BRIDGING OPPORTUNITIES: COMMUNITY + COLLABORATION + INNOVATION

pittsburgh :: 2013

Program + Conference Guide

October 27-30, 2013
Omni William Penn Hotel

www.UEDAAnnualSummit.org
2013 UEDA Board of Directors

Charles E. Shoopman, UEDA President
Assistant Vice President, Institute for Public Service
University of Tennessee

Mary Frances Postupack, UEDA President-Elect
Vice President, Economic Development and Research Support
East Stroudsburg University of Pennsylvania

Mike Dozier, UEDA Vice President
Executive Director, Community and Economic Development
California State University – Fresno

Bob Velasquez, UEDA Secretary / Treasurer
Director, Southwest Trade Adjustment Assistance Center,
UTSA Institute for Economic Development
University of Texas, San Antonio

William Michalerya, UEDA Past President
Associate Vice President of Government Relations and
Economic Development
Lehigh University

Directors

Tony Armstrong
President and CEO
Indiana University Research and Technology Corporation

Christina Brown
Vice President of Business Development-
Government and Education
Apollidon Learning

Camilla Bustamante, Ph.D.
Dean of Community Workforce and Career Technical
Education (CW CTE) & Director of the University Center
Northern New Mexico College

Genna M. Hurd
Co-Investigator, KU University Center
University of Kansas

Eva Klein
President
Eva Klein & Associates, Ltd.

Cameron Martin, Ph.D.
Associate Commissioner for Economic Development & Planning
Utah System of Higher Education

Gene Merrell
Associate Vice President for Economic Development
University of Idaho

Melvin Ray
Associate Vice President for Economic Development
Mississippi State University

Jerry Smith
Director, EDA University Center
for Regional and Community Development
Arkansas State University

Richard Wolk
Assistant Professor, Marketing & Entrepreneurship
University of Alaska – Southeast
Welcome to Pittsburgh and the 2013 University Economic Development Association Summit!

Welcome to a community that demonstrates the benefits of bridges. I’m not only referring to the attractive engineering devices capable of overcoming geographic barriers and joining people separated by rivers, but also the attitudes, methodologies, and public will to leverage historic economic assets and create a new, vibrant economic engine. This community, and region, offers great examples of how valuable bridges can be.

This year’s Annual Summit focuses our attention to Bridging Opportunities: Community + Collaboration + Innovation. At this 2013 Summit, we bring together leaders of higher education, private companies, innovation intermediaries, economic developers, engineers, workforce development specialists, planners, real estate developers, and local, state and federal governments to examine how we can forge shared agendas and make best use of the talent and assets of our communities to build a more vibrant global economy. Sessions and presentations will showcase successful examples from organizations across the continent while we gain personal witness of the transformation of the Steel City during our visit. We will also learn from internationally renowned author and entrepreneur, Victor Hwang, about the importance of entrepreneurial infrastructures as we build our future economies.

This truly is an important time to be a member of UEDA and help advance its mission. I know you join me in thanking our wonderful Pittsburgh hosts, the Summit planning committee, and our great UEDA staff. And a special thank you to West Virginia University, this year’s Annual Summit Presidential Sponsor and Mary Frances Postupack of East Stroudsburg University of Pennsylvania, our Summit chairperson and UEDA President-elect, for outstanding support of UEDA. These are the people and institutions that make the UEDA Summit possible.

Finally, a special note of appreciation is offered to the entire UEDA Board of Directors for their thoughtful, diligent and effective work throughout the year. It has been my good fortune and privilege to serve our Association with these talented men and women from across the country.

The engagement of our members combined with the work of the UEDA board and staff, is making the University Economic Development Association a more effective organization in shaping higher education’s role in our economy. I am delighted you are here and involved in this journey of Bridging Opportunities!

Enjoy the learning, sharing and lasting friendships formed at this year’s Summit.

Sincerely,

Chuck Shoopman
President
University Economic Development Association
and Assistant Vice President, Institute for Public Service
University of Tennessee
WVU student Katherine Bomkamp’s Pain-Free Socket could improve the lives of countless amputees.

She was inspired to invent the prosthetic device when she visited wounded soldiers.

She’s been inducted into the National Museum of Education’s National Gallery for America’s Young Inventors and named one of *Glamour*’s 2013 Top 10 College Women.

As the CEO of Katherine Bomkamp International, LLC, she hopes to invent more medical devices.

“"I always thought, ‘That could’ve been my dad.’"”

What will you create at WVU?
Universities are being asked to play an increasingly significant role in economic development. Institutions have the academic resources that, when accessible, are critical knowledge pieces that can be applied to develop new technologies, address challenges, and create opportunity in communities.

While all degree-granting and research programs have value for growing the economy, most universities have developed a specific suite of functions that directly and explicitly support economic development, such as talent development in targeted areas, innovation and commercialization, community development, specialized technical support for targeted industries, technical support for government, policy analysis, leadership development, and global engagement.

West Virginia University is the flagship, public, land-grant, research institution for West Virginia and is committed to improving local, regional, statewide, and global economic development outreach. In the WVU 2020 Strategic Plan, we have emphasized the need to excel in research, creative activity, and innovation. History has shown that such investments pay great dividends, and we must recognize the opposite is true as well. A lack of investment in an innovation infrastructure contributes to a declining economy. So even during tough economic times, we need to continue to invest in innovation, which is at its core an investment in our future.

WVU is committed to the land-grant mission, and over the past several years our rising enrollments, increasing research activity, expanding health care system, and growing extension outreach and engagement to all 55 counties are testament to the institution’s evolving impact. Across the university—from dentistry to law to journalism, to mining extension and rural health initiatives, WVU’s colleges and divisions serve West Virginia in communities through collaborations throughout the state.

Indeed, achieving economic goals requires the combined ingredients of community, collaboration, and innovation—the three elements of this year’s Annual Summit, and the foundation that makes our partnership successful. As national calls for innovation resound, we have a great opportunity to seek the kind of collaboration that the UEDA can uniquely facilitate. The work of this conference only begins with the sessions. The most important work of the conference grows out of the initiatives, implementation of best practices, and new partnerships that attendees take back to their communities. Translating the discussions at this conference to real actions and collaborations, and continuing the work through the UEDA network, will lead to real impact.

On behalf of WVU, I am honored to support this year’s Annual Summit and look forward to the active and continued engagement of all conference participants and their institutions with UEDA in the years to come.

Sincerely,

James P. Clements, Ph.D.
President
West Virginia University
Post your Summit photos and experiences to Facebook, send updates with Twitter and comment on LinkedIn and keep your colleagues up-to-date with what’s going on here in Pittsburgh!

Like us on Facebook

Follow @UEDAorg on Twitter

Join our LinkedIn Group!

Use the hashtag #UEDASummit to tag your content.

**STAY ENGAGED + GET INVOLVED.**

Involvement in UEDA doesn’t have to end when you return to your home institution. The best way to stay connected with UEDA, the Annual Summit, and all of the other happenings is to join a committee.

It is through the Committee structure that programs and policy are developed to help advance the profession and the role of the Association. Committee work is an exciting way for you to contribute to the organization and to meet your peers from around the country.

Consider Joining One of Our Committees:

+ Awards of Excellence
+ Strategic Communications
+ Membership
+ Summit Planning
+ Body of Knowledge
+ Development
+ Board Nominating
+ Partnerships

If you have any questions or would like to volunteer for a committee please send an email to info@universityeda.org, add a note to your Summit evaluation form, or reach out to one of our staff or board members.
Welcome to the 2013 Annual Summit of the University Economic Development Association! As chair of the Summit Planning Committee, it has been a pleasure working with UEDA members from across North America to build an agenda that will inspire us with best practices and challenge us to be more innovative when we return to our home institutions. We appreciate your commitment of time and resources to participate in this year’s Summit and hope that your experience at the Summit will yield a high return on your investment.

This year’s Summit theme, Bridging Opportunities: Community + Collaboration + Innovation, inspired an engaging program featuring four nationally recognized university presidents sharing their insights on Higher Education’s Role in Economic Transformation. We are also proud to announce that for the first time, the UEDA Summit will feature a nationally known speaker and author, Victor Hwang, CEO, co-founder and Managing Director of T2 Venture Creation, a Silicon Valley firm that builds startup companies and creates ecosystems that foster innovation. You will not want to miss the panel discussion on the Changing Face of Innovation in University-Based Economic Development featuring representatives from Microsoft, NASA, Nortech, and the Urban Land Institute. The Summit sessions are informative and thought provoking and the Awards of Excellence finalists are counting on your vote!

Pittsburgh is a great city known as the “City of Bridges” for its world-record 446 bridges. Whether you’re a Steelers fan or a “recovering” Pirates fan, you may find it interesting that Pittsburgh is the only city in the country where all of their major sports teams wear the same colors. One more interesting fact: in 1867, H.J. Heinz invented Ketchup in Pittsburgh. We will be visiting the Heinz History Center on Monday evening for a networking reception and the keynote presentation by Victor Hwang. We hope you take time to explore Pittsburgh. There is so much to do and see!

Most importantly, I would like to recognize and thank our sponsors, presenters, UEDA Summit Planning Committee, and Fourth Economy – Richard Overmoyer and his team. The financial support provided by our sponsors and the national expertise of our presenters have resulted in a dynamic national UEDA Summit. The leadership by Fourth Economy made the Summit a reality. Now, it’s up to us as participants to enjoy the many networking opportunities that this unique experience offers.

Thank you for attending the 2013 UEDA Annual Summit and for your continued investment and participation in our association!

Sincerely,

Mary Frances Postupack
President-Elect
University Economic Development Association
and Vice President, Economic Development and Research Support
East Stroudsburg University of Pennsylvania
Annual Summit Exhibit Area - Sternwheeler Room

The Annual Summit Exhibit Area will play host to the Opening Reception and all Summit breakfasts and breaks. Please take a few moments to talk with our exhibitors and promoters who have generously supported the Annual Summit 2013, and check out this year’s Awards of Excellence finalists in the Awards Alley.

1. West Virginia University
2. University of Tennessee
3. East Stroudsburg University
4. NIST Manufacturing Extension Partnership
5. Commonwealth of Pennsylvania Department of Community & Economic Development
6. Fourth Economy Consulting

Awards of Excellence Alley
A. Community Connected Campus
B. Research & Analysis
C. Leadership & Collaboration
D. Innovation & Entrepreneurship
E. Talent Development

Commonwealth of Pennsylvania Department of Community & Economic Development

With 98 percent of new jobs in Pennsylvania coming from startups and small, high-growth companies, investing and supporting emerging businesses is a commonsense approach to economic growth and a priority of Governor Tom Corbett. State investments today will help forward-thinking companies inspired by the vision to become household names, turning Pennsylvania into the next Silicon Valley. As the state of Innovation, Pennsylvania continues to offer new ways to support creative thinking and business know-how with vital investment. Every great business begins with a bold idea, and we are here to provide that initial boost to propel startups from a plan on paper to a thriving company that embodies the American dream.

East Stroudsburg University of Pennsylvania

Now in its 120th year, East Stroudsburg University of Pennsylvania (ESU) continues its long tradition of providing students with an exceptional living and learning environment. Students choose from 60 undergraduate and 30 graduate degrees, and certification programs. At ESU’s Innovation Center, students and the business community benefit from innovative opportunities for entrepreneurial growth. As a partner in the economic development, ESU is committed to providing high quality academic programs in emerging fields. Additionally, ESU’s Business Accelerator is creating a robust entrepreneurial culture that is attracting inspiring companies inspired by the vision to become household names, turning Pennsylvania into the next Silicon Valley. As the state of Innovation, Pennsylvania continues to offer new ways to support creative thinking and business know-how with vital investment. Every great business begins with a bold idea, and we are here to provide that initial boost to propel startups from a plan on paper to a thriving company that embodies the American dream.

Fourth Economy Consulting

Fourth Economy Consulting is a national economic development consulting firm specializing in market analytics, strategic planning, site selection, community assessments and organization building. Our team of experienced practitioners helps communities & economic development organizations; innovation intermediaries; colleges & universities; and businesses & industries achieve their market potential. Fourth Economy works with institutions of higher learning, individual colleges or departments, research centers, and other partner organizations to advance their efforts in promoting economic development.

NIST MEP

The National Institute of Standards and Technology’s Hollings Manufacturing Extension Partnership (NIST MEP) is a public/private partnership that works with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, save time and money, develop new customers, and expand into new markets. Founded in 1988, the nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP field staff includes more than 1,300 technical experts located in every state.

University of Tennessee

The University of Tennessee Institute for Public Service (IPS) extends the resources of the state’s land-grant university to help leaders of local and state governments and businesses find solutions to everyday problems. In fiscal year 2013, IPS agencies helped their customers contribute more than $600 million in economic impact in Tennessee. The Center for Industrial Services (CIS), an IPS agency, leads the institute’s economic development efforts by helping existing firms become more competitive, develop new products and markets, and by teaching economic development practitioners new approaches to navigating economic growth. During 2013 CIS is celebrating 50 years of service to Tennessee existing industry on behalf of the University of Tennessee.

