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Investing in a Brighter Future: Building Tech-based Economies

Atlanta, October 19-21, 2005



SSTI's 9th Annual Conference



S S T I ' s 9 t h A n n u a l C o n f e r e n c e

Investing in a Brighter Future: Building Tech-based Economies

For a few days this fall, more than 300 of the nation's greatest thinkers and practitioners for building tech-based economies will convene in Atlanta.

What to expect

- in-depth examinations of some of the best **state and regional approaches** to cultivate a bright economic future
- unparalleled **networking with the right people** within the tech-based economic development community
- stimulating dialogue and **thought-provoking exchange** between great thinkers, old friends and new peers from across the country
- renewed energy and personal resolve to address the challenges of **strengthening your state or local economy**

- Some will seek better ways to **commercialize innovations** coming out of their universities and businesses.
- Some will want methods to improve the delivery of their **entrepreneurial assistance** or research grant programs.
- Some will question the direction of our **national innovation policies** and research funding priorities.
- Some will look for new approaches, new thinking for increasing local **access to risk capital**.
- Some will ask for tools to measure the effectiveness of their **public-private investments** to encourage tech-based economic growth.

More information online

Visit www.ssti.org for conference updates and general information on accommodations, travel options, local amenities, and other areas of interest.

All of them will find answers in Atlanta — at the premier professional development event of the year for the tech-based economic development community. The only question is **will you be among them?**

Seating is limited. Register online today to avoid missing this unique opportunity at www.ssti.org/conference05.htm.

Atlanta, October 19-21



4—Opening Keynote Speaker

Robert D. Atkinson

Vice President, Progressive Policy Institute
Director, Technology & New Economy Project

Rob Atkinson is vice president of the Progressive Policy Institute (PPI) and director of PPI's Technology & New Economy Project. Dr. Atkinson is the author of the fascinating new book, *The Past and Future of America's Economy: Long Waves of Innovation that Power Cycles of Growth*, which focuses on how periodic cycles of technological and economic change have fundamentally reordered the way we work, the organization of business and markets, and the role of government. He is also the author of the New Economy Index series, which looks at the impact of the New Economy on the U.S., state and metropolitan economies.



While at PPI he has written groundbreaking reports on a wide range of technology issues, including the role of IT in homeland defense; Internet taxation, privacy, and spam; global e-commerce; digital government; and middleman opposition to e-commerce. He also directed PPI's New Economy Task Force, co-chaired by former Senate Majority Leader Tom Daschle and Gateway CEO Ted Waitt.

Previously, Dr. Atkinson served as executive director of the Rhode Island Economic Policy Council, a public-private partnership including as members the Governor, legislative leaders, and corporate and labor leaders. Prior to that he was project director at the former Congressional Office of Technology Assessment (OTA). While at OTA, he directed "The Technological Reshaping of Metropolitan America," a report examining the impact of the information technology revolution on America's urban areas.

He is a board member of the Information Policy Institute, the Internet Education Foundation, the NetChoice Coalition, and the NanoBusiness Alliance. He also serves on the advisory panel to Americans for Computer Privacy, is an affiliated expert for the New Millennium Research Council, and is a member of the editorial board of the Journal of Electronic Government. Dr. Atkinson was appointed by President Clinton to the Commission on Workers, Communities, and Economic Change in the New Economy. He is also a member of the Task Force on National Security in the Information Age, co-chaired by Markle Foundation president Zoe

Baird and former Netscape Communications chairman James Barksdale. In 2002, he was awarded the Wharton Infosys Business Transformation Award Silver Medal. In addition, *Government Technology* magazine and the Center for Digital Government named him one of the 25 top "Doers, Dreamers and Drivers of Information Technology" and National Journal's *Tech Daily* has stated that "the imprint of Rob Atkinson ... is evident in many proposals espoused by Democratic lawmakers." He received his Ph.D. in City and Regional Planning from the University of North Carolina at Chapel Hill in 1989.

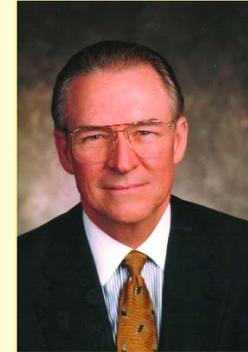
Dr. Atkinson will be speaking at 9:15 a.m. on Thu., Oct. 20. His talk is entitled, "The U.S. Innovation Economy: Current Conditions and Future Prospects."

5—Luncheon Keynote Speaker

F. Duane Ackerman

Chairman and Chief Executive Officer,
BellSouth Corporation

Duane Ackerman is chairman and chief executive officer of BellSouth Corporation, a Fortune 100 company with annual revenues of over \$20 billion and employing more than 63,000 people. Mr. Ackerman also serves as chairman of the national Council on Competitiveness, which recently released *Innovate America*, the final report of the National Innovation Initiative calling for a more pro-active strategy for strengthening U.S. leadership in entrepreneurship, innovation and knowledge creation.



In addition, Mr. Ackerman is a member of the board of trustees and past chairman of the renowned Georgia Research Alliance, one of the country's most widely respected programs to encourage technology-based economic development. He also serves as chairman of the National Security Telecommunications Advisory Committee, member of the Homeland Security Advisory Council, board member of the Allstate Corporation, trustee of Rollins College and a former member of the board of governors for the Society of Sloan Fellows of the Massachusetts Institute of Technology.

Mr. Ackerman began his communications career in 1964, and has served in numerous capacities with BellSouth. Mr. Ackerman was named president, chief executive officer of BellSouth Telecommunications, BellSouth's local telephone service unit and largest subsidiary, in November 1992. He was promoted to vice chairman and chief operating officer of the parent company, BellSouth Corporation, on January 1, 1995, and was elevated to the position of president and chief executive officer of BellSouth on January 1, 1997. On January 1, 1998, Mr. Ackerman was appointed chairman and chief executive officer of BellSouth.

A native of Plant City, Fla., Mr. Ackerman holds a bachelor's degree in physics and master's degree from Rollins College in Winter Park, Fla., and a master's degree in business from the Massachusetts Institute of Technology.

