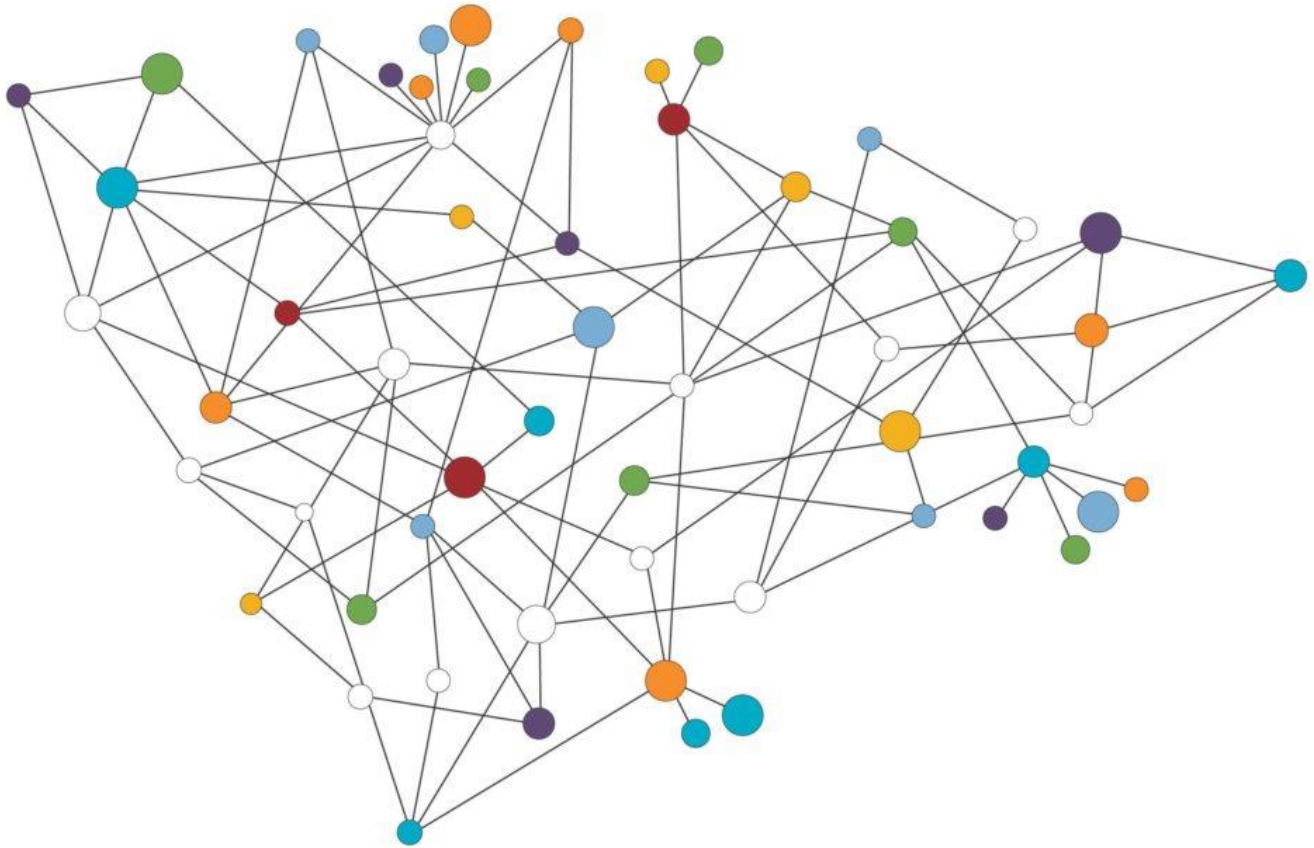


Coming together for your  
region's economic future



SSTI's 2023 Annual Conference



Atlanta, Georgia

Sept. 6-8, 2023



## Wednesday, September 6

8:00 a.m.	Registration opens   Exhibit space / Room 201
9:00–4:30 p.m.	Intro to TBED Workshop   Room 214
9:00–4:30 p.m.	Refreshing Your Organization in a New Era   Room 211
9:00–12:00 p.m.	SSBCI Panel + Discussion   Ballroom A
9:00–12:00 p.m.	Higher Education Roundtable—Research   Ballroom B
9:00–12:00 p.m.	SBIR and FAST Roundtable   Room 210
12:00 p.m.	Networking lunch   West Ballroom
12:30–1:30 p.m.	BBR Manufacturing Mini COP Lunch ( <i>invitation only</i> )   Room 210
1:30–4:30 p.m.	Risk Capital Roundtable   Ballroom A
1:30–4:30 p.m.	Higher Education Roundtable—Economic Development   Ballroom B
1:30–2:30 p.m.	Regional Innovation Clusters Meeting ( <i>invitation only</i> )   Room 213
1:30–3:30 p.m.	BBR Community Biotech Mini CoP Meeting ( <i>invitation only</i> )   Room 212
2:30–4:30 p.m.	SBA & Entrepreneurship Support Organizations Roundtable   Room 213
3:30–5:00 p.m.	BBR Community Equity Mini COP <i>invitation only</i>   Room 212
6:00 p.m.	SSTI Member Reception ( <i>invitation only</i> )   See invitation or registration desk

## Thursday, September 7

9:00 a.m.	Trends in Regional Innovation Economies   West Ballroom
10:45 a.m.	Keynote Speakers on Tech, Society, and the Economy   West Ballroom
12:00 p.m.	Networking lunch   Galleria, lower level
1:00–4:30 p.m.	Finding Funding Forum   Ballroom A&B
1:30–4:30 p.m.	Places and Spaces   Ballroom C
1:30–4:30 p.m.	Entrepreneurship Development Roundtable   Rooms 213 & 214
1:30–4:30 p.m.	Venture Development Orgs. Roundtable ( <i>invitation only</i> )   Room 210
1:30–4:30 p.m.	State Leaders Roundtable ( <i>invitation only</i> )   Room 211
1:30–4:30 p.m.	BBR Community Roundtable ( <i>invitation only</i> )   Room 212
2:45–4:30 p.m.	Tour: Higher Ed.—Econ. Dev. ( <i>pre-registration required</i> )   Meet in lobby

## Friday, September 8

9:00–12:00 p.m.	Advancing Equity within TBED Workshop   Ballroom B
9:00–12:00 p.m.	Lab to Market Roundtable   Room 210