West Virginia University

Since its founding in 1867, West Virginia University has embraced a mission of providing excellence in teaching, research, and service. Located in Morgantown, West Virginia, with regional campuses across West Virginia, WVU is one of the few schools in the nation that are land-grant, doctoral research universities with a comprehensive medical school. As a land-grant institution in the 21st century, WVU will deliver high-quality education, excel in discovery and innovation, model a culture of diversity and inclusion, promote health and vitality, and build pathways for the exchange of knowledge and opportunity—while emphasizing economic development—between our state, the nation, and the world.
Most of the Annual Summit will take place in the Omni William Penn Hotel’s William Penn Level and Mezzanine Level.
Dr. Eric J. Beckman  
**Co-director, Mascaro Center for Sustainable Innovation**  
**George M. Bevier Professor of Engineering, University of Pittsburgh**

Eric Beckman received his Ph.D. in polymer science and engineering from the University of Massachusetts-Amherst in 1988. After postdoctoral research, Dr. Beckman assumed his faculty position at the University of Pittsburgh (1989). Dr. Beckman was promoted to associate professor in 1994, and full professor in 1997. Dr. Beckman received a Young Investigator Award from the National Science Foundation in 1992, and the Presidential Green Chemistry Award in 2002. Dr. Beckman previously served as Associate Dean for Research for the School of Engineering (1999-2001) and Chairman of Chemical Engineering (2000-2006). Dr. Beckman’s research group examines the use of molecular design to solve problems in green engineering and in the design of materials for use in tissue engineering. In 2003, with support, Dr. Beckman created the Mascaro Center for Sustainable Innovation, a school of engineering institute that examines the design of more sustainable infrastructure. In 2005, Dr. Beckman co-founded Cohera Medical Inc., to commercialize surgical adhesive technology developed at the University. Dr. Beckman took an entrepreneurial leave of absence from the University in 2007-2009 to help move the products to market; the company currently has 35 employees in Pittsburgh and Germany and has two products currently undergoing clinical trials.

Nicole Bernard  
**Economic Development Manager, City of Fullerton**

Nicole has been with the City of Fullerton since 2008. In her current role as Economic Development Manager, she reports directly to the City Manager and is responsible for facilitating the growth and success of the business community. She plays an active role in the community development process by leading the City’s Economic Development Action Team (EDAT), a group focused on limiting development processing delays to enable businesses to open faster and easier. Nicole also provides local leadership for recruiting and retaining businesses by partnering with local universities, chambers of commerce, realtors, brokers, and business advocates to provide a welcoming and easy to access government process. Prior to joining Fullerton, Nicole was project manager with TRG Land, Inc., a land planning firm specializing in master planned project design and entitlement processing.

Lenore Blum  
**Founding Director, Project Olympus; Distinguished Career Professor of Computer Science, Carnegie Mellon University**

Lenore Blum (Ph.D., MIT) is Distinguished Career Professor of Computer Science at Carnegie Mellon and Founding Director of Project Olympus. Project Olympus is a good example of her determination to make a real difference in the academic community and the world beyond. Olympus has two main aims: to bridge the gap between cutting-edge university research/innovation and economy-promoting commercialization for the benefit of our communities and to creating a climate, culture and community to enable talent and ideas to grow. Lenore is internationally recognized for her work in increasing the participation of girls and women in Science, Technology, Engineering, and Math (STEM) fields. In 2004 she founded the Women@SCS program. In 2004 she received the U.S. Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring. In 2009 she received the Carnegie Science Catalyst Award recognizing her work with Project Olympus.

Lisa Camp  
**Associate Dean for Strategic Initiatives, Case School of Engineering, Case Western Reserve University**

Lisa Camp joined Case Western Reserve University in 2009 and is currently the Associate Dean for Strategic Initiatives in the School of Engineering. In this capacity, she provides strategic research development, leadership, and change management through CSE, helping the School thrive in a changing research environment by working at the intersection of funding trends, societal needs, and faculty interests. Prior to joining CWRU, Lisa served in leadership positions at Cleveland State University, operated her own grant development consulting company, and worked at a Washington, D.C. firm helping faculty from small liberal arts colleges understand how to engage with Federal grant agencies and large national foundations. For over 20 years, Lisa has worked with a variety of institutions of higher education throughout the country to help faculty and administrators position ideas for both internal and external support.

Babs Carryer  
**Entrepreneur, New Venturist Blogger, Adjunct Professor of Entrepreneurship, Carnegie Mellon University and University of Pittsburgh**

Babs Carryer is a serial entrepreneur, writer and educator. She blogs about entrepreneurship on New Venturist. Babs has taught entrepreneurship at Carnegie Mellon University for 15 years, Babs was embedded entrepreneur for CMU’s Project Olympus and innovation advisor for CMU’s Institute for Social Innovation. At the University of Pittsburgh, Babs teaches the Benchtop to Bedside technology commercialization course. She was director of training and faculty development at the National Collegiate Inventors and Innovators Alliance (NCIIA). Babs is President of Carryer Consulting and co-founder of LaunchClyte, with a portfolio of companies. Babs has a Masters in Public Management (MPM) from Heinz College at CMU and a BA from Milis College in CA.

Dr. Eugene V. Cilento  
**Dean of Statler College of Engineering and Mineral Resources, West Virginia University**

Eugene V. Cilento is the Glen H. Hiner Dean of the Statler College of Engineering and Mineral Resources at West Virginia University. Cilento has been a faculty member in the WVU Department of Chemical Engineering since 1979 and served as department chairman from 1988-99. Beginning in July 2000, he served as Interim Dean. Cilento was appointed Dean of the College in July 2001. Since his appointment, he has marked the revitalization and renewal of the college’s infrastructure as the highest priority. A native of New York City, he has a bachelor’s degree in chemical engineering from the Pratt Institute in Brooklyn, NY. He also has his masters and doctoral degrees in chemical engineering from the University of Cincinnati.

Thomas R. Culver  
**Senior Innovation Advisor, RTI International**

Mr. Culver has worked for RTI International, a leading global non-profit research institute, for over 13 years advising on innovation and technology commercialization. Mr. Culver has developed, organized, and taught nationwide workshops on technology scouting and market intelligence processes and has delivered open innovation solutions to Fortune 100 companies, universities, large government, and small business clients. He routinely provides technology scouting, licensing, technical and market opportunity assessments, and strategic advising services across many technology and consumer sectors. He has helped clients successfully license technologies, develop several multi-million dollar investment partnerships, and find enabling technologies for globally launched commercial products.

Sabina Deitrick  
**Program Director, Urban and Regional Analysis, University of Pittsburgh**

Sabina Deitrick is Associate Professor at the Graduate School of Public and International Affairs and Director of Urban and Regional Analysis program at the University Center for Social and Urban Research (UCSUR) at the University of Pittsburgh. She is co-founder of the Pittsburgh Neighborhood and Community Information System, a property data base community and built environment data and information in Southwest Pennsylvania. She received her BA in economics and MA in regional science from the University of Pennsylvania and Ph.D. in city and regional planning from the University of California, Berkeley.

Lindsay Emery  
**Business Development Manager, West Virginia University**

Ms. Emery has served as UINC’s program manager since its inception in September 2011. She presented when UINC was awarded the UEDA Awards of Excellence at the 2012 Annual Summit. Through UINC, Ms. Emery initiates and coordinates partnerships between faculty researchers, graduate students, and the private sector. Areas of focus include bioscience and biomedical research, energy and environmental research; and security and intelligence research. A native of Cleveland, Ohio, she graduated from Duke University in 2010, receiving graduating honors with highest distinction in the linguistics department. Lindsay is currently pursuing a Master’s degree in integrated marketing communications.

Gary K. Fedder  
**Associate Dean for Research, Director of the Institute for Complex Engineered Systems, Howard M. Wilkoff Professor of Electrical and Computer Engineering, Robotics Institute, Carnegie Mellon University**

Gary K. Fedder is the Associate Dean for Research in the college of engineering, the Director of the Institute for Complex Engineered Systems, and the Howard M. Wilkoff Professor of Electrical and Computer Engineering and of The Robotics Institute at Carnegie Mellon University. He earned his BSMS from MIT, and Ph.D. from U.C. Berkeley. His personal research lies in microelectromechanical systems. From 2011 to 2012, Professor Fedder served as a technical co-lead in the U.S. Advanced Manufacturing Partnership where he worked with industry, academia and government to generate recommendations that motivated the launch of the National Network for Manufacturing Innovation.
Laura S. Fisher
Senior Vice President, Workplace and Special Projects, Allegheny Conference on Community Development
Laura Fisher serves as a member of the senior management team of the Allegheny Conference, and is responsible for directing one of its five core strategic initiatives, the Workplace program. Workplace, led by a CEO steering committee, is focused on broad issues of talent attraction and retention, education and related public policy. As part of her work in economic workforce, Fisher led development and implementation of the ShaleNET program, the first-ever multi-state initiative to create common education and training protocols across multiple states for workers in the natural gas industry. She played a leading role working with industry and educators in developing two successful competitive federal proposals which awarded $20M to the ShaleNET program. She also led the development of an occupational analysis across all energy sectors and the related manufacturing supply chain, examining future talent supply and demand issues, identifying high-demand occupations that form the basis of additional industry-led curricular and workforce programs. As part of this work she has formed a partnership with the Federal National Energy Technology Laboratory to begin to examine the impacts of innovation on workforce, and how systems can best build academic and technical programs to meet future needs.

Susan Fisher
Economic Impact Analyst, Fourth Economy Consulting
Susan is an Economic Impact Analyst with Fourth Economy where she completes economic and social impact research. Before joining Fourth Economy she was a Senior Project Director at Tripp Umbach Inc. for 16 years. Susan applies her expertise in linear cash flow analysis and her extensive experience conducting complex quantitative and qualitative research, analysis and reporting to health care and higher education projects. Her clients have included Pennsylvania State University, Saint Louis University, Mayo Clinic, Albert Einstein Healthcare Network, Ohio Medical Colleges and Teaching Hospitals, and University of Pittsburgh Medical Center. Susan has a BA from University of Pittsburgh and is currently completing her Masters in Urban and Regional Planning from University of Illinois.

Michael I. Green
Retired Business / Technology Executive
Michael Green is an advisor, investor, and board member for several privately-held technology companies. He is a Board member of the West Virginia High Technology Council Foundation, Western Pennsylvania’s Innovation Works, and the West Virginia State Board of Education. He began his career in 1969 as a mathematician, cryptanalyst, and software developer at the National Security Agency. In 1979, he began his career in the private sector and worked in a variety of sales, marketing and executive roles for several high-tech companies. Mr. Green holds a Bachelor’s degree in mathematics from Boston University and a Master’s degree in numerical science from Johns Hopkins University.

Eric Gricus
Program Manager and Client Development, Innovation Center of the Rockies
Eric’s entrepreneurial career started as the neighborhood kid that mowed lawns. This evolved into a painting company which successfully operated in Rhode Island, Crested Butte and Boulder, getting him through college. Eric co-founded and developed a company which sold alternative energy products online, primarily fuel cells and hydrogen storage products. After this experience, Eric joined the team at a small resort where he quickly became a member of the management team that turned the financial performance around and restored the culture of the business.

Thomas Guevara
Deputy Assistant Secretary for Regional Affairs, U.S. Economic Development Administration
Thomas Guevara in his capacity as Deputy Assistant Secretary for Regional Affairs directs and supervises the activities of the Economic Development Administration’s (EDA) Office of Regional Affairs, including the Performance and National Programs Division and all six EDA Regional Offices. EDA’s Regional Offices are responsible for program delivery of investments that fulfill the agency’s mission of leading the federal economic development agenda by promoting competitiveness and preparing American regions for growth and success in the worldwide economy. Mr. Guevara brings over 21 years of management experience in financial advisory services, public-private partnership finance, and local economic development consulting.

Dr. Joel L. Hartman
Vice Provost and Chief Information Officer, University of Central Florida
Joel L. Hartman is Vice Provost for Information Technologies and Resources at the University of Central Florida in Orlando. As the university’s CIO, he has overall responsibility for library, computing, networking, telecommunications, media services, and distributed learning activities. Hartman was employed by Bradley University from 1967 to 1995, holding several information technology management positions, including CIO. Hartman graduated from the University of Illinois, Urbana-Champaign, with Bachelor’s and Master’s degrees in Journalism and Communications, and received his doctorate from the University of Central Florida.