Mr. Ackerman will be speaking after lunch on Thu., Oct. 20. His talk is entitled, "Picking up the Pace: Moving America Forward with an Innovation Agenda for the 21st Century."



Developing Successful Angel Organizations: A Practical Guide

Wednesday, Oct. 19 • 9:00 a.m. - 4:30 p.m.

(Registration fee is \$175)

Access to capital sources is an essential element for building a tech-based economy and growing thriving businesses. Policymakers and practitioners in many regions worry about how their tech firms will finance growth.

In the meantime, angel investors quietly are providing significant financing of entrepreneurial companies. Experts estimate that, on a cumulative basis, angel investments have been double that of venture capital over the last 30 years. Further, angels are financing start-up and early-stage businesses, filling a void left by VCs. Angels recognize opportunity exists even in a risk-averse market and are putting up their money as proof.

Angels can be found or nurtured anywhere. Or can they? How does a tech start-up find a good angel? How does an angel find a good start-up? How do angels find each other for financing larger opportunities?

Increasingly savvy regions and states have been working with accredited investors to encourage the creation and success of angel investor organizations to help companies tap into angel investments. The number of angel organizations has tripled since 1995. These groups of angel investors are looking for deal flow and can make larger investments by combining their resources. Just as the weather varies across the country, so, too, do the philosophy, the motivations, and the depth of the pockets of its angels. What's the best way to develop a strong angel investor community in your region?

Presented by the Ewing Marion Kauffman Foundation and Angel Capital Association, this full-day workshop will focus on the development of angel organizations, including a step-by-step process for determining whether or not your community can support an angel organization and, if it can, the type and structure that is right for the involved investors and your community.

Presenter:

• **Susan Preston**, Entrepreneur-in-Residence, Ewing Marion Kauffman Foundation



Technology Square: Proof for the Power of Local Tech-based Economic Development

Wednesday, Oct. 19 • 9:00 a.m. - 4:30 p.m.

(Registration fee is \$95)

Morning Sessions

- The Technology Square Vision
- Funding & Development
- Impact on Atlanta

Afternoon Sessions

- The Technology Tenants of Technology Square
- Economic Development Hub
- Lessons Learned and Future Developments
- Walking Tour

Note for Certified Economic Developers (CEcD):

This workshop is recognized by the **International Economic Development Council (IEDC)** as a professional development event that counts as one credit toward CEcD recertification.



Five years ago, Midtown Atlanta's Fifth Street Corridor – adjacent to the Georgia Institute of Technology campus – was a wasteland of used-car lots, run-down warehouses and parking lots. Today, thanks to a public-private effort that has involved an investment of more than \$400 million, the area is a bustling educational, commercial and research district, home to a Georgia Tech campus expansion. The mixed-use Fifth Street Corridor is now a hotbed of technology industry and the new hub of Georgia's economic development community.

Technology Square is home to nearly two-dozen start-up technology companies that are associated with the Advanced Technology Development Center, one of the world's top university-affiliated incubators. Technology Square is also headquarters for the Economic Development Institute – known for providing engineering extension services to Georgia industry statewide – and economic development organizations ranging from the Georgia Department of Economic Development to the state's Quick Start worker training program.

Technology Square also houses the Georgia Tech College of Management, a state-of-the-art hotel and conference center, Barnes & Noble's prototype college bookstore, and the Georgia Electronic Design Center, a world leader in developing mixed-signal electronic systems. Ground-floor spaces in the buildings house restaurants, small shops and a Starbucks. Structures on the north side of Technology Square were built by a private developer, but because of close coordination with Georgia Tech, the ownership difference can't be seen.

Savvy tech-based economic developers visiting Technology Square might wonder if a similar public-private initiative could turn around sections of their communities. Technology Square is unique, but there are many reasons why Atlanta's award-winning "Intersection of Innovation" can serve as a great model for other universities and communities that want to build tech-based economies.

Join us for a full-day, on-site workshop uncovering the keys to Technology Square's success. You'll hear directly from the people who made it happen: from concept and planning to financing and management.



Maximizing Impact: Evaluating S&T Programs

Wednesday, Oct. 19 • 9:00 a.m. - 4:30 p.m.

(Registration fee is \$175)

Knowing what really works guarantees your programs will have the greatest impact for building a tech-based economy. Tailored for the advanced practitioner, this engaging full-day workshop will dissect applied evaluation tools to assess their replicability across states and regions. We'll also examine the programmatic and political effectiveness of different evaluation models.

Our objectives for the day will be to give attendees the evaluation research design tools to build sophisticated evaluations; to discuss common evaluation design issues relative to TBED interventions; and to assess the effectiveness of various evaluation designs for program management and for stakeholders, including legislators and funders.

Workshop Outline:

- Mapping Organizational Missions and Goals to Evaluation Design
- Overview of Selected Methods (e.g., surveys, case studies, econometric models, Social Network Analysis, bibliometrics, expert judgment)
- Causality and Attribution
- Lessons Learned

At the end of the session, attendees will be able to: identify the appropriate indicators for a given intervention; choose the appropriate method(s) for the evaluation; address causality and attribution; and effectively communicate the analysis and results to different stakeholders.

Workshop presenters:

- **Norman L. Chagnon**, Staff Director, Third Frontier Commission, Technology Division, Ohio Department of Development
- **Catherine S. Renault**, Program Manager, Center for Technology Applications, RTI International
- **Tab Wilkins**, Director, Regional & Technical Services, Washington Technology Center

An Introduction to Tech-based Economic Development

Wednesday, Oct. 19 • 9:00 a.m. - 4:30 p.m.

(Registration fee is \$175)

Gaining a good understanding of tech-based economic development – the approaches, vital elements, effective strategies, successful programs, proven policies, and important lessons learned from failures – will make your efforts in the field more rewarding.

This full-day interactive workshop is tailored to those professionals new to tech-based economic development. Attendance is always limited to a small group to ensure each participant benefits from the personalized session — walking away afterward with a firm foundation for SSTI's full conference and for their tech-based economic development responsibilities back home.