9:00–12:00 p.m.	Rural Innovation Roundtable   Room 211
9:00–12:00 p.m.	STEM Talent Workshop   Ballroom C
9:00–12:00 p.m.	Tour: Higher Ed.—Research ( <i>pre-registration required</i> )   Meet in lobby
9:00–12:00 p.m.	Strategic Communications Workshop ( <i>pre-registration required</i> )   Ballroom A
12:00 p.m.	Meeting adjourns

## Conference Schedule

Brief descriptions of open sessions follow. For full details and for invitation-only event descriptions, see [ssticonference.org](http://ssticonference.org). Check with the registration desk for remaining availability for any sessions marked with "pre-registration required."

### Wednesday, September 6

#### **Intro to TBED Workshop | 9:00–4:30 p.m. | Room 214**

This course and workshop is for practitioners new to TBED. We'll discuss what makes a regional innovation economy strong, how to approach TBED strategies, and programs that solve common challenges.\*

##### *Speakers*

- Laura Appenzeller, University of Illinois, Executive Director, Research Park
- Dedic Carter, Washington University in St. Louis, Vice Chancellor for Innovation and Chief Commercialization Officer
- Lynn Gellermann, Tech Growth Ohio, Executive Director
- Jason Rittenberg, SSTI, Vice President
- Jessica Taveau, Epicenter, President and CEO

#### **Refreshing Your Organization in a New Era | 9:00–4:30 p.m. | Room 211**

This all-day advanced workshop will give leadership a chance to consider what they need to do to refresh their organization and keep it relevant. We'll identify issues, work together on what lies ahead, and consider what your organization and the TBED field and practice need next.\*

##### *Speakers*

- Dan Berglund, SSTI, President & CEO
- Deborah Cummings, TEconomy Partners, LLC, Principal & Managing Director
- Nicole Muisse-Kielkucki, Fourth Economy, Director of Economic Innovation
- Mark Skinner, SSTI, Executive Vice President

#### **SSBCI Panel + Discussion | 9:00–12:00 p.m. | Ballroom A**

Treasury will provide updates on the State Small Business Credit Initiative (SSBCI) program. Then, states and their partners will discuss effective practices.

