

Building Tech-based Economies: *FROM POLICY TO PRACTICE*



SSTI's 6TH ANNUAL CONFERENCE

OCTOBER 2-3, 2002

DEARBORN, MICHIGAN

WWW.SSTI.ORG

BUILDING TECH-BASED ECONOMIES: FROM POLICY TO PRACTICE

OCTOBER 2-3, 2002

The 21st century so far has presented the most challenging times for economic development practitioners in recent memory. Every crossroad in the country has been affected by the restructuring of the information and communication technology industries and the instability resulting from Sept. 11. Economists say it was one of the mildest recessions on record, but company layoffs and plant closures continue, bears rule the stock market, venture capital pools are shrinking, tuition increases are rampant, and state and local revenues are being squeezed like never before.



Uncertainty exists as to when the good times will return, but the role science and technology plays in restoring and building economic prosperity is without question. With recent advancements in exciting technologies such as biotech, fuel cells and nanotechnology — coupled with the increased technological sophistication of the nation's global trade partners — the need for technology-based economic development programs (TBED) and policies has never been greater.

Universities, communities, regions and states will emerge

as leaders of tomorrow's economic boom based on the investment and public policy decisions made today, when the times are tough.

There are no quick fixes to building a tech-based economy. Whether one is overcoming institutional barriers to commercializing university research or revising angel and venture capital strategies in the current market, the road to TBED is difficult. Similarly, changing the public mindset to encourage risk and entrepreneurship or using tax incentives to influence tech firm location decisions will always present new challenges.

The communities, universities, regions and states leading the next economic boom will be at SSTI's annual conference — will you?

There *are* lessons to be learned. Experiences shared, new partnerships formed, and innovative ideas discussed are sure to strengthen every state, region or local effort that aims to create a new competitiveness. The key is getting the right people together at the right time in the right place. . .

In 2002, SSTI's sixth annual conference *Building Tech-based Economies: From Policy to Practice* offers the best opportunity for

practitioners and policymakers to assess where we've been, where we want to be, and the best strategies to get there. The event includes a blend of workshops exploring best practices in TBED, policy sessions to chart new courses for the field, and roundtable discussions among peers who are tackling similar challenges with a variety of approaches.

It's simple. The communities, universities, regions and states leading the next economic boom will be there — will you?

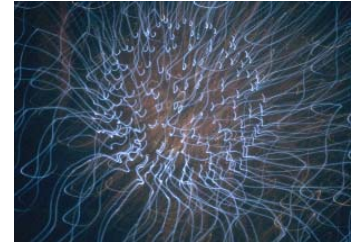
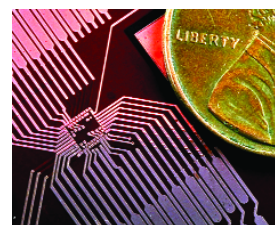