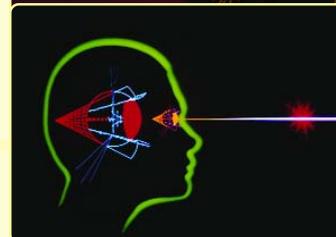
Engaging, educational and enjoyable, you will discover proven programs and policies for creating technology companies, financing high-tech firms, commercializing technology, and developing productive university-industry partnerships. Attend the session to find out what your peers and colleagues in successful communities and states are doing to build tech-based economies.

If you're new to the field, there is no better way to prepare for the calibre of discussion and content at SSTI's 9th Annual Conference than to attend this full-day, highly interactive workshop examining the fundamental elements of successful tech-based economic development.

Presenters:

- **Dan Berglund**, President and CEO, SSTI
- **Marsha Schachtel**, Senior Fellow, Institute for Policy Studies, Johns Hopkins University.

Note: Seating is limited. Because of demand for this session, an additional \$75 will be charged to workshop registrants not attending the full conference (waived for the staff of SSTI's sponsors and affiliates).



Even Angels Get the Blues: Maintaining Momentum for Investor Groups

Thursday, Oct. 20 • 10:45 a.m.

Creating an angel investor group is an important first step for increasing seed capital in your region. What do you do after the group forms and the initial wave of enthusiasm wanes? Most angels handle only a limited number of investments at once, so how do you maintain momentum to keep the group active and attract new investors? In what should be a lively discussion, we'll hear from individuals who have handled this challenge with great success. An Advanced Session.

Panelists include:

- **Sue Preston**, Entrepreneur-in-Residence, Ewing Marion Kauffman Foundation
- **Tom Walker**, Executive Vice President and COO, i2E

Fostering Cooperation for Regional Growth: A Roundtable Discussion

Thursday, Oct. 20 • 10:45 a.m.

The realities facing America demand that traditional battle lines for economic development be erased and forgotten. To be competitive in a knowledge-based, global economy that is increasingly level at all stages of innovation and production will require a coming together of communities, institutions, organizations and people unseen since World War II. In this session, using work in Tennessee as a model, we'll discuss how to foster regional cooperation that will change mindsets and rejuvenate entire organizations to sustain economic growth.

Presenters:

- **Thomas B. Ballard**, Director, Economic Development and Partnerships, Oak Ridge National Laboratory
- **Andy Taggart**, President and CEO, Mississippi Technology Alliance

Moving Broadband Beyond the Muni v. Telco Debate

Thursday, Oct. 20 • 10:45 a.m.

"Free Wireless for All" or "Unfair Competition"? While the battle for municipal broadband options may be decided in state legislatures and courts, information and communication technologies (ICT) will remain the structural backbone of the global economy. Access = Economic Survival. In this important session, we'll move beyond the public broadband discussion to explore ICT challenges and impacts for your region. We'll also examine a resourceful template for guiding effective community ICT decision-making.

Presenters include:

- **Eric Cromwell**, Director, Technology Development Division, Tennessee Department of Economic & Community Development
- **Helena Mitchell**, Director, Office of Technology Policy and Programs, Georgia Centers for Advanced Telecommunications Technology

Encouraging Women Entrepreneurship

Thursday, Oct. 20 • 2:00 p.m.

Sustaining U.S. dominance in innovation and entrepreneurship will require greater involvement by a larger percentage of our population. The paucity of women in science, technology and entrepreneurship represents an enormous opportunity for improvement. In this session, we'll consider unique issues for encouraging entrepreneurship among women and examine promising approaches being taken.

Presenters:

- **Jiahong Juda**, Founder and Former President and CEO, Women Entrepreneurs in Science and Technology (WEST)
- **Robbie L. Melton**, Program Manager, Entrepreneurial Development, Maryland Technology Development Corporation
- **Nancy A. Sullivan**, Director, Center for Women Entrepreneurs in Technology (CWET)

Keeping TBED Relevant:

A Roundtable Discussion

Thursday, Oct. 20 • 2:00 p.m.

To be effective, TBED programs must change with the times — and, have the times been changing! Venture capitalists are investing later and in larger amounts. Regions are emphasizing the life sciences, but those companies take longer to bring products to market and achieve success. And we haven't even mentioned China and India. In this roundtable discussion, we'll consider the changes TBED programs are making (or should be making) to stay relevant. An Advanced Session.

Discussion led by:

- **Marcia B. Mellitz**, President and CEO, Center for Emerging Technologies
- **Walt Plosila**, Vice President, Technology Partnership Practice, Battelle

Ready for the next skill level?

If you've been in the field a while and have attended SSTI's annual conferences in the past, you may be excited to see we've designed six breakout sessions to address advanced subject matter within the given topics. The presentations and discussions of those topics identified as Advanced Sessions in the descriptions will be tailored specifically to participants already comfortable with the terms and issues that tend to arise.

Please note, all conference registrants are welcome to attend any of the breakout sessions offered on Thursday and Friday.

Try our series of Advanced Sessions!

Even Angels Get the Blues: Maintaining Momentum for Investor Groups

Thursday, Oct. 20 • 10:45 a.m.

The Changing State-University Relationship: Trends and Implications

Thursday, Oct. 20 • 10:45 a.m.

Keeping TBED Relevant: A Roundtable Discussion

Thursday, Oct. 20 • 2:00 p.m.

Rethinking Regional Innovation and Change

Thursday, Oct. 20 • 3:45 p.m.

New Commercialization Strategies for University Research

Thursday, Oct. 20 • 3:45 p.m.

Building Effective University-Industry Partnerships

Friday, Oct. 21 • 9:45 a.m.

The Changing State-University Relationship: Trends and Implications

Thursday, Oct. 20 • 10:45 a.m.

Universities will play a critical role in our continued ability to compete globally, both as an innovation source and a producer of talent. In recent years, though, there's been a changing relationship in some states between universities and state government, including privatization of public universities and the addition of economic development as a fundamental mission. In this session, we'll examine what the trends are in these relationships and the implications not only to the universities, but also to the country's economic standing. An Advanced Session.



Developing a Workforce Strategy that Works

Thursday, Oct. 20 • 2:00 p.m.