##### *Speakers*

- Jeff Stout, U.S. Treasury, SSBCI Program Director
- Danielle Christensen, U.S. Treasury, SSBCI Deputy Program Director

### **Higher Education Roundtable—Research | 9:00–12:00 p.m. | Ballroom B**

This roundtable will focus on one of higher education's most fundamental contributions to innovation and TBED: a thriving science and engineering enterprise. We'll explore trends confronting academic R&D and the TBED policy responses to address them.\*

#### *Moderators*

- Chaouki Abdallah, Georgia Institute of Technology, Executive VP for Research
- Bryan Barnhouse, Arkansas Research Alliance, President & CEO
- Michael Chambers, University of South Alabama, Associate VP for Research
- Bob Quinn, South Carolina Research Authority, Executive Director

### **SBIR and FAST Roundtable | 9:00–12:00 p.m. | Room 210**

We'll discuss topics like providing effective SBIR assistance, recruiting diverse investigators, and future SBIR policy needs.

#### *Speakers*

- Kathy Foster, Arrowhead Center, Sr. Program & Strategic Planning Officer
- David Kaiser, NC Board of Science, Tech. & Innovation, Deputy Director
- Jeannine Briggman Rogers, SC Research Authority, Program Mgr., NEXT Innovation Center

### **Risk Capital Roundtable | 1:30–4:30 p.m. | Ballroom A**

Practitioners who provide capital to young tech-focused companies will drive the discussion, touching upon such topics as challenges in fund management and attracting co-investors. You'll leave this session with fresh ideas and a stronger connection to your peers.\*

#### *Moderators*

- Eva Doss, The Launch Place, President and CEO

### **Higher Education Roundtable—Economic Development | 1:30–4:30 p.m. | Ballroom B**

Higher education institutions should instill the creative buzz, the entrepreneurship bug, and the innovation spirit in tech ecosystems. Practitioners will use this facilitated session to explore models of success to identify solutions, proven practices, and new approaches to the challenges they face at home.\*

#### *Moderators*

- Ian Biggs, Innovation Gateway, COO
- David Bridges, Georgia Institute of Technology, Enterprise Innovation Institute VP
- Paula Sorrell, George Mason University, Associate VP of Innovation and Economic Dev.

### **SBA & Entrepreneurship Support Organizations Roundtable | 2:30–4:30 p.m. | Room 213**

SBA's Office of Investment and Innovation (OII) oversees the Regional Innovation Clusters (RICs), the Growth Accelerator Fund Competition (GAFC), and the Federal and State Technology Partnership (FAST) program. You'll meet current awardees and learn what makes each program unique and how awardees work together to build a stronger, more inclusive national innovation ecosystem.

#### *Moderators*

- Alison Evans, SBA, Entrepreneurship Ecosystem Development Specialist
- Maura Shenker, SBA, Economic and Innovation Impact Fellow

## **Thursday, September 7**

### **Trends in Regional Innovation Economies | 9:00–10:15 a.m. | West Ballroom**

SSTI President and CEO Dan Berglund will provide another installment of a perennial favorite: trends and the latest developments affecting regional innovation economies and tech-based economic development strategies.\*

### **Keynote Speakers on Tech, Society, and the Economy | 10:45–12:00 p.m. | West Ballroom**

Our two keynote speakers will look at trends impacting workforce and the Economic Development Administration's role in leading the federal economic development agenda by promoting innovation and competitiveness and preparing America regions for growth and success in the worldwide economy.\*

#### *Speakers*

- Alejandra Y. Castillo, Assistant Secretary of Commerce for Economic Development
- Sarah Miller, Federal Reserve Bank of Atlanta, Principal Adviser for Community & Economic Development Department within the Center for Workforce and Economic Opportunity