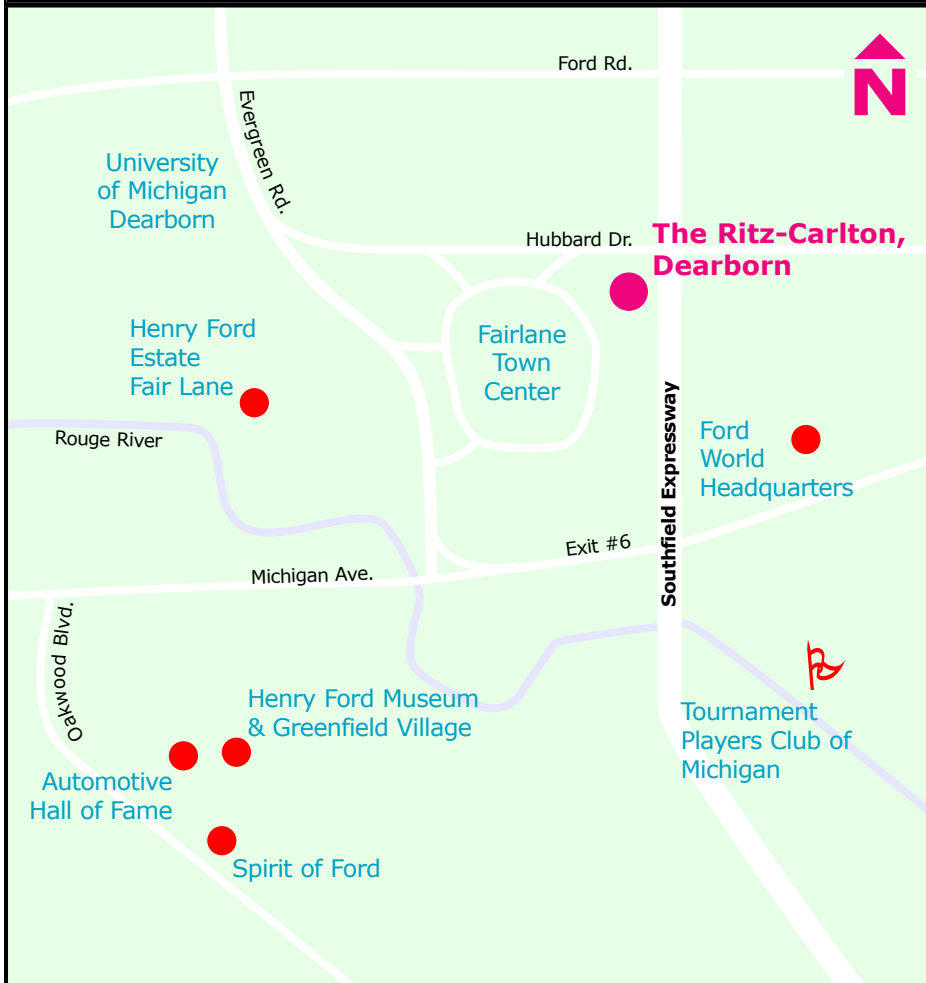
TABLE OF CONTENTS

MICHIGAN: SMART-GROWTH STATE	1
KEYNOTE SPEAKERS	2
PRE-CONFERENCE WORKSHOPS	3
CONFERENCE SCHEDULE	4-5
CONFERENCE SESSIONS	6-11
SPONSORS	12
REGISTRATION	13
CONFERENCE SITE	14
ACCOMMODATIONS	14
DRESS	14



MICHIGAN: THE SMART-GROWTH STATE

DEARBORN ATTRACTIONS . . .



Michigan is the number one state in industrial R&D and also is a national leader in technological innovation. Most recent efforts include the NextEnergy initiative to make Michigan the world hotbed of alternative energy technology, R&D, education and manufacturing.

Technology in Michigan runs large and small, with the most massive manufacturing base in North America. At the same time, groundbreaking research in microsystems, nanotechnologies and biotechnology is being done here.

SmartZonesSM around the state are fostering collaboration between tech-based businesses and university research centers. These high-tech havens are promoting spin-off businesses from the state with the number one university research system.

With a state investment of \$1 billion over the next 20 years - \$50 million per year - Michigan is growing a Life Sciences Corridor and has already added 22 new life sciences start-ups to 300-plus biotech companies. Continued emphasis is placed on attracting projects in the emerging fields of advanced manufacturing, information technology and life sciences.

High-tech businesses, no matter in which county or in what industry, need Web connectivity. The MI HiSpeed Internet Plan is improving and making broadband accessible to all areas of the state. Travelers to the Great Lakes State can make connections through the state's newest gateway, the midfield terminal at Detroit Metro Airport.

Over the last decade, Michigan has maintained its leadership in traditional manufacturing, while guiding the state economy through an era of explosive growth in high-technology industry, and will remain on the forefront of innovation.

WHILE IN DEARBORN . . .

. . . stop by the Henry Ford Estate-Fair Lane and enjoy the Fords' elegant mansion, beautiful rose garden and breathtaking landscape architecture, or tour the Henry Ford Museum and Greenfield Village, which offers a unique combination of industry and history. The museum offers 12 acres of exhibits spanning transportation to communication technology, and Greenfield Village's historic grounds offer a trip back in time with sites such as Henry Ford's birthplace and Thomas Edison's invention lab. Or visit the Automotive Hall of Fame with its interactive and educational exhibits relaying the history of this worldwide trade.

KEYNOTE SPEAKERS

OCTOBER 2

GOVERNOR JOHN ENGLER

Governor Engler oversees one of the nation's most forward-looking economic development strategies. For the last five years, Michigan has led the U.S. with the most new factories and expansion projects, and \$1 billion is being invested in the Life Sciences Corridor between Ann Arbor and Grand Rapids.



The Governor's NextEnergy initiative is further positioning the state to be an international cluster of innovation in the development and commercialization of alternative energy technologies, including hydrogen fuel cells.

Governor Engler has strengthened Michigan's role as guardian of the Great Lakes and invested more in clean water than any governor. In his address, the Governor will reveal how Michigan continues to build a strong tech-based economy.

MICHIGAN

OCTOBER 3

DAVID A. SAMPSON

UNITED STATES ASSISTANT SECRETARY OF COMMERCE
FOR ECONOMIC DEVELOPMENT

David A. Sampson was nominated by President George W. Bush on March 19, 2001, and confirmed as the Assistant Secretary of Commerce for Economic Development by the United States Senate on August 3, 2001.



The Economic Development Administration (EDA) assists states, regions and communities to create wealth and minimize poverty by promoting a favorable business environment to attract private capital investments and create higher-skill, higher-wage jobs.

Following the terrorist attacks on 9/11, Commerce Secretary Donald Evans named Sampson to head the Commerce Department's efforts in support of the economic revitalization efforts in New York City. Sampson also serves as the Department's liaison with the Office of Homeland Security on matters pertaining to economic recovery plans should similar attacks occur.

Under Dr. Sampson's leadership, EDA has placed heavy emphasis on technology-led economic development. Dr. Sampson will discuss the role EDA is playing in building tech-based economies.

PRE-CONFERENCE WORKSHOPS

OCTOBER 1, 2002

(choose one)

I. GROWING YOUR OWN: BUILDING BLOCKS FOR BIO-BASED ECONOMIES 9:00 a.m. - 5:00 p.m.

The global transformation already is underway from an information-based economy to one built on biology and the life sciences. Technological advances in molecular engineering and increased concerns about human health, the environment, and security – all centered on the biosciences – are now influencing nearly every aspect of the international research agenda.