Alon Hillel-Tuch
Founder and Chief Financial Officer, RocketHub
Alon Hillel-Tuch is a Founder and the Chief Financial Officer of RocketHub, one of the world’s largest crowdfunding platforms. Alon was born in the land of cheese and clogs, The Netherlands, and speaks English, Dutch, German, and a smidge of Mandarin Chinese. Alon co-authored two whitepapers, entitled Regulation of Crowdfunding: Building On the Jumpstart Our Business Startups Act, and Implementation Of Crowdfunding: Building On Title III Of The Jobs Act, which have both received critical acclaim and resulted in Alon testifying before the Oversight and Government Reform Committee in U.S. Congress. Alon has lectured on crowdfunding and entrepreneurship at various universities, institutions, and conferences. Alon’s primary focus during talks is educating people on the rituals of the crowdfunding movement and the patterns of success that surround crowdfunding.

Johnathan M. Holifield, Esq.
Vice President of Inclusive Competitiveness, NorTech; Co-founder, The America21 Project
Johnathan M. Holifield, Esq. is Vice President of Inclusive Competitiveness at NorTech, the regional innovation-based economic development organization serving Northeast Ohio. In this intrapreneurial role, he is responsible for leveraging and accelerating existing efforts within the Northeast Ohio region and leading new strategic initiatives to increase economic inclusion and competitiveness. His focus is building public/private partnerships to further infuse inclusion into the region’s innovation-based economic competitiveness strategies and outcomes. He is founding executive director of CincoTech USA – Cincinnati’s Voice of Technology and Innovation – and has held executive leadership positions with Cincinnati USA Chamber of Commerce, Buffalo Olmsted Parks Conservancy and Cleveland Urban League and was a member of the Cincinnati Bengals of the NFL. He has also served on several governing boards, including BioStart Bio/Medical Start up Center, Greater Cincinnati Venture Association, The University of Cincinnati’s Economic Development Institute, and The Greater Cincinnati Foundation.

Razi Imam
Founder & CEO, 113 Industries
Razi Imam is an accomplished award winning innovator, entrepreneur, and author. He has experience and knowledge of successfully innovating products and services, launching them in competitive markets, and building world-class high-performance teams. He has recently founded 113 Industries that focuses on helping companies shift their innovation strategy from being internally focused to adopting an Open Design-Driven Innovation model. 113 Industries drives the successful commercialization and adoption of discoveries coming out of research universities, federal labs, and research driven enterprises by mid market and Fortune 500 companies looking to introduce new products. In recognition of his entrepreneurial success, Carnegie Science Foundation has presented Razi with their prestigious award honoring Innovation in Science and Technology. Imam’s career spans working in Fortune 500 companies to being part of three successful startups. He has successfully launched and re-launched companies by defining their product and market strategies, repositioning them in the face of economic downturn, defining new product categories, and establishing them as the leader in their space.

Dion Jackson
Associate, USC Center for Economic Development in the Price School of Public Policy, University of Southern California
Dion Jackson serves as an Associate of the USC Center for Economic Development in addition to maintaining a private consulting business, providing technical assistance and information to individuals and organizations. He has researched eco-industrial parks, brownfields redevelopment, and workforce development as tools for economic development. Technical assistance projects include the Green Valley Initiative Sustainable Economic Development Strategic Plan and the Rosecrans East Corridor Workforce Development Strategy. Ms. Jackson received her Master of Business Administration degree in Finance, a Master of Real Estate Development and a Master of Planning degree in Economic Development from the University of Southern California.
Dr. Kathryn J. Jackson
Senior Vice President and Chief Technology Officer, Westinghouse Electric Company

Dr. Kathryn J. Jackson is currently senior vice president and chief technology officer at Westinghouse Electric Company, responsible for leading the company’s research and development activities. She also leads the company’s environmental sustainability initiatives aimed at minimizing the impact of global business activities on the environment. Previously Dr. Jackson held the position of vice president of Strategy, Research and Technology at Westinghouse, responsible for the development of technology-based growth strategies. Dr. Jackson joined Westinghouse from Tennessee Valley Authority (TVA), where she was the executive vice president of River System Operations and Environment and the corporate environmental officer. In her 17 years with TVA, she was responsible for the management of the 6,000 megawatt hydropower system, flood control, navigation, dam safety, public lands management, environmental services, and research and development activities.

Dr. Fred King
Vice President for Research, West Virginia University

Dr. Fred L. King is the Vice President for Research at West Virginia University where he guides campus-wide efforts to support and grow the research enterprise across a diverse spectrum of specialties through a range of support activities from the administration of key grant awards to programs and processes that assist faculty in seeking and securing grant funding for research. From 1998 to 2012, he served as the Associate Dean for Research and Graduate Studies in the Eberly College of Arts and Sciences at West Virginia University. Dr. King earned a Ph.D. in analytical chemistry from the University of Virginia and a B.S. in chemistry from James Madison University. In addition to performing his administrative duties at the university, Dr. King continues to maintain an active research program in the fundamental characterization and analytical development of optical spectroscopy and mass spectrometry techniques.

Robert V. Kolarik II
Program Manager – External Funding, The Timken Company

Robert V. Kolarik II is currently program manager – external funding in the technology organization of The Timken Company. Since 2003, Bob has had responsibility for contract administration of funded research & development projects. He attended the Georgia Institute of Technology, receiving BS, MS, and Ph.D. degrees in Ceramic Engineering. Dr. Kolarik began his career with the company in 1981 at Timken Research and has worked in the areas of steel process and product development. Bob previously had been the project manager – process technology in the company’s Steel Group. His assignments have included program management responsibility for two projects done with partial funding grants from the U.S. Department of Energy. Dr. Kolarik also served as the past chair of the strategic planning for R&D advisory group to the American Iron & Steel Institute’s Committee on Manufacturing Technology.

Michael S. Lehman, MD, MBA
Professor of Practice, Lehigh University

Michael S. Lehman is a Professor of Practice at Lehigh University, serving on the team that launched a new Master’s of Engineering in Technical Entrepreneurship. The faculty appointment also includes roles with Lehigh’s Baker Institute for Creativity, Innovation and Entrepreneurship. Lehman brings a unique perspective to academic entrepreneurship, with experience as Director of PantherlabWorks and Student Entrepreneurship at the University of Pittsburgh’s Institute for Entrepreneurial Excellence, and as founding Director of the Juniata College Center for Entrepreneurial Leadership. Lehman holds a BS from Juniata College, an MD from the Penn State College of Medicine, and an MBA from the University of Leeds (UK).

Peter Linder
Chairman Emeritus, Mid-Atlantic Angel Group

Peter Linder is past member of the board of directors of Ben Franklin Technology Partners of Southeastern Pennsylvania. He is chairman emeritus of Mid-Atlantic Angel Group Fund, a member-managed angel fund investing in start up companies. He also served as chairman of LORE, one of the oldest angel investment groups in the nation, and chair of the Angel Capital Education Foundation. He is a member of the Valuation Committee of Edison Venture Fund. Linder was founding president of ETHIX, a managed-care company. He also founded American Interactive, a company specializing in hospital laboratory data processing systems. He has been a member of the board of governing trustees of The Jackson Laboratory. Linder graduated from Penn State in 1961 with a Bachelor’s degree in electrical engineering.

Christine Lovejoy
Enterprise Architect, Microsoft Corporation

Christine Lovejoy is a highly qualified enterprise architect with over 20 years of experience. She has delivered successful programs of change with many customers across many industries including Healthcare, Finance, Retail, and Manufacturing industries over 11 years with Microsoft Services. Christine has an excellent track record of strategy development, business transformation, and technology delivery, both domestically and internationally. She has had the lead on the development and alignment of information technology strategy with overall business strategy, and the subsequent technology roadmap development and execution to get to future state architectures that deliver against business goals. Christine has extensive experience creating solutions across Windows and Open Systems through her time at IBM, Alcoa and Carnegie Mellon University.

Dr. Keith Marmer
Associate Dean for Research Innovation and Director, Office of Technology Development, Penn State College of Medicine

Dr. Keith Marmer serves as Associate Dean for Research Innovation and Director of the Office of Technology Development at Penn State College of Medicine where he is responsible for the identification, protection, and commercialization of innovative technologies. As an entrepreneur, Keith was founder and CEO of PhysioMetrics. He led the company to raise multiple rounds of investment funding, was awarded People’s Choice for Outstanding Company at the New Jersey Technology Council Venture Conference and received three patents. Keith has successfully launched four companies. Keith received his MBA and his Masters and Doctorate in Physical Therapy from University of the Sciences.

Jack Mason
Director of Entrepreneurial Studies, Duquesne University

Jack Mason is the Director of Entrepreneurial Studies at Duquesne University. He is an executive, consultant, researcher, and educator with more than 40 years of technical and management experience. Dr. Mason has startup, turn-around, organizational restructuring, and performance improvement experience as a line executive and consultant. He founded several businesses, both standalone and within larger businesses. He led the turnaround of a 350-person, $30 million public company. He has a BS from the U.S. Naval Academy, an MS in management from the Sloan School, and an ScD in engineering from MIT. As a Sloan Fellow, he studied and conducted research in France, Germany, Japan, and the U.S.

Michael Matesic
Chief Executive Officer, Idea Foundry

Michael M. Matesic, President & CEO of Idea Foundry, Inc., is a seasoned business executive experienced in working with businesses at a variety of stages. Over the last 10 years at Idea Foundry he has invested in and participated in the development of over 100 technology start-ups, creating jobs in the region. Previously, Mr. Matesic was Chief Executive Officer for two start-up companies and Chief Financial Officer for MetaSite, Inc., participating in the rapid growth of the company and public registration process. While at MetaSite, Mr. Matesic led the startup of the company’s subsidiary, ScrapSite.

David Mawhinney
Co-Director, Carnegie Mellon Center for Innovation and Entrepreneurship; Executive Director, Donald H. Jones Center for Entrepreneurship; Managing Director, Open Field Entrepreneurs Fund, Assistant Teaching Professor, Topper School of Business

Prior to joining Carnegie Mellon, Dave was co-founder, Chairman and CEO of mSpoke, an internet content and advertising recommendation engine that was acquired in 2010 by LinkedIn. In 2006, Morgan Stanley’s MSCI/Barron business unit acquired mSpoke’s first business line, a quantitative investment recommendation engine. Prior to mSpoke, Dave was a General Partner of PNC Technology Investors. Earlier in his career, he co-founded three successful startup ventures, including Premier Health Exchange (acquired by Medibuy), Hawk Medical (acquired by McKesson), and Industry.Net (merged with AT&T Business Network to form Nets, Inc.). Mr. Mawhinney holds an MBA with Distinction from Carnegie Mellon University and a BS in Physics, Summa Cum Laude, from Indiana University of Pennsylvania.
James J. McCaffrey  
Senior Vice President Energy Marketing, CONSOL Energy Inc.  
Jim holds the position of senior vice president energy marketing for CONSOL Energy Inc., with responsibility for all domestic coal, gas, and water sales. Prior to that, he was senior vice president sales for CONSOL Energy Sales Company. He previously jointly held the positions of vice president materials & supply chain management and senior vice president CNX Land Resources. His responsibilities in those roles included land management, purchasing functions, and Fairmont Supply Company. He had held the position of vice president marketing services from 2003 to 2005. He also has experience as vice president/general manager in the coal operations group, responsible for various CONSOL mines. Jim joined CONSOL in 1976 as a coal miner, and advanced progressively through operating and management positions at the Bailey and Enlow Fork mines, culminating in being promoted to mine superintendent at the Enlow Fork mine and subsequently at Mine 84. Jim holds a Bachelor’s degree in Mining Engineering from the University of Pittsburgh, and a Master’s degree in Business from the University of Pittsburgh Katz Business School.

Carter McClure  
Manager, East Stroudsburg University  
Carter McClure is the Manager of the East Stroudsburg University of Pennsylvania Business Accelerator Program. He has an MBA from Hampton University and is a certified information systems consultant. For twelve years, Carter managed financial analysis for companies including: Motorola, Caremark Rx, and Citibank of Chicago. After leaving the corporate sector, Carter pursued an entrepreneurial endeavor in server risk mitigation. Carter has managed incubator operations in Tennessee and has served on numerous boards supporting Regional Economic Development. In his current capacity, Carter was recently appointed to lead a task force to encourage Innovation and Entrepreneurship at East Stroudsburg University.

Tim McNulty  
Associate Vice President of Government Relations, Carnegie Mellon University  
Tim McNulty is Associate Vice President of Government Relations at Carnegie Mellon University. In this role he supports Carnegie Mellon faculty by enhancing collaboration with federal, state, and local government partners. McNulty joined Carnegie Mellon in January 2003 after 8 years in service with Governors Tom Ridge and Mark Schweiker. This included serving in the Department of Community and Economic Development as Executive Deputy Secretary and Acting Secretary and in the Governor’s Office as Deputy Chief of Staff for Technology Initiatives. Prior to joining the Commonwealth, McNulty directed the Pittsburgh regional revitalization initiative. Before coming to Pittsburgh, he was the executive director of the Council of Great Lakes Governors and director of a regional consortium at Argonne National Laboratory.

