTERS AND INNOVATION NETWORKS

DEVELOPING STRATEGIES IN EMERGING CLUSTERS OF INTEREST

CRITICAL TO FACILITATING CLUSTERS AND INNOVATION NETWORKS IS AN UNDERSTANDING OF HOW TECHNOLOGICAL AND INDUSTRIAL CHANGES CAN IMPACT REGIONAL ECONOMIES IN AREAS SUCH AS UNIVERSITY RESEARCH, THE ACTIVITIES OF ESTABLISHED BUSINESSES, AND NEW, DISRUPTIVE STARTUPS. AS LEGACY INDUSTRIES CONTINUE TO REINVENT THEMSELVES AND NEW SECTORS BEGIN TO Emerge, HOW CAN PLACES BEST COalesce AROUND THESE APPARENT OPPORTUNITIES? IN ADDITION TO A DISCUSSION ON EMERGING INDUSTRIES, THIS SESSION WILL PRESENT PRACTITIONER PERSPECTIVES ON HOW TO DEVELOP CLUSTER STRATEGIES AROUND RAPIDLY EVOLVING AND DEVELOPING INDUSTRIES.

Moderator:
Jonathan Dworin, Policy Analyst, SSTI

Speakers:
Cliff Hudson, Project Director, Autonomous & Unmanned Systems Cluster
Skip Rung, President & Executive Director, Oregon Nanoscience and Microtechnologies Institute (ONAMI)

LEVERAGING HIGHER EDUCATION AS A CATALYST

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BUILDING CAPITAL AND ENTREPRENEURIAL COMMUNITIES

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INNOVATION’S STRATEGIC COMMUNICATIONS TOOLKIT

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Ellen Marrison, Content Strategist, SSTI
Jason Rittenberg, Membership & Development Director, SSTI
Tom Sheridan, President, The Sheridan Group

#ssti2016 on Twitter
Thursday, November 3
11:45 AM-1:15 PM

LUNCH AND TRENDS IN TECH-BASED ECONOMIC DEVELOPMENT
| George Bellows Ballroom C & D | Lower Level

One of the highlights of each conference, the “Trends” lunch plenary is a wide-ranging discussion of the major trends affecting the innovation ecosystem and new developments in the field over the past year, plus providing a look ahead to 2017. Join SSTI President and CEO Dan Berglund and your peers for this unique opportunity to see what forces are driving the future of your efforts.

Speaker:
Dan Berglund, President & CEO, SSTI

Thursday, November 3
1:30 PM-4:30 PM

GATHERING OF CLUSTER INITIATIVES & NETWORKS
| Elijah Pierce | Lobby Level

This workshop will provide organizations using industry clusters as an economic development tool an opportunity to meet, discuss and learn from colleagues about operating a successful cluster initiative or approach. Building on previous conversations and events, the agenda will cover relevant updates from SSTI, EDA and the SBA, as well as global lessons learned in cluster initiative collaboration. There will also be facilitated discussions on three of the most pressing issues identified by cluster initiative managers: unlocking investment; building awareness; and, continued refinement of common evaluation tools and metrics.

STATE INITIATIVES: ROUNDTABLE DISCUSSION
| George Bellows E | Lower Level

If you manage a state innovation initiative, join your peers for a forward-focused conversation on topics of interest to you. In this open discussion period facilitated by Mike Cassidy of the Georgia Research Alliance, participants will identify what topics to discuss — whether specific programmatic issues or underlying trends affecting regional innovation systems that states help to design, finance and deliver. This roundtable is your time to focus on states’ needs, challenges and solutions, with an eye toward cultivating greater opportunities for collaboration and impact.

INNOVATION RESEARCH & SCISIP COLLOQUIUM
| Robert King | Lobby Level

This Colloquium is designed to connect innovation ecosystem practitioners with science of science and innovation policy (SciSIP) researchers to advance mutual interests. The conversation will focus on recent findings from academic literature and identifying where research could better-inform policy and practice. The Colloquium will provide a unique opportunity to cross fertilize the interests and needs of practitioners and researchers with each other’s perspectives, learnings, limitations, and observations in a manner to spawn new directions for future research and better practice.
SSTI is a national nonprofit organization dedicated to improving initiatives that support prosperity through science, technology, innovation and entrepreneurship.