Recognizing the potential economic impact of biotech, nearly every state, most colleges and dozens of communities are developing programs to build bio-based economies. Everyone wants a piece of what may be the guiding field for industrial transformation over the next several decades.

But what works?

Just as technology-based economic development isn't your grandfather's economic development paradigm, bio-based ED requires altogether different ground rules, different players, different gameplans — even different scorecards. One can't get away with slapping the prefix bio- on the front of an incubator, research grant program or equity financing program and expect success.

Nor can a state or community simply clone another's success. Truly effective bio-based economic development takes planning, a solid strategy and big resources. There is a lot of work to be done.

SSTI is excited for its first full day pre-conference event to be focused on building bio-based economies. We've packed a lot into the day, giving participants an intensive preparation for how their state, community, university, incubator, or

program can better position itself to join the bio-revolution.

We will begin our journey with a macro look at what defines a successful biotechnology region and end the day watching the biotech process in action with a hands-on tour through the R&D lab of one of the world's leading pharmaceutical companies.

Through the course of the day, we'll also explore the elements of successful bio-based economic development strategic planning with the leading authority on the subject. We'll examine the variety of approaches states and communities are implementing that support and grow biotechnology. We'll dissect one of the largest and perhaps most envied life sciences initiatives launched in the country — Michigan's. And we'll hear from and talk with practitioners in building bio-based economies about what is working.

It will be intensive and, yes, perhaps, exhausting. But it is guaranteed to be informative, motivating, empowering and inspiring.

Speakers include:

- **Jennifer Vey**, Senior Research Analyst, The Brookings Institution
- **Walt Plosila**, Vice President, Public Technology Management, Battelle Memorial Institute
- **Marianne Clarke**, Research Director, SSTI
- **Raili Kerppola**, Managing Director, Michigan Life Sciences Corridor, Michigan Economic Development Corporation

II. BUILDING YOUR TECH-BASED ECONOMY: AN INTRO TO TECH-BASED ECONOMIC DEVELOPMENT 1:30 p.m. - 5:00 p.m.

Technology and science are the key ingredients for future economic growth. Gaining a good understanding of tech-based economic development – the various approaches, important elements, effective strategies, and lessons learned from failures – will make your economic development

programs more successful.

This half-day session, designed to give those professionals new to tech-based economic development a firm foundation, will highlight proven programs for creating technology companies, commercializing technology, financing high-tech firms, and developing productive university-industry partnerships.

Effective tech-based economic development requires more than adding the word *technology* to that empty industrial park on the edge of town or slapping an e- on the front of your state for marketing purposes. Attend the session to find out what the successful communities and states are doing.

Presenters:

- **Mr. Dan Berglund**, President and CEO, SSTI
- **Ms. Marsha Schachtel**, Senior Fellow, Johns Hopkins University

III. MEASURING AND MONITORING THE KNOWLEDGE ECONOMY (presented in cooperation with ACCRA) 1:30 p.m. - 5:00 p.m.

We all know about the transformation occurring in our state or region's economy. Our mission is to make the case for technology-based and knowledge-oriented development by demonstrating the emerging economic opportunities. This half-day session will provide you with insights on how to answer the following questions: How can we best describe the new Knowledge Economy and what are the best ways to make this case? What are the challenges to measuring the Knowledge Economy? How do we best monitor change and measure growth with a data system geared toward the traditional industrial economy? What are appropriate sources of data, given our limited budgets for this type of analysis? What are their advantages and disadvantages? If we need to make our point to policy makers with short attention spans, what is the best way to do so?

Presenter:

- **Dr. Kenneth E. Poole**, Executive Director, ACCRA

CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 2, 2002

7:00-8:00 a.m. Registration and Continental Breakfast

8:00-8:30 a.m. Welcome and Conference Overview

8:45-10:00 a.m.	SmartZones SM : A New Approach to Tech-based Economic Development	Measuring Success in Tech-based Economic Development	University Economic Development Offices: The New Bridge	Successful Tech-based Economic Development in Rural Regions: A Roundtable Discussion	Finding Funds for High Risk Research: ATP
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10:30-11:45 a.m.	Manufacturing in 2022	Clusters: A Critical Overview	Commercializing University Technology: A State-University Partnership	How Do We Advance Evaluation of Tech-based Economic Development?: A Roundtable Discussion	Competitiveness through Renewable Energy & Efficiency
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11:45-1:45 p.m. Lunch and Keynote Address by the Honorable John Engler

2:00-3:15 p.m.	Changing Strategies for Encouraging Seed and Venture Capital	Why Do High Tech Firms Locate Where They Do?	Commercializing University Technologies through Spin-offs	Strategies for Thriving in Transitions: A Roundtable Discussion	Arming Tomorrow's Manufacturing Sector: MEP
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3:45-5:00 p.m.	Best Practices in Angel Investor Groups and Funds	Nanotechnology: The Shape of the Future	Utilizing University Resources for Urban Revitalization	Overcoming Barriers to Commercializing University Developed Technologies: A Roundtable Discussion
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5:00-7:00 p.m. Hosted Reception