Ensuring a supply of skilled workers is a crucial element in building a tech-based economy, and a shortage of capable workers is one of the most common complaints from tech companies. Having a rational workforce strategy is an important first step. In this session, we'll consider how to: analyze your economy to determine which occupations are most needed for the future; build a workforce strategy around that analysis; and, take advantage of the significant changes in workforce training programs at the U.S. Department of Labor.

Presenter:

- **Richard Seline**, Principal, New Economy Strategies

Higher Ed as the Basis for Economic Growth: The Georgia Story

Thursday, Oct. 20 • 2:00 p.m.

Over the last 15 years, no state has been more focused on investing in higher education to encourage sustainable economic prosperity than Georgia, including creating one of the world's most widely emulated TBED models: the Georgia Research Alliance. In this session, we'll examine Georgia's full-spectrum strategy for encouraging university-oriented TBED through workforce preparedness, research funding, infrastructure development, technology commercialization, and regional branding.

Presenters:

- **Mike Cassidy**, President and CEO, Georgia Research Alliance
- **Joy Hymel**, Executive Director, Intellectual Capital Partnership Program

VC Isn't Everything: Raising Capital for the Balance of Your Portfolio

Thursday, Oct. 20 • 3:45 p.m.

Venture capital is a widely sought resource by TBED practitioners, but in reality, relatively few companies ever receive VC investment. For most regions, particularly rural areas, focusing on tech firms that are solid performers but never likely to be VC targets can be a smart strategy for economic development. In this session, we'll examine the successful approach of one TBED organization and explore other financing options available to these companies.

Presenters:

- **Knox Massey**, Executive Director, Atlanta Technology Angels
- **V.F. Russo**, President & CEO, Ben Franklin Technology Partners, Central and Northern Pennsylvania

New Commercialization Strategies for University Research

Thursday, Oct. 20 • 3:45 p.m.

The topic of commercializing university research is a perennial favorite at SSTI conferences for good reason: each year we hear lessons learned from some of the nation's best programs. In recent years, several new approaches have been launched to address gaps in technology transfer systems at public and private universities. So, for 2005, we've asked the cream of this new crop – representing different strategies for different situations – to join us for an engaging session that will offer applications for any institution. An Advanced Session.

Presenters include:

- **Stephen Fleming**, Chief Commercialization Officer, Georgia Institute of Technology
- **Krisztina Holly**, Executive Director, Deshpande Center for Technological Innovation, MIT School of Engineering
- **Susan Shows**, Vice President, Georgia Research Alliance

Creating Successful Workforce/TBED Partnerships

Thursday, Oct. 20 • 3:45 p.m.

Historically, there has been a wide disconnect between workforce programs and TBED. That's all changing thanks to the increased importance of science & tech education and recent modifications to federal workforce programs. Key to successful integration, though, is understanding the workforce system, including the culture of the workforce boards, how they measure success, and the language that they use. We'll explore all of these in a session focused on creating successful partnerships with the workforce system.

Presenters include:

- **Kenneth E. Poole**, CEO, Center for Regional Economic Competitiveness

Into Entrepreneurship?

Check out these five great offerings!

Even Angels Get the Blues: Maintaining Momentum for Investor Groups

Thursday, Oct. 20 • 10:45 a.m.

Encouraging Women Entrepreneurship

Thursday, Oct. 20 • 2:00 p.m.

VC Isn't Everything: Raising Capital for the Balance of Your Portfolio

Thursday, Oct. 20 • 3:45 p.m.

Embedding Entrepreneurship in Universities: New Approaches

Friday, Oct. 21 • 8:00 a.m.

Sound Strategies for Encouraging Regional Entrepreneurship

Friday, Oct. 21 • 9:45 a.m.

Rethinking Regional Innovation and Change

Thursday, Oct. 20 • 3:45 p.m.

Our understanding of why innovation occurs where it does has been aided greatly by the policy analysis of academicians around the world. Translating that research into effective TBED policies and programs takes time and thought, though — particularly when major changes are needed in how communities approach economic growth. In this session, two internationally-recognized researchers will discuss new ideas about TBED and reconsider current ones, with the aim of getting the latest research findings into practitioners' hands as quickly as possible.

An Advanced Session.

Presenters:

- **Amy Glasmeier**, E. Willard Miller Professor of Economic Geography, Pennsylvania State University
- **Philip Shapira**, Professor, School of Public Policy, Georgia Institute of Technology

Embedding Entrepreneurship in Universities: New Approaches

Friday, Oct. 21 • 8:00 a.m.

Most thriving regions have universities that are actively engaged in their local economy, including assisting entrepreneurs and encouraging entrepreneurship among faculty and students. In recent years, some exciting initiatives have been started to integrate entrepreneurship into all aspects of a university and to create an entrepreneurial climate within academia. In this session, we'll examine two of the most promising approaches being undertaken.

Presenters:

- **Mark Crowell**, Associate Vice Chancellor for Economic Development, University of North Carolina at Chapel Hill
- **Anthony Mendes**, Executive Director, Academy for Entrepreneurial Leadership, University of Illinois at Urbana-Champaign (*invited*)



Schedule at a Glance

Wednesday, October 19

Optional Preconference Workshops (separate registration required)	
8:00 a.m.	Registration and Continental Breakfast SSTI Conference Bookstore opens
9:00 a.m.	Preconference workshops begin — pp. 6-9 <ul style="list-style-type: none"> • Developing Successful Angel Organizations: A Practical Guide • Technology Square: Proof for the Power of Local TBED • Maximizing Impact: Evaluating S&T Programs • An Introduction to Tech-based Economic Development
12:00 p.m.	Lunch buffet for preconference workshops
4:30 p.m.	All preconference sessions end
5:00 p.m.	Registration and Bookstore close for evening No conference activities planned

Thursday, October 20

SSTI's 9th Annual Conference	
7:45 a.m.	Registration and SSTI Conference Bookstore open Continental Breakfast
8:45 a.m.	Welcoming Remarks
9:15 a.m.	Opening Keynote Address — Robert D. Atkinson (see p. 4) "The U.S. Innovation Economy: Current Conditions and Future Prospects"
10:45 a.m.	Concurrent Sessions — pp. 10-11 <ul style="list-style-type: none"> • Even Angels Get the Blues: Maintaining Momentum for Investor Groups • Fostering Cooperation for Regional Growth: A Roundtable Discussion • Moving Broadband Beyond the Muni v. Telco Debate • The Changing State-University Relationship: Trends and Implications
12:00 p.m.	Lunch with Keynote Address — F. Duane Ackerman (see p. 5) "Picking up the Pace: Moving America Forward with an Innovation Agenda for the 21st Century"

Thursday cont.