To best assist in nurturing more vibrant economies, SSTI provides a variety of services and resources, including:

- **SSTI Weekly Digest** – SSTI’s free weekly newsletter provides readers with valuable, timely information on critical issues affecting the innovation community;
- **Funding Supplement** – This members-only publication provides readers with information for funding opportunities offered by the federal government and others;
- **Inspiring Thought Webinars** – Webinars are a convenient and cost-effective way to be informed on major innovation trends, programs and issues; and,
- **Research Assistance** – Research providing practitioners information essential to the development and evaluation of innovation policies and programs (included for State & Sustaining members).

Stop and ask one of the SSTI staff about all that we do – even if you have worked with us for a while, you may be surprised. For example, not everyone knows that we host an archive of numerous past webinars, communicate with Congress on issues of importance to the membership or appear at members’ events. Talk with us about how we can partner more effectively with you too!

**SSTI Staff**

Dan Berglund, President and CEO  
Mark Skinner, Vice President and Director, Regional Innovation Acceleration Network (RIAN)  
Camille DeLozier, Office Administrator/Research Associate  
Jonathan Dworin, Policy Analyst  
Heidi Findley, Policy Analyst  
Laura Lacy Graham, Assistant Director, RIAN  
Robert Ksiazkiewicz, Policy Analyst  
Ellen Marrison, Content Strategist  
Jason Rittenberg, Membership and Development Director  
Casey Stevens, Administrative Assistant

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**Rountables**

**SEED & VENTURE CAPITAL PROGRAM MANAGEMENT**  
George Bellows F | Lower Level

Evolving capital challenges, program administration and ongoing sustainability are issues that will drive this roundtable on early stage capital funds. The discussion will emphasize State Small Business Credit Initiative (SSBCI) programs but all are welcome to identify common concerns and opportunities for future collaboration. The agenda includes a welcome period to give participants an opportunity to introduce their organizations; discussion of lessons learned and how program managers have overcome key challenges; and a discussion of long-term program plans and the outlook for the future of public-sector sponsored capital investments.

**NEW PATHWAYS TO AN INNOVATION ECOSYSTEM: COLUMBUS MAKER (AND RELATED) SPACES TOUR**  
George Bellows B | Lower Level

Join us for a tour of three of Columbus’ most dynamic contributors to a community of innovation, arts, and STEM-based economic opportunities:

- **Columbus IDEA Foundry** – the largest makerspace in the U.S.A., with a mission to democratize product design and manufacturing;
- **STEAM Factory at Ohio State University** – founded outside of the university by faculty members seeking new ways forward to stimulate collaboration and innovation within and across institutions; and,
- **PAST Foundation and Innovation Lab** – founded by anthropologists to create new approaches to STEM education K-12, they have attracted the interest of companies such as Honda for their contributions and development of talent in the region.

Offsite event that includes transportation to and from the Hilton, scheduled to return at 4:30 PM (tour will be complete by 4:00 PM). Pre-registration required, check at registration desk for current availability.

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**Conference Hosts**

**Rev1** is a seed-stage venture development organization that combines investment capital and strategic services to help entrepreneurs build products people want and companies that succeed. Rev1’s seasoned, data-driven team delivers early market validation for startups, helping them lay the foundation for scalable growth with the skills to evolve their product, sell to customers and build the right team. Rev1 manages a continuum of investment support from corporate, community and innovation partners, as well as the Ohio Third Frontier. For more information, visit [rev1ventures.com](http://rev1ventures.com).

**Ohio State** is a dynamic community of diverse resources, where opportunity thrives and where individuals transform themselves and the world. Founded in 1870, The Ohio State University is a world-class public research university and the leading comprehensive teaching and research institution in the state of Ohio. With more than 63,000 students (including 57,000 in Columbus), the Wexner Medical Center, 14 colleges, 80 centers, and 175 majors, the university offers its students tremendous breadth and depth of opportunity in the liberal arts, the sciences, and the professions. Learn more at [osu.edu](http://osu.edu).