CONFERENCE SCHEDULE

THURSDAY, OCTOBER 3, 2002

7:00-9:00 a.m. Networking Breakfast

9:00-10:15 a.m. Plenary Session:
Policy and Program Clinic: Questions and Answers from the Field

10:45-12:00 p.m.	Building Support for S&T through Technology Summits	Developing Global S&T Partnerships	Bioinformatics: An Overview	Partnerships for Nurturing Tech-based Business
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12:00-2:00 p.m. Lunch and Keynote Address

2:00-3:15 p.m.	Working with Legislative Bodies	Strategies for Developing an Entrepreneurial Culture	Bringing Broadband to All	Working with Federal Labs to Build Your Economy: Lessons Learned
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3:30-5:00 p.m. Plenary Session:
Trends and New Developments in Tech-based Economic Development

CONFERENCE SESSIONS

At the nation's leading conference on tech-based economic development, you can expect...

- Proven ideas for strengthening your area's economy,
- Successful approaches for increasing universities' impacts on your economy,
- Stimulating policy discussion spawning fresh ideas for your program design, operation and evaluation,
- New and renewed exchanges with colleagues and peers across the country, and
- Insightful presentations offering practical solutions and examples based on experience.

WHY DO HIGH TECH FIRMS LOCATE WHERE THEY DO?

A key ingredient in developing a tech-based economy is understanding why technology firms locate where they do. In the past, firms located near their factors of production. This is still the case today, although instead of raw materials, tech firms look to human capital as a key factor of production. What role then do factors such as cultural amenities and quality of life play in the attraction and retention of high tech firms and a talented workforce? This session will analyze the location pattern of high tech firms and explore issues and factors affecting this location activity.

Presenter:

- **Dr. Paul Sommers**, Senior Research Fellow, Northwest Policy Center, University of Washington

MEASURING SUCCESS IN TECH-BASED ED

Glossy annual reports and well-written press releases may help convey successful technology-based economic development, but truly measuring impact to determine an initiative's effectiveness, address accountability concerns, and foster program improvement is another matter. This session will look at various approaches to measuring success, including the decade-long evolution of evaluation at one of the most carefully measured and most successful TBED programs in the country.

Presenters:

- **Dr. Maxine Lunn**, Vice President, Technology Programs, Virginia's Center for Innovative Technology
- **Dr. Gary Evans**, Chief Executive Officer, Angle Technology LLC, Charlottesville, VA

TRENDS AND NEW DEVELOPMENTS IN TECH-BASED ECONOMIC DEVELOPMENT

Tech-based economic development is hotter than ever and continues to evolve with the times. This interactive session, one of our most popular each year, will examine the latest developments, the implications for program managers and policymakers, and where the trends may lead.

Discussion led by:

- **Mr. Dan Berglund**, President and CEO, SSTI

SUCCESSFUL TBED IN RURAL REGIONS

Cultivating tech-based economies can be particularly challenging in less populated regions or small communities lacking a major research university nearby. As many areas across the country have learned, it isn't impossible, however. Whether it is creating the culture within the community to embrace innovation and technology, launching a tech-business incubator or technology park, or focusing on ag-based biotech, youth entrepreneurship or workforce development, examples of success are beginning to pop up everywhere. This roundtable discussion, led by one of the most dynamic participants in this year's conference, will draw on the experiences of rural TBED practitioners from around the country — helping to identify resources and solutions to build tech-based economies.

Facilitator:

- **Dr. Angeline Dvorak**, Vice President for Research, University of Southern Mississippi

DO YOU WANT ALL AREAS OF YOUR STATE TO BENEFIT FROM A TECH-BASED ECONOMY?

BRINGING BROADBAND TO ALL

One of the keys to a tech-based economy is a high-quality infrastructure, particularly access to high-speed Internet. While broadband is commonplace in metropolitan areas, the challenge is bringing it to all regions and peoples. The approaches taken by two states, Michigan and North Carolina, are having a significant impact in breaking down the barriers and will be highlighted in this session.

Presenters:

- **Mr. Bob Filka**, Vice President, Michigan Broadband Authority Board
- **Ms. Jane Patterson**, Executive Director, Rural Internet Access Authority

CONFERENCE SESSIONS

CHANGING STRATEGIES FOR ENCOURAGING SEED AND VENTURE CAPITAL

The state of the venture capital industry is one of the grimmest in recent memory — for example, fund managers are returning money to investors not as a return on the investment, but as a refund of their money. This changed climate from times when virtually any entrepreneur could find financing (if it were in Silicon Valley and if it involved the Internet) makes things all the more complicated for groups that are trying to encourage the availability of seed and venture capital. This policy session will consider the current environment, how organizations are responding to it, and how they should respond.

Presenter:

- **Mr. Robert Heard**, President, National Association of Seed and Venture Funds

ARE YOU TRYING TO INCREASE THE AMOUNT OF CAPITAL AVAILABLE FOR TECH-BASED BUSINESSES?

HOW DO WE ADVANCE EVALUATION OF TBED?