Ed Morrison  
Regional Economic Development Advisor, Purdue Center for Regional Development  
Mr. Morrison is Regional Economic Development Advisor for the Purdue Center for Regional Development. He is also a member of the faculty at the Purdue College of Technology, where he is engaged in innovation policy. As a part of this work, he has led a team to develop a new strategy discipline, Strategic Doing. This discipline enables civic leaders to form complex collaborations quickly, guide them toward measurable outcomes and adjust along the way. Purdue offers a certification in Strategic Doing and is anchoring a national network of colleges and universities to support the discipline.

Tom Murphy  
Urban Land Institute Canizaro / Klingbeil Families Chair for Urban Development  
Tom Murphy has been a senior resident fellow at the Urban Land Institute since 2006. A former mayor of Pittsburgh, he joins four other senior resident fellows who specialize in housing, finance, retail, and sustainable development. His extensive experience in urban revitalization has been a key addition to the senior resident fellows’ areas of expertise. Since January 2006, Murphy has served as ULI’s Gulf Coast liaison, helping coordinate with the leadership of New Orleans and the public there rebuilding recommendations made by a ULI Advisory Services panel held shorty after Hurricane Katrina. He also worked on rebuilding strategies with leaders in the Gulf Coast areas of Mississippi and Alabama in the wake of Katrina. Murphy served in the Peace Corps in Paraguay from 1970 to 1972. He is a 1993 graduate of the New Mayors Program offered by Harvard University’s Kennedy School. He holds a Master of Science degree in urban studies from Hunter College and a Bachelor of Science degree in biology and chemistry from John Carroll University. He is an honorary member of the American Society of Landscape Architects; a board member of Harmony Development Inc. of New Orleans; president of the board of the Wild Waterways Conservancy of Pennsylvania; and a board member of Mountain Lake Inc. of Virginia.

Priya Narasimhan  
Professor of Electrical & Computer Engineering, Carnegie Mellon University  
Priya Narasimhan’s research interests lie in the fields of dependable distributed systems, fault-tolerance, embedded systems, mobile systems and sports technology. She serves as the academic lead of the Intel Science and Technology Center in Embedded Computing (ISTC-EC) that comprises Carnegie Mellon, Penn State, UIUC, University of Pennsylvania, Cornell, UC Berkeley and Georgia Tech. Priya Narasimhan is the CEO and Founder of YinzCam, Inc., a Carnegie Mellon spin-off company focused on mobile live streaming and scalable video technologies to provide the ultimate mobile fan experience to 55+ professional sports teams/venues.

Carolyn Boser Newhouse  
Deputy Secretary, Office of Innovation and Investment, PA Department of Community and Economic Development  
Carolyn Boser Newhouse has more than 20 years of demonstrated entrepreneurial and business expertise in multiple private sector arenas. She is founder and co-founder of multiple companies, encompassing wired and wireless communications, engineering, supply chain automation, retail business and commercial real estate. As Deputy Secretary for OII, Carolyn Newhouse is responsible for more than 70 economic development programs, representing nearly 75 percent of DECD’s total budget of $237 million. Carolyn earned her undergraduate degree in Computer Science from the University of Pittsburgh and is a graduate of the Entrepreneur Leadership and Advanced Entrepreneur Leadership programs at the University of Buffalo.

Mark A. Nordenberg  
Chancellor, University of Pittsburgh and Distinguished Service Professor of Law  
Mark Nordenberg joined the University in 1977 as a faculty member in the School of Law. Earlier in his career, Chancellor Nordenberg served as Dean of the School of Law and as Interim Provost of the University. In 1994, he was elevated to the special faculty rank of Distinguished Service Professor. In 1995, he was elected Interim Chancellor by the University’s Board of Trustees, and in 1996, following a national search, he was elected Chancellor. During his tenure, Chancellor Nordenberg has led Pitt through one of the most impressive periods of progress in its 226-year history as the University achieved new levels of quality and impact on virtually every front. Undergraduate applications have increased dramatically, and the academic credentials of enrolled undergraduates have soared. Pitt also ranks among the top five American universities in terms of total federal science and engineering research development support.

Rich Overmoyer  
CEO, Fourth Economy Consulting and Executive Director, UEDA  
Rich Overmoyer is the Executive Director of UEDA and President & CEO of Fourth Economy Consulting. Rich and his team have been supporting the growth of the UEDA and working with the organization’s members to create value. Fourth Economy is a national economic development strategy firm that is pioneering new approaches and models of sustainable development. They focus on the relationships between universities, businesses, and communities to define new structures for shared benefit. Rich utilizes his year’s of experience in government and the private sector to help clients develop strategies that are implementation-ready. He holds a BA in Political Science and a MA in Public Policy from the University of Pittsburgh.

Mike Pearce  
CEO Innovative Education & System Vice President Information Technology, CIO, University of South Florida  
Michael Pearce, CEO Innovative Education & System VP Information Technology and CIO for the University of South Florida System. The University of South Florida is among the nation’s top 63 public research universities and one of Florida’s top three research universities. In his role at USF, Michael oversees both the system wide information technology organization in addition to University College which has responsibility for the University’s strategic efforts to ensure student success and program innovation by leading USF distance learning development in collaboration with other University academic colleges, through market-based programs, full cost recovery, and funded models – growing continuing education, compliance and test preparation, conferencing, consulting, workplace-based education, metro initiatives, pre-college, adult completion, and certificate programs in support of life-long learning.
Paul Petrovich
Assistant Director of Technology Commercialization, University of Pittsburgh
Paul’s responsibilities include providing educational and advisory services to the entrepreneurial faculty and students at the University of Pittsburgh to create start-up companies utilizing their technology discoveries. He is a recipient of the prestigious national Tibbetts Award recognizing his services connecting technology innovators with SBIR funding for product development. He has served on several committees, including Chair of the Pennsylvania Innovation Partnership Funding Committee and is currently the Secretary Treasurer of the Pittsburgh chapter – Product Development Management Association. He has a BS in Business Administration from Indiana University of Pennsylvania and is a member of the AICPA and PICPA.

Mary Frances Postupack
Vice President for Economic Development and Research Support, East Stroudsburg University of Pennsylvania
Mary Frances Postupack is the Vice President for Economic Development and Research Support at East Stroudsburg University of Pennsylvania. She manages the ESU division of Research and Economic Development (RED) which includes an award-winning Business Accelerator Program, the Office of Workforce Development, Entrepreneurial Leadership Center, and the Office of Sponsored Projects and Research which secured in excess of $38 million from FY02-11. Mary Frances has over 20 years of experience in the areas of education, business, community and economic development. She received a BS from the Pennsylvania State University, M.Ed. from East Stroudsburg University, and Corporate Entrepreneurship Certification from Lehigh University. She is a certified Stephen Covey Trainer and was recognized as one of the Top 25 Women in business in NE PA by the Northeast Pennsylvania Business Journal.

Andrew Reese
Research Professor, Institute of Public Policy, George Washington University
Andrew Reese is Research Professor at George Washington University’s Institute of Public Policy, where he focuses on U.S. economic competitiveness policies. Dr. Reese also is a Nonresident Senior Fellow at the Brookings Institution and a former board member of the Council for Community and Economic Research. While with the Brookings Institution’s Metropolitan Policy Program, he co-authored the policy brief that served as the basis for the Regional Innovation Program authorized by the 2010 America COMPETES Act. Dr. Reese founded two regional economic development and public policy consulting firms, Mt. Auburn Associates and Andrew Reamer & Associates, and received a Ph.D. in Economic Development and Public Policy and a Master of City Planning from the Massachusetts Institute of Technology.

Christopher J. Reese
Director of Community Relations, California State University, Fullerton
Chris Reese has served as Director of Community Relations for Cal State Fullerton since 2002. Chris serves as the campus liaison for local and regional governments, businesses, non-profit, and community organizations. Chris serves as the lead representative for the campus for all areas of town/gown relationships, external economic development projects, and business outreach coordination. Prior to his work with CSUF, Chris served as Executive Vice President for Iger & Associates, a government interface firm representing clients for land use and local government policy changes and as Senior Field Representative to California State Assemblywoman Lynn Daucher. Chris has a Master’s degree in Public Administration from Cal State Fullerton.

Ralph Resnick
President and Executive Director, NCMM
Founding Director, National Additive Manufacturing Innovation Institute
Mr. Resnick joined NCMM in September 2008 as Vice President, Chief Technology Officer with over 35 years of manufacturing experience. He assumed President & Executive Director in May 2011 and led the NCMM to winning the competitive National Additive Manufacturing Innovation Institute (NAMI) contract. Prior to joining NCMM, Mr. Resnick served as Chief Technology Officer for both The ExOne Corporation and Extrude Hone where he helped establish Extrude Hone and Ex One as leaders in advanced manufacturing. He holds several patents in manufacturing processes and metrology. Mr. Resnick serves on the boards of: Louisiana Center for Manufacturing Sciences (LCMS); NIST Smart Manufacturing Institute; Navy Metalworking Companies Industry Advisory Board; MConnect® Institute; DoD’s IDMTP Metals Subpanel; and the prestigious International Institution for Production Engineering Research (CIRP). Mr. Resnick was recently elected to the Board of Directors of SME and is a Fellow and the Chairman of SME’s International Awards and Recognition Committee. In 2010, Mr. Resnick received the NAMRI/SME “Outstanding Lifetime Service Award.”

Paul Scerri
Associate Research Professor, Robotics Institute, Carnegie Mellon University
Paul Scerri is an Associate Research Professor at Carnegie Mellon University’s Robotics Institute where his research looks at large teams of software agents and robots doing complex tasks in the field. Over the last 15 years, he has built robotic teams ranging from soccer playing robots to unmanned air vehicles for managing cattle. Originally from Australia, he did his Ph.D. in Sweden before moving to the U.S. in 2001. Platypus uses teams of small robotic boats to collect water quality information from ponds, lakes, creeks, and rivers. The very low cost of the boats dramatically changes the cost of collecting water information, opening up new possibilities in industries such as environmental protection, education, and farming. After only one year Platypus boats have been used in Australia, Qatar, China, and the U.S.

Mark Skinner
Vice President, SSTI and Director of the Regional Innovation Acceleration Network (RIAN)
Mark Skinner is founding Director of the Regional Innovation Acceleration Network (RIAN), a federally-funded project striving to make public-private investments in innovation-based growth more efficient while achieving greater impact. Applying systems thinking to regional development strategies, RIAN is working to establish a national network of existing and emerging nonprofit Venture Development Organizations for peer-to-peer sharing of information, best/common practices and collaborative investment and entrepreneurship opportunities. Mark is also Vice President of the State Science & Technology Institute. Working with SSTI since 1998, Mark is a lead developer for SSTI’s annual conference content and served as the editor of the SSTI Weekly Digest. He was the principal author or a co-author on a number of publications, including A Resource Guide for Technology-based Economic Development and State and Federal Perspectives on the SBIR Program. Mr. Skinner received his B.A. in Urban and Regional Planning from Miami University (Oxford, OH).

Rebecca Spexarth
Director for Economic Development, Kansas State University Institute for Commercialization
Rebecca is the Director of Economic Development at the Kansas State University Institute for Commercialization, where she leads the organization’s partnership with Knowledge-Based Economic Development, LLC in Manhattan, KS. Ms. Spexarth focuses on recruiting or expanding businesses to the region that have a research-based relationship with Kansas State University. Prior to joining the Institute for Commercialization, she worked in marketing, sales, and corporate retail planning. Ms. Spexarth received her Bachelor’s degree in Marketing, Spanish, and Leadership Studies at Kansas State University.
Dr. Irene Spitsberg
Senior Manager, Innovation Ventures, Kennametal Corporation
Forward-thinking Global Innovation, Technology and New Business Development Leader who leverages deep and broad technical and business development expertise to unlock opportunities, drive commercial success and spur multimillion to multibillion-dollar growth within highly specialized industries. From concept through launch, builds, connects, engages and motivates multicultural, cross-functional teams to create market-leading products and solutions. Respected for integrity, ability to articulate direction, and proven expertise for innovation, organizational practices, fostering collaboration and building consensus among strategic partners, and internal and external stakeholders.

Bob Starzynski
Director of Business Development, Innovation Works, Inc.
Bob Starzynski serves as Director of Business Development for Innovation Works. In this role, Bob manages all fundraising efforts for the organization, fosters partnerships and alliances within the local and national and economic and community development sectors, advocates for effective economic development policy in Harrisburg and Washington, D.C., and builds collaborative relationships with national agencies, local and national foundations, and the corporate community. Bob has been with Innovation Works since 2001, having served in a variety of capacities, including most recently as Director of Grant Programs. In that capacity, he provided strategic business assistance to more than 75 companies per year and won two national and international economic development excellence awards for his efforts.