2:00 p.m.	Concurrent Sessions — pp. 11-12 <ul style="list-style-type: none"> • Encouraging Women Entrepreneurship • Keeping TBED Relevant: A Roundtable Discussion • Developing a Workforce Strategy that Works • Higher Ed as the Basis for Economic Growth: The Georgia Story
3:45 p.m.	Concurrent Sessions — pp. 12-13 <ul style="list-style-type: none"> • VC Isn't Everything: Raising Capital for the Balance of Your Portfolio • New Commercialization Strategies for University Research • Creating Successful Workforce/TBED Partnerships • Rethinking Regional Innovation and Change
5:00 p.m.	Networking Reception, hosted by the conference sponsors & exhibitors
Dinner & Evening	Participants on own

Friday, October 21

7:30 a.m.	SSTI Conference Bookstore opens; Breakfast Buffet
8:00 a.m.	Concurrent Sessions — pp. 13, 16 <ul style="list-style-type: none"> • Embedding Entrepreneurship in Universities: New Approaches • New Tools for Web-based TBED • Realizing Results from S&T Planning: The Lessons of Implementation
9:45 a.m.	Concurrent Sessions — p. 17 <ul style="list-style-type: none"> • Sound Strategies for Encouraging Regional Entrepreneurship • Alternative Energy and TBED: A Powerful Opportunity • Globalizing Your TBED Strategy: Developing International Partnerships • Building Effective University-Industry Partnerships
11:30 a.m.	Town Meeting — Dan Berglund "Trends in Tech-based Economic Development" • SSTI's President and CEO will lead this session on the latest developments, the implications and issues for TBED policymakers and program managers, and discussion of where the trends may lead.
12:30 p.m.	Adjournment



New Tools for Web-based TBED
Friday, Oct. 21 • 8:00 a.m.

Significant advances and economies in information technology led to great productivity growth, the dot-com phenomenon, and the flattening of the world, to borrow a phrase. It took awhile, but the field of TBED is finally seeing powerful web applications to expand regional innovation capacity. In this session, we'll explore how two organizations developed and deployed different web tools to foster success within their communities of researchers and entrepreneurs.

Presenters:

- **Kelsey Kohler**, Program Director, Technology Services, Center for Economic Growth
- **Maria Meyers**, Network Builder, KCSOURCELINK

Realizing Results from S&T Planning: The Lessons of Implementation**Friday, Oct. 21 • 8:00 a.m.**

A fundamental rule of TBED is to start with a strategic plan. You probably can glance at your office bookcase to see one or more of your own plans gathering dust. Imagine how different things might be, though, if your community or state had actually implemented your plan. In this thought-provoking session, we'll take brave looks backward and forward, several years after two plans were developed and implemented to see what worked — and what didn't.

Presenters:

- **Sandra Johnson**, Vice President for Strategic Development and Communications, Flinn Foundation
- **Donn Rubin**, Executive Director, Plant and Life Science Coalition

Want to build your university research & technology commercialization capacity?**Five exciting sessions will get you on your way:**

The Changing State-University Relationship: Trends and Implications
Thursday, Oct. 20 • 10:45 a.m.

Higher Ed as the Basis for Economic Growth: The Georgia Story
Thursday, Oct. 20 • 2:00 p.m.

New Commercialization Strategies for University Research
Thursday, Oct. 20 • 3:45 p.m.

Embedding Entrepreneurship in Universities: New Approaches
Friday, Oct. 21 • 8:00 a.m.

Building Effective University-Industry Partnerships
Friday, Oct. 21 • 9:45 a.m.

visit www.ssti.org**Sound Strategies for Encouraging Regional Entrepreneurship****Friday, Oct. 21 • 9:45 a.m.**

Delivering innovative and effective assistance to entrepreneurs is possible whether your area has less than 100,000 residents or more than a million. The proof, though, is in the strength of the companies created, not the size of your program. We'll take an in-depth look at the approaches deployed in Grand Forks, ND and Rochester, NY — considering initiatives they selected and why, the success they've had, and lessons they've learned that can be applied to practically any area of the country.

Presenters:

- **Michael A. Finney**, President and CEO, Greater Rochester Enterprise
- **Bruce Gjovig**, Director and Entrepreneur Coach, Center for Innovation, University of North Dakota

Alternative Energy and TBED: A Powerful Opportunity**Friday, Oct. 21 • 9:45 a.m.**

State biotech and nanotech investments may be grabbing all the headlines, but one of the most pressing issues for U.S. competitiveness is developing a 21st century energy system. Leadership for energy innovation is falling increasingly on the many states and regions making important investments toward the development of alternative and renewable energies. We'll take a look at exactly what alternative energy is, its market potential, and what two states are doing to build the industry in their economies.

Presenters:

- **Lee Cheatham**, Executive Director, Washington Technology Center
- **Karl Jessen**, Program Director, Industry Support Renewable Energy Trust, Massachusetts Technology Collaborative

Globalizing Your TBED Strategy: Developing International Partnerships**Friday, Oct. 21 • 9:45 a.m.**

We all know that we're competing in a global economy. What exactly does that mean, though? Increasingly, smart TBED organizations see globalization as an opportunity rather than a threat. In this session, we'll examine the experience of two organizations in creating exciting partnerships with other countries, their motivations in doing so, the benefits accrued, and lessons learned. With relationships in countries as varied as China and France, the presenters have experience that spans the globe.

Presenters:

- **Rich Bendis**, President and CEO, Innovation Philadelphia
- **Phil Bossert**, Executive Director and CEO, High Technology Development Corp.