There are many inherent qualities of TBED that create challenges for program evaluation and improvement. In addition, the fiscal constraints facing nearly all sources of TBED funding are increasing demands for accountability, performance and outcome measures. Getting the long-term programs and policies that define most university, state and local TBED portfolios to fit the short-term political focus of funders has always been a formidable task. This roundtable discussion will draw on lessons learned from the Measuring Success session and the facilitator's innovative evaluation study for Maine, as well as the personal experiences of other roundtable participants.

Facilitator:

- **Ms. Catherine Renault**, Senior Research Associate, Office of Economic Development, University of North Carolina

PARTNERSHIPS FOR NURTURING TECH-BASED BUSINESSES

Partnerships are vital for the growth and development of entrepreneurial tech-based businesses, especially in less developed areas. This session will focus on the characteristics of successful partnerships, how to create them, and pitfalls to avoid. Some case histories will be reviewed, including entrepreneurial partnerships with universities and large businesses.

Presenters:

- **Dr. Chris W. Busch**, Consultant
- **Dr. Kesh Narayanan**, National Science Foundation

BEST PRACTICES IN ANGEL INVESTOR GROUPS AND FUNDS

A necessary element to a tech-based economy is capital, and while much of the attention has been focused on venture capital, angel investors can play a key role in providing critical seed capital. Estimates of their annual investment totals of \$30-\$50 billion eclipse that of venture capital. This session will examine best practices to create angel investor groups and funds that include identifying investors, sustaining their interest, and maintaining a high-quality deal flow.

Presenter:

- **Mr. Richard Bendis**, President and CEO, Innovation Philadelphia

OVERCOMING BARRIERS TO COMMERCIALIZING UNIVERSITY-DEVELOPED TECHNOLOGIES

Commercializing academic research is a growing concern for many states and communities. This roundtable session will discuss various approaches to dealing with questions such as: What are the best ways for universities and industries to negotiate research contracts and licensing agreements? How does a university keep policies to encourage faculty entrepreneurship from conflicting with goals of teaching, tenure and research? What are the best approaches to identifying possible commercialization partners? How does a university-based tech incubator avoid getting filled with faculty research firms that will never graduate?

Facilitator:

- **Ms. Marianne Clarke**, Research Director, SSTI

SSTI'S ANNUAL CONFERENCE PROMISES...

Quality, not Quantity

SSTI offers two full days of exposure to the top thinking and practices in technology-based economic development.

Registration is limited to encourage open and creative exchange (*note: we have sold out before*). It's about discussion, not diatribe. Conversations instead of commercials.

CONFERENCE SESSIONS

SSTI PROMISES...

The Highest Caliber Content

The agenda is set each year by SSTI's member organizations, ensuring the conference sessions are timely and rewarding.

As a result, the lineup includes 28 workshops with most of the country's top thinkers and doers in tech-based economic development.

FINDING FUNDS FOR HIGH-RISK RESEARCH: ATP

Given the current economy, corporate R&D budgets – like all other budgets – are feeling the pinch. Without programs like the NIST Advanced Technology Program, early stage money is virtually nonexistent for high-risk projects with high-profit potential and widespread benefit. This session will explore the changes underway at ATP and offer inside tips on how to help your client companies secure funding.

Presenter:

- **Marc Stanley**, Acting Director and Associate Director for Policy and Operations, Advanced Technology Program

COMMERCIALIZING UNIVERSITY TECHNOLOGY: A STATE-UNIVERSITY PARTNERSHIP

Many of the nation's strongest research universities are among the top schools for R&D funding annually, yet do not have the corresponding strengths in patenting, licensing, royalty revenues and spin-offs. As technology transfer and industrial relations offices have gained higher profiles, some models of success are emerging. This session will present the Michigan story to show how a state can play an effective role in improving the commercialization performance of its leading universities. Issues such as bringing together the appropriate players and providing some of the incentives and/or resources will be introduced.

Presenters:

- **Mr. Michael Finney**, Senior Vice President, Michigan Economic Development Corp.
- **Ms. Robin Rasor**, Director of Licensing, University of Michigan (invited)

CLUSTERS: A CRITICAL OVERVIEW

One of the hottest areas in economic development in recent years has been cluster-based economic development. But what exactly are clusters, and how do you determine: 1) if you have one, or 2) have the potential for developing one? The answers will depend on the approach that you use in defining and identifying clusters, and this policy session will consider various approaches and the pros and cons of each.

Presenter:

- **Dr. Jerry Paytas**, Associate Director, Center for Economic Development, Carnegie Mellon University

COMMERCIALIZING UNIVERSITY TECHNOLOGIES THROUGH SPIN-OFFS

Nearly every university wants to commercialize more of its technologies. As a result, tech transfer operations have been elevated in status for many institutions. While the school's interest may be revenues – driving them toward licensing technologies regardless of where production takes place – most states and communities want the economic benefits to stay close to home. A promising solution is to create spin-off companies from university-generated technologies. This session will examine the ingredients necessary for launching successful start-ups, highlighting the lessons learned and impressive results of two leaders in the field.

Presenters:

- **Dr. Lynn Astle**, Director, Technology Transfer Office, Brigham Young University (invited)
- **Dr. Wayne Hodges**, Director, Advanced Technology Development Center, Georgia Institute of Technology

ARE YOU INTERESTED IN HAVING MORE UNIVERSITY-DEVELOPED TECHNOLOGY COMMERCIALIZED?