Dr. Subra Suresh
President, Carnegie Mellon University
Subra Suresh became the ninth president of Carnegie Mellon University on July 1, 2013. Before joining Carnegie Mellon, Dr. Suresh served as director of the U.S. National Science Foundation, among his many accomplishments in that role was co-founding the Global Research Council, a forum for leaders of major science research funding agencies from around the world. He also promoted U.S. economic development through, among other initiatives, the NSF’s I/Corps program for technology commercialization. Dr. Suresh was dean of the School of Engineering at the Massachusetts Institute of Technology (MIT). He is a distinguished materials scientist, and his work on cellular nanomechanical processes and human disease states has shaped new fields at the intersection of engineering and biology. Dr. Suresh has received numerous awards and honors, including election to the U.S. National Academy of Sciences, the National Academy of Engineering, and the American Academy of Arts and Sciences. Most recently, he received the 2013 Benjamin Franklin Medal in Mechanical Engineering and Materials Science.

Dr. Ian R. Tebbett
Professor and Director Forensic Science, University of Florida
Ian Tebbett is a professor and director of online programs in the College of Pharmacy, University of Florida. Dr. Tebbett’s primary responsibility is with the UF Forensic Science program which he developed in 2000. Over the course of the last twelve years, he has built this program into the largest forensic science program in the world with around 3000 enrollments/year and students from 50 countries. Dr. Tebbett has received numerous awards for online education and was recently named as the president and CEO of the American Distance Education Consortium. Dr. Tebbett has worked as a consultant for many international and national law enforcement agencies and his research interests include novel approaches to education and training of Forensic Science. He has over 100 scientific publications and has acted as a principal or investigator on over $25 million in grant funding.

Julie Throckmorton-Meunier
Foundation and Corporate Relations Officer, Washington & Jefferson College
Julie Throckmorton-Meunier is the Foundation and Corporate Relations Officer for Washington & Jefferson College, where she is responsible for planning, implementing, and directing the college’s comprehensive program of foundation, corporate, and governmental support. She works closely with all members of the development staff as well as members of the college faculty, administration, alumni, and volunteers. She also works with the local community on college/community initiatives that aid in building positive relationships amongst the two. From 2000-2010, Throckmorton-Meunier was a Folklife Consultant and then Cultural Resources Specialist in the Cultural Conservation Division at the Rivers of Steel National Heritage Area, whose mission is to promote and interpret the cultural, natural, historical, and economic resources of an eight-county region in western Pennsylvania. At Rivers of Steel, Throckmorton-Meunier provided technical assistance to tradition-bearers and folk-cultural organizations.

Dr. Don Wardius
Innovation Manager, Bayer MaterialScience LLC
Originally from Wisconsin, Don received his Ph.D. in Chemical Engineering from MIT, and since then Don has worked for 26 years in the chemicals and polymers industries in various roles involving strategic planning and intelligence, innovation, product management, process development, and R&D leadership. Companies that Don has worked for are Union Carbide, Arco Chemical, Lyondell Chemical, and Bayer MaterialScience. Don’s current title is “Innovation Manager” in the Industrial Operation department of Bayer MaterialScience LLC, Pittsburgh, PA (USA). In prior assignments for Arco Chemical Don was based in Villers St. Paul, France and in Maidenhead, England.

Lisa Mauck Weiland
President, Reneger, Inc.
Lisa Weiland (2003 ME Ph.D., Georgia Tech), has over 15 years of experimental experience in adaptive structures. She is the recipient of a 2009 NSF CAREER Award and the 2011 ASME Gary Anderson Early Achievement Award, granted annually to one person in their ascendency for notable contributions to the field of adaptive structures, where her work has been covered internationally. Lisa Weiland founded Reneger, Inc. in June 2011 based on the adaptive structures device concept developed in her University of Pittsburgh laboratory, and in anticipation of the corresponding patent filing. She began an entrepreneurial leave of absence in September 2012 in order to serve as Reneger’s president, and thereby focus on advancing the REED technology to market.

Marcia G. Welsh, Ph.D.
President, East Stroudsburg University
Marcia G. Welsh, Ph.D. was appointed as the 13th president of ESU in April 2012 by the Board of Governors for the Pennsylvania State System of Higher Education (PASSHE) and assumed her role as the first female president of ESU in July 2012. Dr. Welsh earned both her undergraduate degree in physical sciences and Master’s degree in anatomy from Colorado State University, and her doctoral degree in anatomy from the University of Texas Health Science Center in San Antonio. She has published numerous articles in academic journals, has presented at a number of national conferences, and has been involved with a variety of community organizations. She is serving the local and regional communities in multiple capacities including: the Northampton Community College Monroe Campus Advisory Board, the Northeastern Pennsylvania Association of Colleges and Universities (NEPACU), Women’s Resources of Monroe County board, and the Buck Hill-Skytop Musical Festival board. As president of East Stroudsburg University, Dr. Welsh is also a member of the Marine Science Consortium (MSC) board of directors, the American Association of State Colleges and Universities (AASCU), and the Greater Pocono Chamber of Commerce.

Michele G. Wheately
Provost and Vice President for Academic Affairs, West Virginia University
As the Provost of West Virginia University, Dr. Michele G. Wheately is the Chief Academic Officer responsible for the administration of all academic policies, programs, facilities, and budgetary matters except for programs reporting through the Chancellor of the Health Sciences Center. A major initiative of her first year as Provost was leading the university-wide strategic planning process with Chancellor Chris' Colenda. The plan was endorsed in early 2011 by the WVU Board of Governors. Dr. Wheately now works closely with the Office of Strategic Planning—which she helped found—and with the university’s full academic administration to align hiring priorities, student recruitment strategies, and campus programming decisions with the goals of the WVU strategic plan. She also chairs the University Planning committee that prioritizes funding decisions at the University.
Dr. Julie E. Wollman  
President, Edinboro University of Pennsylvania  
Dr. Julie E. Wollman became the 17th President of Edinboro University in June 2012, bringing to Edinboro a successful background in teaching, research, and administration. The first woman to be named president of Edinboro University, she came to Edinboro from Wheelock College in Boston, MA, where she served as Vice President for Academic Affairs. Prior to that position, she served as Vice President for Academic Affairs at Worcester State University, and Dean of Education and Human Development at Rhode Island College. Immediately upon becoming President, Dr. Wollman initiated a university-wide planning process that produced updated mission, values, and vision statements and new long-range goals for the University, all centered on a renewed commitment to uncompromising excellence and student success. She also has become active in the community, accepting appointment to the Erie Regional Chamber and Growth Partnership Board of Directors, the Hamot Health Foundation Board of Corporators, the United Way Erie Board of Directors, and she chairs the United Way’s Volunteer Engagement Cabinet, among other roles that represent the University’s responsiveness to the evolving needs of the broader community. Most recently, she accepted an invitation from state Sen. Sean Wiley to join his Senatorial Advisory Committee on Post Secondary Education.

Steve Wood  
CEO, Cowboy Technologies, Oklahoma State University  
Steven Wood is currently serving as CEO of Cowboy Technologies, LLC (CT). CT is a university technology early stage investment fund. CT is owned by Oklahoma State University, but funded by private, not public money. Mr. Wood is responsible for identifying technology research across all colleges and campuses at OSU, engaging the faculty to develop appropriate business models for the commercialization of the research, mentoring the faculty into the entrepreneurial process, securing capital for launched technology entities, and aligning resources for the CT mission. Mr. Wood also instructed graduate level classes in Entrepreneurship for Scientists and Engineers. Mr. Wood has mentored NSF I-Corp teams, is an inventor and holder of numerous U.S. and International patents.
### Sunday, October 27, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 5:00 PM</td>
<td>Registration Opens and Exhibitor Set-Up</td>
<td>William Penn Level</td>
</tr>
<tr>
<td>1:00 – 2:00 PM</td>
<td>EAUC Member Meetings</td>
<td>Shadyside Room, First Floor</td>
</tr>
<tr>
<td>3:30 – 5:00 PM</td>
<td>UEDA Board Meeting</td>
<td>Oakmont Room, First Floor</td>
</tr>
<tr>
<td>5:00 – 5:30 PM</td>
<td>Awards of Excellence Committee Meeting</td>
<td>Oakmont Room, First Floor</td>
</tr>
<tr>
<td>6:00 – 7:30 PM</td>
<td>“Show Your School Colors” Welcome Reception &amp; New Member Recognition</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>7:30 PM</td>
<td>Local Dine-Arounds</td>
<td></td>
</tr>
</tbody>
</table>

### Monday, October 28, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration Opens</td>
<td>William Penn Level</td>
</tr>
<tr>
<td>7:00 – 8:00 AM</td>
<td>Continental Breakfast</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>7:15 – 7:45 AM</td>
<td>Awards of Excellence Informational Session</td>
<td>Riverboat Room, William Penn Level</td>
</tr>
<tr>
<td>8:00 – 8:45 AM</td>
<td>Welcome Message</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>8:45 – 9:45 AM</td>
<td>The University President’s Panel: Higher Education’s Role in Economic Transformation</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>9:45 – 10:15 AM</td>
<td>Morning Break</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>10:25 – 11:45 AM</td>
<td>Awards of Excellence Finalist Presentations (2 Concurrent Sessions)</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td>11:45 – 1:15 PM</td>
<td>Lunch</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>1:20 – 2:40 PM</td>
<td>Awards of Excellence Finalist Presentations (2 Concurrent Sessions)</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td>2:45 – 4:05 PM</td>
<td>Awards of Excellence Finalist Presentations (1 Session)</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>4:05 – 5:05 PM</td>
<td>Panel Discussion: The Changing Face of Innovation in University-Based Economic Development</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>5:15 – 7:30 PM</td>
<td>Self-Guided Tours of Heinz History Center</td>
<td>Floors Two and Four, Heinz History Center</td>
</tr>
<tr>
<td>6:00 – 7:30 PM</td>
<td>Networking Reception</td>
<td>Floor Five, Mueller Center, Heinz History Center</td>
</tr>
<tr>
<td>7:40 PM</td>
<td>Keynote Presentation: Innovation Ecosystems with Victor Hwang</td>
<td>Floor Five, Mueller Center, Heinz History Center</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>Local Dine-Arounds</td>
<td></td>
</tr>
</tbody>
</table>
### Tuesday, October 29, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:00 AM</td>
<td>Continental Breakfast</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>8:00 – 9:00 AM</td>
<td>Panel Discussion: New Definitions for Economic Development: The Public Sector Role and Metrics for Success</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>9:05 – 10:05 AM</td>
<td>Concurrent Sessions:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) The Explosion of Innovation and Entrepreneurship on Campuses</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>B) Embracing a Rural Identity: How a Public, Land-Grant University Encourages and Supports an Innovative Culture</td>
<td>Welk Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>C) University Spin Outs:</td>
<td>Riverboat Room, William Penn Level</td>
</tr>
<tr>
<td></td>
<td>Lessons Learned from the Front Lines of Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commercialization and Company Formation</td>
<td></td>
</tr>
<tr>
<td>10:05 – 10:35 AM</td>
<td>Morning Break</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>10:35 – 11:35 AM</td>
<td>Concurrent Sessions:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Turning Town / Gown Into Economic Prosperity</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>B) Building a University Innovation Ecosystem to Spark Regional Revitalization: Lessons from Carnegie Mellon</td>
<td>Welk Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>C) Industry and University Collaboration: Partnership Perspectives from Fortune 500 Companies</td>
<td>Riverboat Room, William Penn Level</td>
</tr>
<tr>
<td>11:35 AM – 1:00 PM</td>
<td>Lunch</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td>1:05 – 2:05 PM</td>
<td>Concurrent Sessions:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Creating Economic Development through Online Learning</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>B) Economic Development Funding Strategies for University Ventures</td>
<td>Welk Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>C) Lean Models for University Commercialization</td>
<td>Riverboat Room, William Penn Level</td>
</tr>
<tr>
<td>2:05 – 2:35 PM</td>
<td>Afternoon Break</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
<tr>
<td>2:40 – 3:40 PM</td>
<td>Concurrent Sessions:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) The National Additive Manufacturing Innovation Institute (NAMII): A Case Study in Regional Collaboration and Federal Grant Challenges</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>B) Higher Education Institutions as Anchor Institutions in Smaller Communities and Rural Regions</td>
<td>Welk Room, Mezzanine Level</td>
</tr>
<tr>
<td>3:45 – 4:45 PM</td>
<td>Concurrent Sessions:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A) Manufacturing Extension and “Pulling” Technology into the Marketplace</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td></td>
<td>B) Energy Trends and Workforce Opportunities Report</td>
<td>Welk Room, Mezzanine Level</td>
</tr>
<tr>
<td>6:00 – 8:00 PM</td>
<td>UEDA Annual Awards Banquet</td>
<td>William Penn Ballroom, William Penn Level</td>
</tr>
<tr>
<td></td>
<td>Awards Presentation</td>
<td></td>
</tr>
</tbody>
</table>

### Wednesday, October 30, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:00 AM</td>
<td>Continental Breakfast</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td>8:30 – 9:30 AM</td>
<td>UEDA Business Meeting</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td>9:30 AM – 12:00 PM</td>
<td>UEDA Board Meeting (Public)</td>
<td>Hope Room, Mezzanine Level</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Adjourn</td>
<td></td>
</tr>
</tbody>
</table>
# Agenda Detail

## Sunday, 10.27.13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 5:00 PM</td>
<td>Registration Opens and Exhibitor Set-Up</td>
<td>William Penn Level</td>
</tr>
<tr>
<td>1:00 – 2:00 PM</td>
<td>EAUC Member Meetings</td>
<td>Shadyside Room, First Floor</td>
</tr>
<tr>
<td>3:30 – 5:00 PM</td>
<td>UEDA Board Meeting</td>
<td>Oakmont Room, First Floor</td>
</tr>
<tr>
<td>5:00 – 5:30 PM</td>
<td>Awards of Excellence Committee Meeting</td>
<td>Oakmont Room, First Floor</td>
</tr>
<tr>
<td>6:00 – 7:30 PM</td>
<td>“Show Your School Colors” Welcome Reception &amp; New Member Recognition</td>
<td>Sternwheeler Room, William Penn Level</td>
</tr>
</tbody>
</table>

**Show Your School Colors**

Show your school spirit to kick off the 2013 UEDA Annual Summit by wearing your school colors, logos, and mascots. Meet new friends and reconnect with others! Following the reception delegates are encouraged to dine-around town at some of Pittsburgh’s popular eateries.