### **Finding Funding Forum | 1:00–4:30 p.m. | Ballroom A&B**

Are you looking for funding that can support your regional TBED strategy? Then plan to attend to learn about new funding programs, offices, and organizations that could become your next partners. Each office listed below will provide a brief overview of their programs—check website for times—and then have one-on-one conversations (pre-registration for meetings is required and was coordinated via email; check with registration for additional availability).\*

#### *Federal agencies and offices*

- Department of the Treasury, State Small Business Credit Initiative
- Economic Development Administration (EDA), National Programs - Recompete
- EDA, Office of Innovation & Entrepreneurship
- EDA – Public Works, Disaster Recovery, Economic Adjustment
- National Institutes of Health, Small Bus. Education & Entrepreneurial Dev.
- National Institute of Standards and Technology, CHIPS for America
- Small Business Administration, Office of Investment & Innovation

### **Places and Spaces | 1:30–2:30 p.m. | Ballroom C**

Join this session to discuss effective practices, recent challenges, and solutions with your peers working on research parks, innovation districts, and similar physical assets. The group will share examples, best practices, insights, and new ideas. You'll return to your project—or proposed project—with new energy as you dive into achieving your economic development goals.\*

#### *Speakers*

- Kevin Byrne, The University Financing Foundation, President & CEO
- Brian Darmody, Assoc. of University Research Parks, Chief Strategy Officer
- Ursula Powidzki, Ancora, Senior VP, Connections & Insights

### **Entrepreneurship Development Roundtable | 1:30–4:30 p.m. | Room 213 & 214**

This roundtable brings together practitioners supporting local entrepreneurs. Participants will share their experiences, discuss current trends, and brainstorm solutions to common challenges.\*

#### *Moderators*

- Rachel Anderson, Missouri State University, efactory Executive Director
- Kristy Campbell, Rev1 Ventures, Executive Vice President, COO
- Linda Olson, Tampa Bay Wave, President
- Charles Ross, International Business Innovation Association (InBIA), CEO

### **Tour: Higher Ed.—Econ. Dev. | 2:45–5:00 p.m. | *pre-registration required* | Meet in lobby**

*Pre-registration is FULL; check the registration desk for information on the waitlist.*

Participants will see an example of Georgia's network of academic entrepreneurship and commercialization initiatives, the Coda Building at Tech Square. The Coda Building combines creative workplace design with cutting-edge research labs, communal spaces, industry event space, and retail concepts and restaurants in a 750,000 ft<sup>2</sup> space. Meet in the Hilton lobby at 2:45 p.m. and depart Tech Square at 4:30 p.m.

## Friday, September 8

### **Advancing Equity within TBED Workshop | 9:00–12:00 p.m. | Ballroom B**

All practitioners and policymakers striving for broader participation in their innovation and entrepreneurship initiatives are encouraged to join this workshop. The session will focus on overcoming initial challenges, creating actionable plans for inclusive growth, and scaling successful practices that foster diversity, equity, and inclusion within tech-based economic development programs and organizations. Participants will gain practical tools and insights to address the unique challenges in their organizations and contribute to developing more inclusive and equitable TBED ecosystems.\*

#### *Moderators*

- Darrell Brooker, Microsoft, Corporate Affairs Specialist
- Jamal Lewis, Partnership for Inclusive Innovation, Economic Opportunity Mgr.
- Yasmina McCarty, New Growth Innovation Network (NGIN), CEO & President
- Justin Raymundo, BioSTL, Director, Regional Workforce Strategy
- Autumnne Sneed-Lyons, NGIN, Events & Communications Coordinator
- Betsey Suchanic, NGIN, Inclusive Economic Development Advisor

### **Lab to Market Roundtable | 9:00–12:00 p.m. | Room 210**

Does your region want an ecosystem that supports company formation around new technologies? Does your organization want to help accelerate the commercialization of inventions? Here, you'll share experiences in technology transfer, commercialization strategies, and initiatives that help move innovations from university and federal labs into the market, fostering startups and creating jobs.\*

#### *Moderators*

- Michelle Bolas, NCInnovation, Inc., CIO & SVP for University Partnerships
- Julie Lenzer, AMRI/BioFabUSA, Chief Innovation Officer
- Mark Worscheh, Fannin, Chief Financial Officer