UNIVERSITY ECONOMIC DEVELOPMENT OFFICES: THE NEW BRIDGE

A trend in tech-based economic development is universities' increased interest in the role that they can play to help build tech-based economies. With the growth of this interest has come the creation of new offices within the universities. Different from traditional technology transfer offices, these new organizations have a focus on economic development and serve as a bridge between the university and the private and public sectors. In this session, we'll consider the implications of this trend and learn from the experiences of individuals in this emerging field.

Presenter:

- **Mr. Bruce Wright**, Associate Vice President, Economic Development, University of Arizona

CONFERENCE SESSIONS

NANOTECHNOLOGY: THE SHAPE OF THE FUTURE

Nanotechnology uses devices created from individual atoms and molecules, and its advances have offered much promise. Demanding all new manufacturing processes, nanotechnology enables the fundamental building blocks of nature to be produced inexpensively — in virtually any arrangement. Almost any type of product is possible. This session will explain nanotechnology, its current state of development, its potential impact on the economy, and what the federal government is doing to support its development.

Presenter:

- **Dr. Mike Roco**, Director,
National Nanotechnology Initiative

ARE YOU CONCERNED ABOUT THE COMPETITIVENESS OF THE MANUFACTURERS IN YOUR REGION?

ARMING TOMORROW'S MANUFACTURING SECTOR: MEP

It's no newsflash that the nation's manufacturing community has gone through tremendous changes as a result of free trade and automation. E-commerce and globalization are ushering in still more changes. The upheaval and technological revolution that will result from biomanufacturing, nanotechnology and fuel cells is still being defined. The nation needs a strong manufacturing base. With troops in more than 400 locations across the country, an arsenal of technical skills and innovations, and a cunning battle strategy that relies on the allied forces and resources of the federal, state and industrial sectors, the Manufacturing Extension Partnership (MEP) is helping sculpt the U.S. manufacturing base of the future. This session will provide a debriefing on the latest developments with the MEP program.

Presenter:

- **Mr. Robin Murphree**, State Relations Liaison,
Manufacturing Extension Partnership

COMPETITIVENESS THROUGH RENEWABLE ENERGY & EFFICIENCY

Fuel Cells. Freedom Car. Biomass. Alternative Energy. Energy issues have moved to the center of the national research agenda, perhaps just in time as global warming-induced climate changes advance. The Department of Energy's efforts to promote and develop technologies for energy efficiency and renewable energy went through a reorganization and rejuvenation in July, 2002. This session will present the newly streamlined office and the implications and changes for popular funding sources, including Industries of the Future, NICE₃, State Industries of the Future, and Inventions & Innovations.

Presenter:

- **Mr. Peter Dreyfuss**, Director, Chicago Regional Office,
Energy Efficiency and Renewable Energy Network, U.S.
Department of Energy

MANUFACTURING IN 2022

Conventional wisdom would have it that manufacturing is dead or dying, and its role in the U.S. economy is fading. But what's the truth beyond the forecast? What will the role of manufacturing be in 2022, and what do policymakers need to do now to prepare for the change? One of the leading voices from the private sector will give his viewpoint in this session.

Presenter:

- **Mr. John Voeller**, Chief Technology Officer,
BV Solutions Group, Inc.

SMARTZONES: A NEW APPROACH TO TBED

Michigan has created a new approach to encouraging tech-based development. SmartZones are intended to stimulate the growth of technology-based businesses and jobs by aiding in the creation of recognized clusters of new and emerging businesses. They are allowed to capture the growth in property taxes within the boundaries of the zone for use within the zone and use that revenue for a variety of activities to build a tech-based economy. This session will explore this innovative program.

Presenter:

- **Mr. Doug Rothwell**, President, Michigan Economic
Development Corp.

SSTI OFFERS...

Affordability

SSTI takes its non-profit status seriously! Registration fees are kept low so organizations can afford to bring their whole team for a stimulating, vigorating, and energizing experience.

SSTI works hard to reduce your overall costs. A great hotel rate and most meals — two great breakfasts, two luncheons, full-service breaks and reception — are included in the registration fee.

CONFERENCE SESSIONS

SSTI'S ANNUAL CONFERENCE PROMISES...

Unsurpassed Service

Past participants praise SSTI's attention to the little things that allow participants to focus on the content:

- a great resource center and bookstore,
- generous networking opportunities,
- a hosted reception with the sponsors,
- an attentive and supportive staff,
- an excellent hotel, and
- top-notch speakers identified *before you register!*

STRATEGIES FOR THRIVING IN TRANSITIONS

In a two-year period, there will be at least 24 new governors and perhaps as many as 41, and new governors bring new staff and new priorities. The advent of a new Administration can provide different opportunities and challenges for building and sustaining support for science and technology. This roundtable discussion will consider what you should be doing before the election, between the election and the inauguration, and during the first year of the Administration.