Building Effective University-Industry Partnerships**Friday, Oct. 21 • 9:45 a.m.**

A key to having a tech-based economy is developing effective partnerships between universities and companies. But that's easier said than done and, if you've been in the field long, you know academia and industry often talk past each other and have different expectations of a relationship. Obviously though, based on the success of two of the nation's longest-running programs, these differences can be overcome. This session will consider exactly how they've done it. An Advanced Session.

Presenters:

- **Martha J. Connolly**, Director, Maryland Industrial Partnerships, University of Maryland
- **Wayne Hodges**, Director, Advanced Technology Development Center, and Vice Provost, Economic Development and Technology Ventures, Georgia Institute of Technology

Georgia: Where Innovation Is a Powerful Process

Innovation has deep roots in Georgia. Crawford Long pioneered the use of anesthesia in surgery here. University of Georgia scientist Eugene Odom was the father of the field of ecology. Georgian Dennis Hayes invented the modem, revolutionizing the online and Internet industries.

Today, Georgia's business, political and academic leaders are partners in ensuring that Georgia's heritage of innovation continues. The successes of this partnership are many and growing. A few examples follow.

- The Georgia Research Alliance (GRA) is nationally recognized for its leadership in bringing together research universities, business and state government to turn university research and development into economic development. The Alliance, through its strategic investments, has created a research enterprise that spends more than \$1 billion annually in Georgia. GRA programs have attracted more than 50 of the world's top scientists to its affiliated universities, helped to foster and nurture some 120 new high-value companies and created thousands of high-wage jobs. www.gra.org
- The Advanced Technology Development Center (ATDC), the nation's first science and technology business incubator, has received awards for its work from Inc. Magazine, the



Shafiq Khan, Georgia Research Eminent Scholar in the cellular biology of cancer, uses cryo-preservation technology to store culture cells for prostate cancer research.

Photo by Gary Meek

Southern Growth Policies Board and the National Incubator Association. Since 1980, more than 100 companies have emerged from ATDC and created nearly 42,000 man-years of employment and generated more than \$9.3 billion in revenue. www.atdc.org

- The Georgia Department of Economic Development Innovation and Technology Office is dedicated to creating a business and economic environment in which science and technology companies can grow and thrive. The Office manages incentive programs, helps companies like NCR and Synovus create the workforce needed for global expansion, and collaborates with the Georgia Research Alliance to link companies to vital, university-based research. With ATDC as a partner, its Centers of Innovation in maritime logistics, life sciences, aerospace, information technology and agriculture create jobs, investment and economic opportunity statewide. www.georgia.org

Georgia Research Alliance Eminent Scholar Barbara Boyan's research led to the formation of Orthonics, a startup company headed by GRA Venture Fellow Steve Kennedy, that will develop a bionic spinal disc, potentially offering relief for millions suffering from deteriorating spinal discs. Photo by Gary Meek



While in Atlanta/Buckhead...

"One of the Nation's Best Subcities" and "Shopping Mecca of the Southeast" are just two of the colorful phrases used to describe the Buckhead region of Atlanta, Georgia. In fact, the community has a reputation as Atlanta's most affluent and elegant district, boasting the city's best dining, shopping, nightlife, and recreation.



- Two years ago, Georgia Governor Sonny Perdue launched the Commission for a New Georgia to harness the innovation and technology of the private sector's best practices to continue to ensure an innovation-driven growing, educated, healthy and safe Georgia. Already, many of the Commission's recommendations are being implemented through executive order, administrative actions and legislation. In the coming months, recommendations will be focused on the state's strategic industries — from life sciences to transportation and logistics. www.newgeorgia.org

We invite you to learn more about innovation in our state as you experience Georgia and Atlanta at SSTI's 9th Annual Conference, October 20-21, 2005.



The community of Buckhead is joined together by its historic East and West villages that cater to everyone from the history buff to the art connoisseur to the fashionista. Buckhead's East Village, referred to as "a premier place to play," by the Atlanta Journal-Constitution, features lively nightlife in addition to restaurants, art galleries, and boutiques. Upscale shoppers will enjoy the glamorous offerings and 300+ stores at Lennox Square and Phipps Plaza, both within easy walking distance of the hotel. For the more eclectic shopper seeking that one-of-a-kind treasure, the West Village features quaint and trendy boutiques, unique jewelry shops, and art galleries alongside popular bars and restaurants.

Dining options in Buckhead are limitless. From American to Cajun and Fusion to Malaysian, there are tastes to satisfy everyone's palate. And a description of Atlanta wouldn't be complete without mentioning golfers have their choice of nearly 60 golf courses in the metro area offering more than 1,100 holes to test their talents.

Come for the conference, stay for the weekend to see all that Atlanta has to offer! Links to a sampling of Atlanta's best museums, parks, sports options and other attractions can be found at: www.ssti.org/conference05.htm

Atlanta!

Hosts



The **Advanced Technology Development Center (ATDC)** is a nationally recognized science and technology incubator that helps Georgia entrepreneurs launch and build successful companies. ATDC provides strategic business advice and connects its member companies to the people and resources they need to succeed.

More than 100 companies have emerged from ATDC, including publicly-traded firms such as MindSpring Enterprises — now part of EarthLink. Headquartered at the Georgia Institute of Technology, ATDC has been recognized by Inc. Magazine as one of the nation's top non-profit incubators. Celebrating its 25th anniversary this year, ATDC was formed to stimulate growth in Georgia's technology business base and now has locations in Atlanta, Columbus, Savannah and Warner Robins.

Since 1987, ATDC companies have created nearly 42,000 man-years of employment and have generated over \$9.3B in revenue. Based on these figures, a recent economic analysis calculated that ATDC has delivered a 6.8 times return on the funding they have received from the State of Georgia. www.atdc.org



GEORGIA RESEARCH ALLIANCE

Created in 1990, the **Georgia Research Alliance (GRA)** is an internationally acclaimed model for bringing business, research universities and state government together to create and sustain a vibrant, technology-driven economy for the state. With the financial backing of the state legislature, the state's research universities, private foundations and other supporters, GRA has focused the last 15 years on marshalling the required talent and resources and driving an effective strategy to build an innovation-rich economy fueled by pioneering university research.