**7:30 PM**

**Local Dine-Arounds**

On your own, see page 33 for options

---

**THE UNIVERSITY of TENNESSEE**

**Institute for Public Service**

...providing outreach, engagement, economic development assistance and service to improve communities and the quality of life of Tennesseans.
7:00 AM  
Registration Opens

William Penn Level

7:00 – 8:00 AM  
Continental Breakfast

Sternwheeler Room, William Penn Level

7:15 – 7:45 AM  
Awards of Excellence Informational Session

Riverboat Room, William Penn Level

Interested in learning more about the Awards of Excellence process? Thinking about submitting an award nomination for 2013? Want to find out how to strengthen your application? Join us for an informal Q&A session with members of the Awards of Excellence Committee. We will answer your questions and tell you how your project can be part of this important UEDA initiative, sharing best practices across the country. Grab your breakfast in the Sternwheeler Room and bring it with you.

8:00 – 8:45 AM  
Welcome to Pittsburgh and the 2013 Annual Summit

William Penn Ballroom, William Penn Level

The City of Bridges, Pittsburgh is recognized as a national model in university-driven economic transformation. Speakers will set the stage for the sessions, activities and program presentations and provide insights into developments happening in Pennsylvania and the region.

- Chuck Shoopman, President, UEDA
- Mary Frances Postupack, Annual Summit Chair, UEDA

Keynote Address

- Carolyn Boser Newhouse, Deputy Secretary, Office of Innovation and Investment, PA Department of Community and Economic Development

8:45 – 9:45 AM  
The University President’s Panel: Higher Education’s Role in Economic Transformation

William Penn Ballroom, William Penn Level

Nationally recognized university presidents and chancellors will discuss the evolving role and experiences for higher education in local, regional, and national economic development and community transformation.

- Mary Frances Postupack, Annual Summit Chair, UEDA (moderator)
- Mark A. Nordenberg, Ph.D., Chancellor, University of Pittsburgh
- Subra Suresh, Ph.D., President, Carnegie Mellon University
- Marcia G. Welsh, Ph.D., President, East Stroudsburg University
- Dr. Julie Wollman, Ph.D., President, Edinboro University

9:45 – 10:15 AM  
Morning Break

Sternwheeler Room, William Penn Level

Sponsored by:

University of Idaho

A Legacy of Leading

2013 Awards of Excellence

UEDA Awards of Excellence: Finalist Presentations

Monday’s concurrent sessions will focus on knowledge-sharing from across the nation. Our 2013 UEDA Awards of Excellence Finalists will be presenting their projects to Summit attendees. Attend the topic of your choice. Finalists will present their project during a 15 minute presentation, with discussion following. After all Finalists have presented, you will be asked to vote for the project you feel is most deserving of a UEDA Award of Excellence. finalists should be judged in the areas of replicability / scalability, sustainability, and originality.

The following pages provide information on each of the finalists and when they will be presenting. Want to find out more about a project, or can’t attend all of the sessions you want? To find out more about this year’s Finalists and their projects, scan the code to the right with your smart phone.

The criteria for judging are:

- **Replicability / Scalability:** Replicability and Scalability mean that both large and small institutions can find value in the project/initiative and that the insights, tools, and practices from the project/initiative can be shared and duplicated. The key questions: How easy will this initiative be to replicate? Does this initiative fit both large and small campuses? Can it be easily scaled in either direction, up or down?

- **Sustainability:** Sustainability means that the initiative creates value in which others will invest. UEDA members are looking for promising, leading edge practices that can be financially supported. The key question: Does the initiative have a business model that can sustain the initiative beyond its initial funding?

- **Originality:** Introducing new ideas, new strategies and new collaborations to the field of university economic development.
The goal of the Wyoming Technology Business Center Incubation Program is to provide development assistance to early-stage Wyoming businesses preparing for high growth. Business assistance is offered through the Wyoming Technology Business Center (WTBC) staff and focuses on four important aspects of growing a business; sales and marketing, organizational structure, financial and information systems, and ongoing strategic planning. Through this work, the WTBC is creating a fertile business environment that will assist in the diversification of Wyoming’s economy. Because of the success of the incubator program in Laramie, the WTBC’s mission is to grow the program across the state. Recently, an incubator was added in Casper, Wyoming, and there are plans for another location to be opened in Gillette.

- Jonathon Benson, University of Wyoming
- Christine Langley, University of Wyoming

SkySong, ASU Scottsdale Innovation Center, Arizona State University

In 2004 the City of Scottsdale, the ASU Foundation for a New American University and Arizona State University joined forces to create SkySong the ASU Scottsdale Innovation Center. A mixed use development located on 43 acres just three miles north of ASU’s Tempe campus, SkySong brings together large companies, entrepreneurs, student entrepreneurs, and ASU units in a collaborative environment that supports company growth. ASU SkySong acts as the connector to the university for both SkySong companies and the general business community. SkySong is an economic development driver for South Scottsdale and the university is a key player in the economic development landscape of the Phoenix metropolitan area.

- Janice Kleinwort, Arizona State University

The eFactory: Growing the Local Economy from Idea to Job Creation, Missouri State University

Since 2009, Missouri State embarked on its most recent redevelopment project focused on fostering entrepreneurial opportunity to complement and leverage technical innovation at JVIC, the Small Business and Technology Development Center, and the ideas and creativity of the University’s faculty, staff and students. As a result, in March of 2013, the Robert W. Plaster Center for Free Enterprise and Business Development was opened to serve as the principal entrepreneurship component of IDEA Commons.

Housing both The eFactory, a technology-focused business incubator and business development center, and the cooperative engineering program between Missouri State University and Missouri University of Science and Technology, this project has created a mixed-use development that provides opportunity for economic impact through new job creation as well as the advancement of educated persons who are equipped to contribute meaningfully in an evolving economy.

- Brian Kincaid, Missouri State University
- Allen Kunkel, Missouri State University

Visit the Awards of Excellence Alley

The Awards of Excellence finalists will each have a space in the exhibit hall (Sternwheeler Room) throughout the Summit. Stop by each category table for more information and to talk with the creators of these exciting initiatives. To find out more about this year’s finalists and their projects, scan the code to the right with your smart phone.

10:25 – 11:45 AM Awards of Excellence Finalist Presentations (2 Concurrent Sessions)

A) Community Connected Campus

**Background:** Leading edge colleges and universities develop quality, connected campuses that become entrepreneurial hotspots and magnets for new people and businesses. This category focuses on the physical development of quality, connected campuses and their surrounding communities. College and university campuses can play a vital role in stimulating regional economic development. The award focuses on innovative approaches to campus and community planning that make the campus a magnet or “hot spot” for the regional economy.

Collaborative Formation and Development of the Bioscience & Technology Business Center at the University of Kansas

_University of Kansas / KU Center for Technology Commercialization_

The BTBC serves as KU’s incubator and also provides space for existing companies wishing to partner with KU. In concert with the development of this unique model KU raised the stature of commercialization through its strategic plan, Bold Aspirations. The KU Center for Technology Commercialization (KUCTC) is the single commercialization enterprise for the university with tech transfer, company formation, and industry partnerships centralized into one organization for both the main campus and the medical center. This structure provides a pipeline to the BTBC. Together, KUCTC and BTBC have become the university’s champion in support of community-engaged economic development.

- LaVerne Epp, University of Kansas
- Julie Goonewardene, University of Kansas

Incubation and Outreach Program, Wyoming Technology Business Center

_The eFactory: Growing the Local Economy from Idea to Job Creation, Missouri State University_

Since 2009, Missouri State embarked on its most recent redevelopment project focused on fostering entrepreneurial opportunity to complement and leverage technical innovation at JVIC, the Small Business and Technology Development Center, and the ideas and creativity of the University’s faculty, staff and students. As a result, in March of 2013, the Robert W. Plaster Center for Free Enterprise and Business Development was opened to serve as the principal entrepreneurship component of IDEA Commons.

Housing both The eFactory, a technology-focused business incubator and business development center, and the cooperative engineering program between Missouri State University and Missouri University of Science and Technology, this project has created a mixed-use development that provides opportunity for economic impact through new job creation as well as the advancement of educated persons who are equipped to contribute meaningfully in an evolving economy.

- Brian Kincaid, Missouri State University
- Allen Kunkel, Missouri State University

10:25 – 11:45 AM Awards of Excellence Finalist Presentations continued on next page.
Manufacturing and Logistics Report, Ball State University Center for Business and Economic Research

Sponsored by Conexus Indiana and developed by Ball State University’s Center for Business and Economic Research, the Manufacturing and Logistics Report shows each state’s performance among its peers in several areas of the economy that underlie the success of manufacturing and logistics. The annual report and interactive website allow an audience of economic developers, business owners, policy makers, and informed citizens to identify the strengths and weaknesses of a state as relevant to the manufacturing industry and track state performance since 2009.

• Michael Hicks, Ball State University

The Value-Chain of Colorado Agriculture, Colorado State University’s Office of Community & Economic Development

We have worked with our College of Agriculture, and Agriculture Economics faculty to develop the Value Chain of Colorado Agriculture. This value chain research and analysis, which has never been done before for the full agriculture industry in Colorado, revealed new unexpected collaborations, new potential research opportunities, a fresh perspective on agriculture from non-agriculture industries, and a broader set of agriculture industry connections.

The Value Chain encompassed more diversity than is typical, including 125 separate sub-sectors. This study focused on workforce, agricultural innovation and technologies, building or recruiting agriculture businesses, and identifying the unique branding opportunities in Colorado to reach the global audience and their markets. This innovative research and analysis creates opportunities for broader, integrated decision making which accelerates the advance of Colorado agriculture in a global economy.

• Gregory Graff, Colorado State University
• Kathay Rennels, Colorado State University

The Iowa Business Concierge, University of Northern Iowa / Regional Business Center Entrepreneurship Outreach

The UNI Business Concierge provides on-call and online business intelligence, for free, to startups and young companies in Iowa. UNI’s Entrepreneurship Outreach team assembled existing university database resources and trained a business concierge to offer custom and timely business intelligence to entrepreneurs, then connect them with the service providers needed to move them forward—all online.

Early outcomes suggest the Business Concierge is effective. Between June 2011 and December of 2012, more than 840 small companies were served by the Business Concierge, averaging 3 hours per business served. Of 127 Business Concierge survey respondents, more than one third reported opening or expanding a business.

• Sarah Bey, University of Northern Iowa
• Maureen Collins-Williams, University of Northern Iowa
• Patrick Luensmann, University of Northern Iowa
• Rob Williams, University of Northern Iowa

Primacy of Place™ Initiative, Building Better Communities at Ball State University

Ball State University’s Building Better Communities’ (BBC’s) Primacy of Place™ Initiative is premised on the idea that a great state is comprised of great communities, and those communities can improve themselves in partnership with Ball State University. BBC has provided comprehensive services that take place in or for the benefit of community partners throughout the state of Indiana.