### **Rural Innovation Roundtable | 9:00–12:00 p.m. | Room 211**

This session is for those seeking to start and grow companies and create jobs in rural areas in the innovation economy. Rural areas may provide different opportunities for scaling, but there are still ways to participate in the innovation economy. The discussion will include examples of programs and practices in rural environments. Attendees will share their experiences with colleagues and leave with new ideas and insights.\*

#### *Moderators*

- Pete Nelson, AgLaunch, President
- Teresa McKnight, REDI, CEO
- Katie Thompson, Winrock International., Science Venture Studio Executive Director



### **STEM Talent Workshop | 9:00–12:00 p.m. | Ballroom C**

This interactive session is for organizations looking to learn more about innovative practices to build and strengthen STEM talent pipelines and to generate ideas for what organizations can do today to drive impact. The workshop will cover innovative models and new research on building public-private partnerships, young adult perceptions on postsecondary training, and case studies from programs nationwide. Participants will learn about what's working, what's challenging, and ways to collaborate to support growing workforce opportunities to meet employer and worker needs.\*

#### *Moderators*

- Marc Casale, Kinetic West, CEO & Founder
- Andy Ferrera, Kinetic West, Principal

### **Tour: Higher Ed.—Research | 9:00–12:00 p.m. | *pre-registration required* | Meet in lobby**

Participants will visit Emory University to tour Georgia's largest health sciences research building, which opened earlier this year. Participants will see first-hand how Emory and the Georgia Research Alliance have collaborated to "reimagine medicine" via the recruitment of world-class researchers and investment in state-of-the-art research infrastructure. Meet in the Hilton lobby at 9:00 a.m. and expect to return about 12:00 p.m.

### **Strategic Communications Workshop | 9:00–12:00 p.m. | *pre-registration required* | Ballroom A** *Pre-registration is FULL; check the registration desk for information on the waitlist.*

Stories motivate us, challenge us to think in new ways, and help us to recognize community differences and similarities. Stories create social impact and are central to your outreach efforts. Professor John D. Trybus of Georgetown University's Center for Social Impact Communication will share perspectives from his work as a story scientist. He'll think of our roles in a new way: as conveners of story ecosystems that create social impact while bringing many voices.

*Note: SSTI's 2023 Annual Conference, particularly all content marked with a "\*" in the descriptions, are supported by SSTI's Tech-based Economic Development (TBED) Community of Practice, which receives federal funding under award ED22HDQ3070129 from the Economic Development Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations of these sessions and related materials are those of the author(s) and do not necessarily reflect the views of the Economic Development Administration or the U.S. Department of Commerce.*



*SSTi strengthens initiatives to create a better future through science, technology, innovation and entrepreneurship.*

A national nonprofit organization, SSTi offers information and services that are needed to succeed in today's innovation economy. 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.

Since its inception in 1996, SSTi has worked to share lessons learned from a nationwide network of practitioners and policymakers dedicated to creating a better future through science, technology, innovation and entrepreneurship. SSTi conducts research on common performance standards, identifies best practices, analyzes trends in and policies affecting the innovation economy, and fosters greater connection and cooperation among and between all public, private and nonprofit organizations encouraging prosperity.

Learn more at <https://ssti.org>

## **TBED Community of Practice**

With support from the U.S. Economic Development Administration (EDA), SSTi has launched a Tech-based Economic Development (TBED) Community of Practice. This initiative builds the capacity of EDA grantees to achieve greater impacts for their regional innovation economies.

The TBED Community of Practice is for grantees across all EDA funding programs—Build to Scale, Economic Adjustment Assistance, Public Works, Technical Assistance and more.

Resources available through the community include:

- Subcommunities that facilitate discussion among peers working in specific areas of TBED;
- Informational webinars on operations, strategies, and funding opportunities;
- Data tools, articles and reports on effective practices; and,
- Videos explaining federal funding programs.

Explore these resources and sign up for more information at <https://ssti.org/tbedcopinfo>. Contact SSTi's community of practice team at [tbedcop@ssti.org](mailto:tbedcop@ssti.org) with questions.



# Hilton Atlanta Meeting Space