The Alliance achieves its goals through strategic investments at the state's leading research universities in four programs: eminent scholars, research laboratories and equipment, national centers for research and innovation, and technology transfer.

To date, the Alliance has invested some \$400 million, which has helped to attract more than 50 Eminent Scholars, leverage an additional \$2 billion in federal and private funding, create more than 5,000 new technology jobs, generate some 120 new technology companies, and allow established Georgia companies to expand into new markets. www.gra.org

Platinum



The **Ewing Marion Kauffman Foundation** of Kansas City works with partners to advance entrepreneurship in America and improve the education of children and youth. The Kauffman Foundation was established in the mid-1960s by the late entrepreneur and philanthropist Ewing Marion Kauffman. Information about the Kauffman Foundation is available at www.kauffman.org.



The **Experimental Program to Stimulate Competitive Research (EPSCoR)** is a joint program of the National Science Foundation (NSF) and several U.S. states and territories. Through this program, NSF establishes partnerships with government, higher education and industry that are designed to effect lasting improvements in a region or jurisdiction's research infrastructure, R&D capacity and, hence, the national R&D competitiveness. The goal of the program is to provide strategic programs and opportunities for EPSCoR participants that stimulate sustainable improvements in their R&D capacity and competitiveness and to advance science and engineering capabilities in these jurisdictions for discovery, innovation and overall knowledge-based prosperity. www.nsf.gov/div/index.jsp?div=EPSCOR

Gold



ANGLE Technology Group

ANGLE Technology Group is an international consulting, technology commercialization and ventures management firm with expertise in biotechnology, healthcare, information technology, and nanotechnology. ANGLE has experience in: regional and national technology strategy development; management support for existing companies; development and management of research parks, business incubators, and venture funds; plus technology firm creation. ANGLE provides services to national, regional and state governments, universities, and industry from its offices in the US, UK and Middle East. www.ANGLETechology.com



Sponsored by the Air Force Research Laboratory and other federal agencies,

The Collaborator is a free web-based networking tool for scientists, researchers, engineers, and business development managers in industry, government and academia. Once users register and enter their capabilities, The Collaborator helps them identify new business opportunities or partners for technology development by matching them with industry, government or university teams. It already has more than 2,000 registered users from 900 organizations. Visit www.TheCollaborator.biz to register and start making connections!

Gold cont.



BellSouth Corporation is a Fortune 100 communications company headquartered in Atlanta, Georgia. BellSouth has joint control and 40 percent ownership of Cingular Wireless, the nation's largest wireless voice and data provider with more than 50 million customers. www.bellsouth.com



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, the only government-wide forum for technology transfer, 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. www.federallabs.org

GEORGIA The **Georgia Department of Economic Development (GDEcD)** works to create greater prosperity for Georgians by encouraging growth and progress throughout the state. www.georgia.org

The Innovation and Technology Office (GDEcD/ITO) marshals the abundance of industry-specific resources, public-private partnerships and skilled talent bringing them together to grow strong bioscience and technology industries. decd.georgia.gov



The recipient of the 2001 IDRC Global Innovator Award for Economic Development, **Georgia Power** operates a full-service Community and Economic Development organization serving the entire state of Georgia. Its 77-year history of helping new and existing companies expand in Georgia is a result of experienced leadership, leading edge technology, targeted research and data management tools, and unique value added site selection services. At the same time, Georgia Power has been assisting Georgia communities build their economic development attractiveness by offering leadership, strategy, infrastructure, and marketing consultation services. www.georgiapower.com/grc



The **Manufacturing Extension Partnership (MEP)** is a nationwide network of resources transforming manufacturers to compete globally, supporting greater supply chain integration, and providing access to technology for improved productivity. MEP is a program of the U.S. Department of Commerce Technology Administration at the National Institute of Standards and Technology (NIST). MEP leverages public and private resources to make a comprehensive range of services and assistance available to smaller manufacturers. www.mep.nist.gov



Oak Ridge National Laboratory (ORNL) is the Department of Energy's largest science and energy laboratory. Managed since April 2000 by a partnership formed by The University of Tennessee and the Battelle

Memorial Institute, ORNL was established in 1943 as a part of the secret Manhattan Project to pioneer a method for producing and separating plutonium. Today, ORNL is home to the world's largest civilian science project, the \$1.4 billion Spallation Neutron Source, and has been selected to build the fastest unclassified scientific computer in the world. www.ornl.gov



RTI International is an independent, non-profit research organization that serves academic, government, and commercial clients in the United States and abroad. RTI's technology commercialization team provides a complete range of economic development, technology transfer, and commercialization services including evaluation, technology assessments, market intelligence, portfolio mining, technology licensing, training, and strategic advising assistance. This team provides clients with critical data for informed decisions by analyzing the intersection of innovative science and technology, existing industry-market needs, and emerging market trends. www.rti.org

Silver



The Business of Innovation

Battelle, a global science and technology enterprise, established Technology Partnership Practice (TPP) to better serve regions, states, foundations, universities and industry. TPP assists in the development, design and implementation of technology-driven economic development strategies in

the biosciences, information technology and communications, advanced manufacturing and nanotechnology. TPP is recognized for its core competency, cluster, and client-engagement tools and techniques. www.battelle.com

The **Mississippi Technology Alliance** is a non-profit organization with the mission to champion science and technology-based economic development for the State of Mississippi. www.technologyalliance.ms



New Economy Strategies (NES) is a national consultancy based in Washington D.C. with simple but efficient areas of focus: Technology-based Economic Development, The Workforce Continuum, Capital Formation and Commercialization, and Innovation Capacity-building. NES' clients range from U.S. federal department secretaries to governors, from chancellors and presidents of prestigious universities and research institutions, from industry and entrepreneurial CEOs to civic leaders. We track 40 regions in the U.S. and 17 globally where technology is the driver of regional competitiveness. Visit NES at www.newecon.com or 202-466-0566.