Primacy of Place™ represents a community’s strategic choice to dedicate its resources toward placemaking and the improvement of life experiences for residents, businesses, and visitors. Today, the most successful communities are those that recognize the critical importance of human capital in order to compete effectively for economic development. Talent is the single most important element in local economic development, and we believe quality of place is the primary factor in a community’s ability to attract and retain talent.

• Dick Heupel, Ball State University

Keynote Address:
The Pittsburgh Experience: How Higher Education and Place-based Planning Accelerated Economic Change

When Tom Murphy was Pittsburgh’s Mayor, the City launched an aggressive strategy to leverage its higher education and place-based assets to fuel and sustain its economic recovery. At the Urban Land Institute, Tom has been gathering insights on transformational best practices throughout the world. As Pittsburgh is again about to launch a new vision for the City, Tom will look back and forward on the City’s continued development and the lessons it can share with and learn from others.

• Hon. Tom Murphy, Senior Resident Fellow, Urban Land Institute and Former Mayor of Pittsburgh

Monday + 10.28.13

10:25 – 11:45 AM

Awards of Excellence Finalist Presentations (continued)

B) Research and Analysis

Background: Leading edge colleges and universities provide advanced research and analytic tools to enable civic leaders to understand their economy and make decisions quickly to promote collaborative investments. This category focuses on the capacity of colleges and universities to provide new forms of research and to design the next generation of analytic tools for community, economic and workforce development practitioners.

11:45 AM – 1:15 PM

Lunch

Sponsored by:

#UEDASummit + www.UniversityEDA.org
Research, Engagement, and Capabilities Hub of North Carolina (REACH NC), NC State University & UNC Chapel Hill

REACH NC is a publicly accessible and searchable web-based portal that uses advanced technologies to enable quicker and easier location of faculty experts in North Carolina. The uniqueness of REACH NC lies in the partnership of public and private universities and research institutes to make the portal and REACH NC brand and mission a truly statewide effort. New features under development will allow users to search for core laboratories, equipment, and other assets. Unlike other similar portals, REACH NC includes experts not only from the biomedical sciences but from a broad range of disciplines including social science, education, and business. The initiative was launched by the University of North Carolina at Chapel Hill and North Carolina State University with support from University of North Carolina General Administration, and has since been expanded to include 13 other North Carolina public universities, Duke, and RTI International. REACH NC now contains over 8,300 expert profiles representing these 17 institutions.

- Sharlini Sankaran, Ph.D., REACH NC

E2e (Entrepreneur to Entrepreneur), Wyoming Technology Business Center

e2e is an educational networking program with chapters across Wyoming, in Laramie, Sheridan, Gillette, and Casper. The events are designed to improve the climate for the start up and growth of entrepreneurial companies. Five meetings are held each year at each location where entrepreneurs meet with their business peers and service providers. Attendees range from students interested in entrepreneurship to well established community leaders and entrepreneurs. Each e2e event begins with forty-five minutes of networking, followed by a forty-five minute presentation given by a successful entrepreneur or industry expert. Previous speakers have included industry-leading presenters such as the Vice President of Marketing for the Baltimore Ravens NFL football team, the Chief Scientist for Search Optimization of Yahoo!, and numerous venture capitalists. e2e events have been the catalyst for starting multiple companies, and has created a business environment of collaboration and openness that did not exist in Wyoming before the first e2e event.

- Jonathon Benson, University of Wyoming
- Christine Langley, University of Wyoming

Economic Development Leadership Council (EDLC), University of Georgia

The Economic Development Leadership Council at the University of Georgia formed in January 2011 in response to the University’s need for a sustainable mechanism to coordinate economic development activities and resources. The Council’s mission is to “align the intellectual and physical resources of the University of Georgia with Georgia’s economic development needs.” In doing so, it collaborates with governments, corporations, and nonprofit organizations, establishing a network of powerfully connected participants to develop innovative strategies and solutions. The EDLC responds daily to requests from diverse clients and links interested parties with the multitude of resources available at the University.

- Tyler Duggins, University of Georgia
- Malcolm McCoy, University of Georgia

Virginia’s University Based Economic Development Officers, Virginia Tech Office of Economic Development

Virginia is recognized for a rich array of higher education resources. This system of autonomous public and private institutions impacts economic development through the work of Virginia’s University Based Economic Development officers (UBED).

In 2012 UBED’s role became more formalized through a memorandum of understanding (MOU) signed by the CEO of the Virginia Economic Development Partnership (VEDP), the Chair of the State Council of Higher Education for Virginia, the Chancellor of the Virginia Community College System, and the presidents of Virginia’s 15 public four-year degree-granting institutions. This MOU affirms that the parties will intentionally leverage the capabilities of Virginia’s institutions of higher education for economic development outcomes. UBED and the staff of VEDP were designated to operationalize this MOU, which we believe is one-of-a-kind in the United States. Virginia is now home to several university-industry collaborations spanning multiple schools and involving major industry partners in areas including advanced manufacturing, environmental design, life sciences, logistics, and nuclear engineering.

- John Provo, Virginia Tech Office of Economic Development

Visit the Awards of Excellence Alley

The Awards of Excellence finalists will each have a space in the exhibit hall (Steamwhelwer Room) throughout the Summit. Stop by each category table for more information and to talk with the creators of these exciting initiatives. To find out more about this year’s finalists and their projects, scan the code to the right with your smart phone.
Awards of Excellence Finalist Presentations (continued)

B) Innovation and Entrepreneurship

**Background:** Leading edge colleges and universities support networks of researchers, entrepreneurs, high-growth businesses, and regional innovation clusters. This category focuses on initiatives designed to support startups, high-growth companies and clusters within a region. A region’s prosperity depends in large part on how well the region can convert talent into wealth through innovation and entrepreneurship.

**Dream Big Grow Here, University of Northern Iowa / Regional Business Center Entrepreneurship Outreach**

The University of Northern Iowa’s Dream Big Grow Here contest attracts and networks Iowa entrepreneurs with resource and service providers through an innovative statewide contest that rewards a good pitch and a sound business approach with cash.

Dream Big Grow Here utilizes a custom contest technology to attract entrepreneurs to upload their dream’s to start or expand a business, then encourage friends, family, customers to vote for them. Top vote getters compete in a regional Pitch Off event for a $5,000 cash award. Regional winners then compete for another $10,000 grand prize during a statewide Pitch Off at the end of the year. UNI recruited six regional economic development organizations to collaborate in the launch of the first DreamBigGrowHere contest in 2011. Wildly popular, 142 companies competed in an online contest, attracting more than 100,000 votes and half a million online views.

- Sarah Bey, University of Northern Iowa
- Maureen Collins-Williams, University of Northern Iowa
- Patrick Luensmann, University of Northern Iowa
- Rob Williams, University of Northern Iowa

**Innovation Café©, Penn State College of Medicine**

The Innovation Café© was created by Penn State College of Medicine to meet a definitive need in the commercialization of university innovation — to provide access to resources required to bring an idea out of the lab and into the marketplace.

The Innovation Café©, or iCafé©, is an exciting focal point for expanding and sustaining the entrepreneurial ecosystem in Central Pennsylvania. The centerpiece of the initiative is a reoccurring networking forum featuring high profile guest speakers discussing industry innovations, business trends, regulations and their impact on the ecosystem.

Each event also features a start up company introducing regional stakeholders to entrepreneurs, intellectual and investment capital, and commercialization opportunities. iCafé© is a platform to engage investors, entrepreneurial faculty, students, government, and industry professionals committed to building a vibrant start up community in Central Pennsylvania.

Building on the Innovation Café© brand, Penn State and its partners have expanded the platform to include educational programming, access to capital and entrepreneurial mentorship.

- Dr. Keith Marmer, Ph.D., Penn State College of Medicine

**Entrepreneurial Fellows Center, University of Pittsburgh, Institute for Entrepreneurial Excellence**

The Entrepreneurial Fellows Center is a program of the Institute for Entrepreneurial Excellence, Joseph M. Katz Graduate School of Business, University of Pittsburgh. The mission of the Institute, founded in 1993, is to be the innovative leader of economic renewal and growth serving enterprising people and businesses in the region.

The Entrepreneurial Fellows Center, started in 1999, is designed to provide the founders and presidents of high growth companies with the knowledge and skills needed to meet the business challenges faced on a daily basis. The program assists entrepreneurs manage rapid growth, develop strategic plans for sustained success, network with successful entrepreneurial peers, propel their businesses to the next level, and match business founders and leaders with established entrepreneurial mentors. The curriculum was developed by Institute founder and executive director Ann Dugan, also assistant dean in the Katz Graduate School of Business.

- Dione Cahillane, Entrepreneurial Fellows Center
- Ann Dugan, Institute for Entrepreneurial Excellence

**Research Commercialization Program, Innovation Works**

Innovation Works’ (IW) Research Commercialization Program is a collection of initiatives that utilizes university partnerships to facilitate the commercialization of innovative technologies and promote the creation of high growth-potential companies in southwestern Pennsylvania. The program provides funding and strategic business support to help determine the commercial potential of university innovations; helps rapidly transform very early-stage startups into revenue-positive companies through the application of innovative business growth strategies; and provides assistance to entrepreneurs working outside of the university setting to help them overcome commercialization challenges. Since program inception, IW has awarded 89 translational research grants totaling over $1.3 million and has provided mentorship and business support services to 49 entrepreneurial teams working to commercialize technologies. The teams have in turn formed 17 companies, created more than 60 jobs, launched 36 products; and attracted over $110 million in follow-on funding. This program is highly scalable, having already been adapted within Innovation Works for use in other research institutions and industry sectors.

- Cole Wolfson, Innovation Works
Lehigh’s Master of Engineering in Technical Entrepreneurship, Lehigh University

In the 20 year history of innovation and entrepreneurship, in addition to helping may local companies, Lehigh University’s Integrated Product Development (IPD) program has been the launching pad for several notable successful student startups. In the spring of 2012, Lehigh faculty launched our unique Master of Engineering in Technical Entrepreneurship (MTE) with the sole purpose of creating successful student startups. This new graduate program is open to entrepreneurially-minded students from any undergraduate major. Lehigh’s MTE program features a dedicated curriculum, a dedicated faculty, and dedicated creative spaces, all focused on helping student entrepreneurs create, refine, and commercialize intellectual property through licensing and launching of a new business. In fact, new product development and company launch are graduation requirements. The MTE program is the latest addition to Lehigh’s University’s award winning entrepreneurship ecosystem that is designed to attract, and support student entrepreneurs. On May 20, 2013 Lehigh’s graduated its first class of 14 entrepreneurs that created 12 new products and launched 10 new businesses.

- Michael S. Lehman, Lehigh University
- John Ochs, Lehigh University

Beta Alpha Psi Mentor Program, Washington State University

What makes our mentor program successful is its three tiered-system. Each mentee is paired with an upperclassman mentor and a WSU alumnus that is an established professional. This structure proves successful because it connects students to degree-specific leadership within the school and out in the work force. The on-campus mentor focuses on professional development while the professional mentor informs students of industry demands. Combined, the two mentors provide resources to create competitive applicants for the state of Washington.

There are now approximately 25 additional alumni involved with the accounting program, and over 100 participants in the program’s first semester. This program cultivates leaders who are well polished, professional and will be immediate contributors in the workplace.

- Sue Gill, Washington State University
- Devin Ossman, Washington State University
- Nori Pearson, Washington State University
- Liz Steere, Washington State University
- Chris Wang, Manager, Pricewaterhouse Coopers

Operation Reentry North Carolina: Tools for Advanced Manufacturing for Veterans, East Carolina University

As part of Operation Reentry North Carolina, East Carolina University, Pitt Community College, the City of Greenville and local manufacturers collaborate to provide unemploy and exiting veterans a two-week residential training course entitled Tools for Advanced Manufacturing for Veterans. The course addresses the needs of both veterans entering the civilian workforce and of local manufacturers seeking technically-skilled, leadership-oriented workers.

Participants may earn two national credentials: Lean 6 Sigma white belt from ECU and an OSHA 30 card from OSHA. Classes are held at the university, community college, city hall, and local manufacturing facilities. The goal of this targeted training is to capitalize on veteran knowledge experience, position them to contribute at local firms, and facilitate their successful reintegration.

Throughout the program, participants use the ACT WorkKeys assessment for career counseling; access on-line classes that offer soft and core skill development; interact with counselors to explore options for skill development or additional formal education; and receive training in innovation. The program measures its success by credentialing and engaging veterans with local manufacturing firms or in further education, and by assessing both employee and employer satisfaction.

- Ruthann Cage, East Carolina University
- Carl Rees, City of Greenville, NC

UMD Teen Enterprise, University of Minnesota-Duluth, Center for Economic Development

In 2012, the UMD Center for Economic Development (CED) developed and implemented a new program, UMD Teen Enterprise, to encourage entrepreneurship for students ages 14–18. The week-long camp is held on the University of Minnesota-Duluth (UMD) campus.