Discussion led by:

- **Ms. Sheri Stickleby**, Director, Technology Development Programs, Oklahoma Center for the Advancement of Science and Technology

WORKING WITH LEGISLATIVE BODIES

One of the keys to having a successful tech-based economic development program is having strong leadership that's committed to making a long-term investment in science and technology. Whether you have a strong governor, mayor, or university president, there still has to be support from the legislative body. With term limits, the challenge is even greater. In this best practices session, we'll consider the needs of legislators, successful strategies to make your case (directly and indirectly), and how to develop allies.

Presenters:

- **Ms. Patty Billings**, Managing Director, Minnesota Technology, Inc.
- **Mr. Doug Brown**, California State Senate

WORKING WITH FEDERAL LABS TO BUILD YOUR ECONOMY: LESSONS LEARNED

Federal labs have tremendous research capability, but tapping into those resources in a way that can boost a region's economy can present significant challenges. This session will show how one state has forged a successful partnership with a federal lab, the resulting economic benefit, the lessons they learned, the pitfalls to avoid, and how the experience can be translated to your region.

Presenter:

- **Ms. Lori Clark**, Deputy Director, Illinois Department of Commerce and Community Affairs

BUILDING SUPPORT FOR S&T THROUGH TECHNOLOGY SUMMITS

A method to build support for investing in S&T and tech-based economic development that has been growing in popularity in recent years is the Technology Summit. The summits focus the attention of policymakers and the press on the key S&T issues of the day and can lead to improved understanding of a region's position and what it needs to do to advance. In this best practices session, we'll learn how Maryland has successfully transformed attention to action and how their experience can be translated to other regions.

Presenters:

- **Ms. Marsha Schachtel**, Senior Fellow, Johns Hopkins University
- **Mr. Tom Lewis**, Chief of Staff, Maryland House of Delegates (invited)

DO YOU WANT TO INCREASE
SUPPORT FOR INVESTING IN
SCIENCE AND TECHNOLOGY?

UTILIZING UNIVERSITIES RESOURCES FOR URBAN REVITALIZATION

Universities can be a powerful catalyst for urban revitalization efforts. With more than 1,900 academic institutions located in urban cores around the country, universities offer cities a tremendous concentration of employment base, talent pool, purchasing power, cultural wealth, and technological resources to economic growth and innovation. Unfortunately, these resources are rarely tapped to their fullest potential. This session will explore the findings, case studies and recommendations for specific action plans of the seminal work in this area.

Presenter:

- **Ms. Lauren Louison**, Acting Executive Director, CEOs for Cities (invited)

CONFERENCE SESSIONS

DEVELOPING GLOBAL S&T PARTNERSHIPS

It's been clear for years that we're living in a global economy. While most of the attention has been on jobs going overseas and encouraging the export of goods, the U.S. has not paid close attention to the dramatic investments other countries have been making to develop their S&T base. Slowly, there's increasing recognition for a need to develop international partnerships for small- and medium-sized companies and to help business clusters gain access to global markets. This policy session will consider how best this can be achieved.

Presenter:

- **Mr. Philip Psilos**, Director, Economic and Technology Policy Studies, National Governors' Association

STRATEGIES FOR DEVELOPING AN ENTREPRENEURIAL CULTURE

An entrepreneurial culture is one of the hallmarks of a tech-based economy, and there are myriad approaches being attempted to develop an entrepreneurial culture. The efforts range from creating entrepreneurship dorms on university campuses to having business plan competitions to celebrating entrepreneurs to teaching entrepreneurship. This policy session will consider various approaches and how they can be implemented.

BIOINFORMATICS: AN OVERVIEW

Bioinformatics, or the union of bioscience and information technology, is an industry that IBM has projected will generate \$43 billion by 2004. The field considers huge amounts of genomic information, using analysis and dissemination methods made available only through IT. This session takes a look at what bioinformatics is, its potential, and the key issues policymakers need to know.

Presenter:

- **Mr. Tom Ranken**, Founder and CEO, vizXlabs

POLICY AND PROGRAM CLINIC: QUESTIONS & ANSWERS FROM THE FIELD

Have a question related to any aspect of tech-based economic development? Wondering how to create a tech-based economy? How to improve your program? Ask a distinguished panel of practitioners, some of the leading minds in tech-based economic development, for their insights in this interactive session.

Panelists include:

- **Mr. Richard Bendis**, President and CEO, Innovation Philadelphia
- **Dr. Walt Plosila**, Vice President, Battelle Memorial Institute

If you're interested in...

- Building a vibrant tech-based economy,
- Capitalizing on universities' impacts on local and regional development,
- Developing public and private capital sources for entrepreneurs and start-up companies,
- Encouraging strong partnerships between universities and companies, or
- Extending economic growth to all regions and population groups,

...then *Building Tech-based Economies: From Policy to Practice* is for you!

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THE MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

The Michigan Economic Development Corporation (MEDC) is a public corporation created through a partnership between the State of Michigan and communities across the state. This new corporation consolidates all of Michigan's economic development programs into an organization that runs like a business and was created to provide for the continuity of these services to customers long into the future.

The MEDC is guided by a board whose members represent a cross-section of the state economy — business owners and executives, local economic developers and college presidents. Within its unique structure, all of the state's business services are under the umbrella of a single organization equipped to make quick economic development decisions and to tackle major development projects, from urban reinvestment to infrastructure to telecommunication links.