**Local Sponsors**

The **Voinovich School of Leadership and Public Affairs** finds research-based solutions to challenges facing communities, the economy and the environment. The Vice President for Research division promotes Ohio University’s research mission to advance excellence in the search for new information, knowledge, understanding and creative endeavors. To find more information on Ohio University, visit [ohiou.edu](http://ohiou.edu).

**TechGROWTH Ohio** is sponsored by Ohio University and the Ohio Third Frontier program. Through TechGROWTH, entrepreneurs and technology startup companies in southeast Ohio can access business assistance and sources of capital. Learn more about TechGROWTH Ohio at [techgrowthohio.com](http://techgrowthohio.com).

**National Sponsors**

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**FLC** is the formally chartered, nationwide network of over 300 federal laboratories, agencies, and research centers that fosters commercialization best practice strategies and opportunities for accelerating federal technologies from out of the labs and into the marketplace. Find more information about FLC and federal labs at [federallabs.org](http://federallabs.org).

The **Hollings Manufacturing Extension Partnership (MEP)** is committed to strengthening U.S. manufacturing. It has had a profound impact on the growth of well-paying jobs, development of dynamic manufacturing communities, and enhancement of American innovation and global competitiveness. Learn more about MEP at [nist.gov/mep](http://nist.gov/mep).
Supporters, continued

Elsevier Research Intelligence offers solutions to the most pressing challenges faced by researchers and research managers. Elsevier provides innovative services that improve your ability to establish, execute and evaluate research strategy and performance via rich data assets and metrics from tools such as SciVal and Pure, and custom analytical services. Learn more about Research Intelligence at elsevier.com/research-intelligence.

Friends of SSTI

Ben Franklin Technology Partners (BFTP) are guided by a singular purpose; to guide the region’s technology community to new heights. Through a unique model, BFTP provides the capital, counsel and connections that empower innovators to accelerate their ideas and investors to expand their impact. Find more on this model at benfranklin.org.

Georgia Research Alliance grows Georgia’s economy by expanding university research capacity and by seeding and shaping startup companies around inventions and discoveries. Learn more about Georgia Research Alliance at gra.org.

Established in 1925, the Indiana Business Research Center is an integral unit in the Kelley School of Business at Indiana University. The IBRC provides and interprets the economic information needed by the state’s business, government and nonprofit organizations, as well as users of such information throughout the nation. Learn more at ibrc.kelley.iu.edu.

The Launch Place strives to foster an environment for new and serial entrepreneurs to raise capital and garner the support system needed to take their products and/or solutions into the market place. Find more information about these services at thelaunchplace.org.

Supporters

AWH: Builders of exceptional digital products that drive business for select growth companies. Learn more about AWH at awh.net and follow them on Twitter @AWHNET.
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North Dakota Department of Commerce
NYERTDA
Ohio Third Frontier
Okahoma Center for the Advancement of Science & Technology
Pennsylvania Department of Community & Economic Development
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South Carolina Department of Commerce
Utah Science Technology and Research (USTAR)
Wisconsin Economic Development Corporation
Wisconsin Technology Council

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Northern Illinois University, Division of Research & Innovation Partnerships
Northern Kentucky Tri-ED
Northwest Pennsylvania Industrial Resource Center
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University of Dayton Research Institute
University of Florida Research Foundation
University of Georgia
University of Idaho, Office of Research and Economic Development
University of Illinois, Office of the Vice President for Research
University of Massachusetts President’s Office
University of Michigan
University of Nebraska, President’s Office
University of North Dakota, Center for Innovation
University of Pittsburgh, School of Engineering
University of South Alabama, Vice President’s Office of Research and Economic Development
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SSTI is dedicated to improving initiatives that support prosperity through science, technology, innovation and entrepreneurship. We provide services that benefit your organization and community – through original research, connecting you with your peers and advocating on your behalf. Please join us in thanking the more than 150 organizations that make our work possible.

Talk with an SSTI team member about joining!