InterContinental Buckhead-Atlanta

The InterContinental Buckhead-Atlanta, the state's newest upscale hotel, is offering SSTI conference participants the exceptional room rate of \$165.00 plus tax. **Room availability is limited to SSTI conference registrants calling (404) 946-9000 before Tuesday, September 20, 2005.** To help you get the most out of your time in Atlanta, these outstanding rates will be honored three days before and after the conference, based on hotel availability.



SSTI's conference activities will be conveniently located on the main floor of the hotel with a 24-hour fully equipped business center nearby and wireless services available throughout all public areas of the hotel. Many of the meeting rooms will have natural lighting and views of the 25,000-square-foot Windsor garden.



All guest rooms offer high-speed internet access, full-size work desk, private voice mail, WorldLink power and phone/Internet connector and WorldPrint fax and printer.

InterContinental Buckhead Atlanta
3315 Peachtree Road NE
Atlanta, GA 30326
(404) 946-9000
www.intercontinental.com/buckhead

Great food & refreshments

The fabulous French-style brasserie, open 24 hours, combines continental cuisine and international flavors and offers an extensive raw seafood bar. Bar XO provides a classic lobby bar with specialty cognacs. The lobby lounge offers a proper afternoon tea and 24-hour in-room dining is available.



Great amenities to stimulate your creativity and invigorate your ability to build a tech-based economy back home . . .

- complimentary 24-hour fitness facility with state-of-the-art cardiovascular and weight equipment with ladies' and gentlemen's locker rooms
- large heated outdoor pool and whirlpool with rooftop sundeck
- international day spa
- elegantly appointed rooms with pillow-top bedding, floor-to-ceiling windows, marble bath with separate soaking tubs, bath robes and slippers, bath butler and bath menu services, mini bar, coffee maker, CD player, TV, and in-room movies

Planes

As the Capitol of the New South, Atlanta is one of the most accessible cities in the country by air. Hartsfield-Jackson Atlanta International Airport (ATL) is a hub for Delta Airlines while also providing services for 28 additional passenger airlines. Airport-to-hotel transportation can be inexpensive and convenient via the North-South rail line of MARTA, Atlanta's Rapid Transit Authority. The Airport train station is located inside the airport, and the trip to Buckhead Station (N7) takes approximately 35 minutes and costs \$1.75. Buckhead Station is located two short blocks from the hotel, which offers a free shuttle service to and from the station. Additionally, taxis at the airport are available for approximately \$35 and take 30 minutes on average to arrive at the airport.

Trains

AMTRAK offers an affordable, alternative means of transportation for conference attendees on its daily Crescent Route. The Crescent line runs through Atlanta with terminal points in New York City and New Orleans and serves nearly 30 other communities in a dozen states along the way: Alabama, Delaware, Georgia, Louisiana, Maryland, Mississippi, New Jersey, North Carolina, Pennsylvania, South Carolina, Virginia, and Washington, D.C.

The Atlanta station for AMTRAK is open daily from 7:30 a.m. to 10:00 p.m. and is located 4.3 miles south of the hotel on Peachtree Street, N.W. More information on schedules and prices are available at www.amtrak.com.

Automobiles

If you are driving or renting a car, the hotel offers daily parking for \$15 or valet service for \$24 per day. Visit the conference website at www.ssti.org for a map and directions to the hotel.

Looking for CECD credit?



SSTI is pleased to alert Certified Economic Developers (CECDs) to the fact that **SSTI's 9th Annual Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers.**

CECDs greatly enhance their skills and marketability by attending the nation's most comprehensive and intensive learning opportunity for building tech-based economies — **SSTI's annual conference!**



The annual event everyone keeps talking about . . .

About SSTI

The State Science and Technology Institute is a national nonprofit organization dedicated to improving government-industry programs that encourage economic growth through the application of science and technology.

"The most relevant conference I've attended in the last five years. Great mix of people — connected to others with similar interest that will give me a resource base."

"Outstanding organization and right on target topically. The value you deliver attracts an audience that is such a great balance of academics and practitioners in TBED."

"I emerged from this session with eagerness to get back to work on linking research to regional economic development!"

"Great networking, great number of options, breakout sessions, great roundtable interaction. Definitely 'the' conference for TBED."

"This was an excellent conference, it's clear you have a great deal of expertise and insight to share...thanks and will definitely be back."

"I found the interactive roundtables interesting and valuable, they have facilitated input/discussion from a broad, diversified base."

"By far superior to other events, good mix and balance."

Become Part of the Buzz
...Join Us in Atlanta!

Registration Options

- **Online** at www.ssti.org
- **Fax** to 614.901.1696
- **Call** 614.901.1690
- **Or mail to:**

SSTI Conference
5015 Pine Creek Drive
Westerville, OH 43081

Cancellation/ Refund Policy

Refunds will be made, less a \$75 processing fee, for all cancellations received **before** Oct. 5, 2005. No refunds will be made after that date.

Substitutions may be made at any time.

SSTI Sponsors and Affiliates Discount

A list of SSTI's sponsors and affiliates is available on SSTI's website: www.ssti.org/sponsors.htm

Staff of the 2005 conference sponsors (pp. 20-23) also receive the discounted registration rate.



Registration

CONTACT INFORMATION **choose one**

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email _____

PAYMENT INFORMATION

Pmt Method:

Check*

Visa

MC

AMEX

* payable to SSTI

Card #: _____ - _____ - _____ - _____

Expires (month/year): _____ / _____

Name on Card: _____

PO # (Gov't only): _____

Special needs (e.g. dietary): _____

Pre-Conference Options • October 19 **choose one**

- Developing Successful Angel Organizations: A Practical Guide (**\$175**)
- Technology Square: Proof of the Power of Local Tech-based Economic Development (**\$95**)
- Maximizing Impact: Evaluating S&T Programs (**\$175**)
- Intro to Tech-based Economic Development (**\$175**)*

* An additional **\$75** will be charged for registrants not attending the full conference (waived for SSTI sponsors and affiliates).

Conference Registration • October 20-21 **choose one**

Early Registration (before Sept. 20)

- SSTI Sponsors and Affiliates (**\$545**)
- All others (**\$645**)

Standard Registration (after Sept. 20)

- SSTI Sponsors and Affiliates (**\$645**)
- All others (**\$745**)