At the individual company level, MEDC is a supplier of customized economic development services, delivered by account managers, a one-stop resource for the business seeking to locate or expand in Michigan.

At the community level, MEDC is working to assure that Michigan's cities and towns are prepared to compete in the new, high technology environment. MEDC helps them to reinvest in their local downtowns, build advanced technology infrastructure and provide continuing education and training. MEDC is also actively promoting the growth of companies in three emerging high technologies: advanced manufacturing, information technology and the life sciences.

MEDC, a partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life. For more information on MEDC, visit www.michigan.org.

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ADVANCED TECHNOLOGY PROGRAM

The Advanced Technology Program (ATP) bridges the gap between the research lab and the marketplace and stimulates prosperity through innovation. Part of the National Institute of Standards and Technology, ATP partners with companies of all sizes, universities and non-profits, encouraging them to take on greater technical challenges with potentially large benefits that extend well beyond the innovators—challenges they could not, or would not do alone.

EXPERIMENTAL PROGRAM TO STIMULATE COMPETITIVE RESEARCH

The Experimental Program to Stimulate Competitive Research (EPSCoR) is a joint program of the National Science Foundation and several U.S. states and territories. The program promotes the development of the states' science and technology resources through partnerships involving a state's universities, industry, and government, and the federal research and development enterprise. EPSCoR operates on the principle that aiding researchers and institutions in securing federal R&D funding will develop a state's research infrastructure and advance economic growth. EPSCoR's goal is to maximize the potential inherent in a state's S&T resources and use those resources as a foundation for economic growth.

FEDERAL LABORATORY CONSORTIUM

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 the laboratory mission technologies and expertise with the marketplace. The FLC was organized in 1974 and formally chartered by the Federal Technology Transfer Act of 1986 to promote and to strengthen technology transfer nationwide. Today, more than 700 major federal laboratories and centers and their parent departments and agencies are FLC members.

MANUFACTURING EXTENSION PARTNERSHIP

The Manufacturing Extension Partnership is a nationwide network of independent, non-profit centers assisting America's 360,000 smaller manufacturers. At the heart of the system are the nearly 2,000 field staff and manufacturing specialists whose jobs are to help firms interested in improving their bottom line. The field staff provide technical assistance, products, services and business best practices to help firms increase productivity, increase profits, and enhance their global competitiveness. Launching this fall will be a new brand of services, 360vu. 360vu will help manufacturers look beyond point solutions to strategically improve their entire operations and take their companies to higher and higher levels of performance.

OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY (EERE)

EERE activities are conducted in partnership with the private sector, state and local government, Department of Energy national laboratories, and universities. In July 2002, EERE reorganized to strengthen its focus on programs and these partnerships. EERE is now organized around 11 energy programs. The EERE mission is to strengthen America's energy security, environmental quality and economic vitality in public-private partnerships that enhance energy efficiency and productivity; bring clean, reliable and affordable energy technologies to the marketplace; and make a difference in the everyday lives of Americans by enhancing their energy choices and their quality of life.

SILVER SPONSOR

TECHNOLOGY ADMINISTRATION, OFFICE OF TECHNOLOGY POLICY (OTP)

OTP is responsible for developing and advocating policies and initiatives that maximize technology's contribution to U.S. economic growth, the creation of high-wage jobs, and improvements in our quality of life. OTP accomplishes this mission by working closely with industry and the science and technology community to identify critical issues, conducting and disseminating leading-edge research and analysis, and serving as an advocate for innovation in policy making at all levels of government.

CONFERENCE REGISTRATION

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Refunds will be made, less a \$75 administrative processing fee, for all cancellations received before September 10, 2002. No refunds will be made after that date. Substitutions may be made at any time in advance without penalty. "No shows" will be charged the full registration price.

Please make checks payable to SSTI.

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- Building Your Tech-based Economy: An Intro to Tech-based Economic Development \$125
- Measuring and Monitoring the Knowledge Economy \$125

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- Fax your completed form to 614.901.1696
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BUILDING TECH-BASED ECONOMIES: FROM POLICY TO PRACTICE

OCTOBER 2-3, 2002

CONFERENCE SITE & ACCOMMODATIONS

We've always felt SSTI conference attendees deserve the best and that's why we've chosen **The Ritz-Carlton, Dearborn**, as the site for our 2002 Conference. Rated one of the finest hotels, The Ritz-Carlton, Dearborn prides itself on its warmly hospitable service.



The Ritz-Carlton, Dearborn is an integral component of Fairlane, a unique business, retail, residential and recreational community located in historic Dearborn, Michigan. The hotel is just 15 minutes from the Detroit Metropolitan Airport, an easy trip to and from the airport (one-way taxi fare is approximately \$20) and just minutes from Interstate 75 for those of you who will be driving.

Be sure to receive your discounted room rate of \$139 (only \$1 more than last year) by mentioning that you will be attending the SSTI Conference. You can make your hotel reservation by calling 1-800-241-3333. To receive this room rate you must make your hotel reservation before Friday, September 6, 2002 at 9:00 p.m. EST.

DRESS

Dress at *Building Tech-based Economies: From Policy to Practice* is business casual.

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