UMD Teen Enterprise provides a youth entrepreneurship experience to participants, and serves to strengthen ties between UMD and the business community. The collaborative design of this program utilizes UMD Labovitz School of Business and Economics students, CED staff and entrepreneurs in the community and is a creative and innovative way to introduce entrepreneurship at an influential stage.

CED has developed a curriculum offering 35 hours of instruction in collaboration with Junior Achievement. The program includes the following: understanding entrepreneurship, business planning, research, competitive advantage, ethical practices, and other business topics. At the end of the week students do a formal presentation of their business idea to their peers, instructors, families, and partners of the program.

- Elaine Hansen, University of Minnesota-Duluth
- Sandi Larson, University of Minnesota-Duluth
The United States is continuing to experience major demographic shifts. The escalation in racial, ethnic, and cultural diversity is challenging many traditional economic development paradigms including the role of higher education in innovation and economic development. This plenary session will present strategies that challenge traditional views on university-based economic development. Panelist will share innovative ideas and best practices that address community revitalization, global competitiveness, and the role of the knowledge economy in the 21st century.

- Carter McClure, Manager, East Stroudsburg University Business Accelerator (moderator)
- Hon. Tom Murphy, Senior Resident Fellow, Urban Land Institute and Former Mayor of Pittsburgh
- Jonathan Holifield, VP of Inclusion Competitiveness, Nortech
- Lamont Hames, Chief Development Officer, UNCF Special Programs and Chief of Staff OSDU, NASA Headquarters
- Christine Lovejoy, Enterprise Architect, Microsoft Corporation

For walking and shuttle information, see page 33.

**Panel Discussion: The Changing Face of Innovation in University-Based Economic Development**

**William Penn Ballroom, William Penn Level**

Self Guided Tours of Heinz History Center

Floors Two and Four, Heinz History Center

For walking and shuttle information, see page 33.

**Networking Reception & Keynote Presentation**

**Floor Five, Mueller Center, Heinz History Center**

**Keynote Presentation: Innovation Ecosystems with Victor W. Hwang**

The Heinz History Center will play host to the evening UEDA networking reception. Delegates can socialize while strolling through exhibits that tell the story of Pittsburgh’s rich industrial past, cultural contributions, and history of innovation. Drinks and heavy hors d’oeuvres will be served.

Victor W. Hwang

**Monday Evening Keynote Presentation – Innovation Ecosystems**

**CEO, Co-founder and Managing Director of T2 Venture Creation**

Victor W. Hwang is CEO, co-founder and Managing Director of T2 Venture Creation, a Silicon Valley firm that builds startup companies and designs the ecosystems that foster entrepreneurial innovation. T2VC mentors and invests in innovative companies with breakthrough technologies. But unlike any other firm of its kind, T2VC also leverages the practical know-how of company-building to design innovation ecosystems around the world. This expertise includes capital formation, innovation policy, and entrepreneurial development for partners such as the World Bank, USAID, and numerous governments and corporations.

Victor is Executive Director of the Global Innovation Summit, a conference on building innovation ecosystems that attracts delegates from nearly 50 countries. Victor is past President of Larta Institute, a leading organization commercializing technology from key government agencies, such as the National Science Foundation and the National Institutes of Health.

Victor is co-founder of Liquidity Corporation, a water purification company backed by technology from key government agencies, such as the National Science Foundation and the National Institutes of Health.

Victor graduated from Harvard University with an A.B. with honors in government and a concentration in science, computer architecture, and operating systems design. He also has a J.D. from the Law School of the University of Chicago, where he graduated with honors. Victor has also served as a Research Associate at the Brookings Institution and as a Law Clerk in the General Counsel’s office of the U.S. Agency for International Development.

Victor has written for a variety of legal areas, including negotiating venture capital investments, public and private equity and debt, and multi-billion dollar mergers and acquisitions. He has also counseled on a range of new technology issues, including software development, telecommunications, multimedia, intellectual property, and the Internet.

Victor graduated from Harvard University with an A.B. with Honors, studying Government plus additional studies in Computer Science, Computer Architecture, and Operating Systems Design. He graduated from the Law School of the University of Chicago with a J.D. He was appointed as a Law Clerk in the General Counsel’s office of the U.S. Agency for International Development in 1997 and served in national politics from 1995 to 1997.

Victor serves on the International Science and Commercialization Board of the Republic of Kazakhstan. Victor was appointed to the California Blue Ribbon Task Force on Nanotechnology. He was awarded a Marshall Memorial Fellowship, a program for emerging trans-Atlantic leaders. Victor has reviewed grant investments in emerging technologies for international science organizations.


Victor is co-author of the follow-up book, *The Rainforest Blueprint: How to Design Your Own Silicon Valley* (Regenwald, 2013), a short, full-color, lively do-it-yourself guide to catalyze innovation in any company, organization, or region. Victor is also a contributing columnist to Forbes magazine, where he authors the blog *Riffs from the Rainforest*. He has also written for The Wall Street Journal, TechCrunch, and Entrepreneur.

Previously, Victor was a corporate attorney in technology matters with Irell & Manella and the international firm of Mayer, Brown & Platt. Victor practiced in a variety of legal areas, including negotiating venture capital investments, public and private equity and debt, and multi-billion dollar mergers and acquisitions. Victor has also counseled on a range of new technology issues, including software development, telecommunications, multimedia, intellectual property, and the Internet.

Victor graduated from Harvard University with an A.B. with Honors, studying Government plus additional studies in Computer Science, Computer Architecture, and Operating Systems Design. He graduated from the Law School of the University of Chicago with a J.D. He was appointed as a Law Clerk in the General Counsel’s office of the U.S. Agency for International Development in 1997 and served in national politics from 1995 to 1997.

Victor serves on the International Science and Commercialization Board of the Republic of Kazakhstan. Victor was appointed to the California Blue Ribbon Task Force on Nanotechnology. He was awarded a Marshall Memorial Fellowship, a program for emerging trans-Atlantic leaders. Victor has reviewed grant investments in startups for the National Science Foundation and the State of California. He has testified on technology policy for both the California Senate and Assembly. His opinions have been cited in *The New York Times*, *The Wall Street Journal*, and the *Los Angeles Times*, among others. He served on the Steering Committee of the International Banking and Finance Committee of the American Bar Association. He is the co-author of “Selected Developments in Federal Securities Law and California Corporate Law,” *Business Law Section of the State Bar of California*, Hollywood Unstrung (Entertainment in a Wireless Age), Sand Dollar Report (An Analysis of Venture Investing), and numerous other publications.
7:30 – 8:00 AM  
Continental Breakfast  
Sternwheeler Room, William Penn Level

8:00 – 9:00 AM  
Panel Discussion: New Definitions for Economic Development: The Public Sector Role and Metrics for Success  
William Penn Ballroom, William Penn Level

Despite the attention and significant public resources devoted to promoting innovation and entrepreneurship, there has been little agreement about how to measure outcomes and progress towards achieving the larger objectives of increasing economic development. Under a grant from EDA, the University of North Carolina and the George Washington University have been collaborating to develop new measures of performance based upon a new framework for economic development policy in order to assess capacity building outcomes and their relationship to realized economic growth outcomes. At the foundation of these metrics is a definition of economic development and a logic model that advances our understanding of economic development, differentiating it from economic growth. Speakers will discuss the implications of the definition of economic development including the role of government as a provider of infrastructure and capacity-building systems that are beyond the ability of the market to provide. Speakers will also explore how universities might increase their engagement to advance economic development through the new, exciting framework.

- Tom Guevara, Deputy Assistant Secretary for Regional Affairs, Economic Development Administration, U.S. Department of Commerce (moderator)
- Arthur Boni, John R. Thorne Distinguished Career Professor of Entrepreneurship, Tepper School of Business, Carnegie Mellon University
- Maryann Feldman, Principal Investigator and Heninger Distinguished Professor, Department of Public Policy, University of North Carolina
- Andrew Reamer, Research Professor, GW Institute of Public Policy, George Washington University
- Bob Starzynski, Director of Business Development, Innovation Works

9:05 – 10:05 AM  
Concurrent Sessions  
Morning concurrent sessions supported by:

A) The Explosion of Innovation and Entrepreneurship on Campuses  
Hope Room, Mezzanine Level

Entrepreneurship is exploding on campuses across the country. Entrepreneurship centers are the go-to source for access to information and resources about entrepreneurship. How can universities meet the increased demand of their constituents? How are universities engaging with economic development organizations? This panel will explore those questions and more.

- Babs Carryer, Entrepreneur, NewVenturist blogger, Adjunct Professor of Entrepreneurship, Carnegie Mellon University and University of Pittsburgh (moderator)
- Mike Lehman, Professor of Practice, Lehigh University
- Dave Mawhinney, Director of the New Center for Entrepreneurship, Carnegie Mellon University
- Jack Mason, Director of Entrepreneurial Studies, Duquesne University
- Paul Petrovich, Assistant Director of Technology Commercialization, University of Pittsburgh

B) Embracing a Rural Identity: How a Public, Land-Grant University Encourages and Supports an Innovative Culture  
Welk Room, Mezzanine Level

Often success stories focus on urban environments and the numerous assets available to connect the university and the community. But what about the hundreds of universities in rural environments? West Virginia University is the public, land-grant institution of the rural state of West Virginia and is committed to improving its local, regional, and statewide economic development outreach. This panel will discuss WVU’s vision, implementation strategy and impact while embracing an innovative culture.

- Lindsay Emery, Business Development Manager, West Virginia University (moderator)
- Dr. Eugene Cilento, Dean of Statler College of Engineering and Mineral Resources, West Virginia University
- Michael Green, Retired Business / Technology Executive
- Dr. Fred King, Vice President for Research, West Virginia University

9:05 – 10:05 AM concurrent sessions continued on next page.
9:05 – 10:05 AM
Concurrent Sessions (continued)
C) University Spin Outs: Lessons Learned from the Front Lines of Technology Commercialization and Company Formation
Riverboat Room, William Penn Level
Creating new companies based on university research is the most sought after form of direct university-driven economic development. Yet it is much easier said and more often discussed than done. This panel will bring together representatives from university-based spin out companies who will share their experience (good and bad) and long-term operational plans.

- Paul Scerri, Associate Research Professor, Robotics Institute, Carnegie Mellon University (moderator)
- Eric Beckman, Co-Director, Mascaro Center for Sustainable Innovation, Department of Chemical Engineering, University of Pittsburgh
- Priya Narasimhan, Professor of Electrical & Computer Engineering, Carnegie Mellon University
- Lisa Weiland, President, Renerge, Inc.

10:05 – 10:35 AM
Morning Break
Sternwheeler Room, William Penn Level
Sponsored by:

10:35 – 11:35 AM
Concurrent Sessions
A) Turning Town / Gown Into Economic Prosperity
Hope Room, Mezzanine Level
A strong town / gown relationship can be hard enough to maintain let alone expand and flourish. This panel will feature city and university experts who will look how small, joint projects, that started 30 years ago, have led city and regional efforts to grow the local jobs base and provide new investment back into the local economy.

- Christopher Reese, Director of Community Relations, California State University, Fullerton (moderator)
- Nicole Bernard, Economic Development Manager, City of Fullerton
- Rebecca Spexarth, Director of Economic Development, Kansas State University Institute for Commercialization
- Julie Throckmorton-Meunier, Foundation & Corporate Relations Officer, Washington Jefferson College

B) Building a University Innovation Ecosystem to Spark Regional Revitalization: Lessons from Carnegie Mellon
Welk Room, Mezzanine Level
Carnegie Mellon University’s experience in evolving a university innovation ecosystem has greatly contributed to the transformation of the regional economy. Building upon the Pittsburgh experience, the presentation will highlight innovative strategies for engaging frontline faculty, venture, and economic development partners to accelerate the development of university spin-offs.

- Tim McNulty, Associate Vice President of Government Relations, Carnegie Mellon University (moderator)
- Lenore Blum, Founding Director, Project Olympus, Distinguished Career Professor of Computer Science and Co-Director CIE, Carnegie Mellon University
- David Mawhinney, Executive Director, Don Jones Center for Entrepreneurship, Co-Director, CIE, Carnegie Mellon University
- Bob Wooldridge, Director, Center for Technology Transfer and Enterprise Creation (CTTEC), Carnegie Mellon University

C) Industry and University Collaboration: Partnership Perspectives from Fortune 500 Companies
Riverboat Room, William Penn Level
Research and development experts from Fortune 500 companies will share their thoughts, ideas, challenges, successes, and failures in interacting with universities and federal labs. The discussion will focus on ways to develop new ideas of better collaboration.

- Razi Imam, Founder & CEO, 113 Industries (moderator)
- Arthur Boni, John R. Thorne Distinguished Career Professor of Entrepreneurship, Tepper School of Business, Carnegie Mellon University
- Mario Greco, Growth & Market Strategy, Alcoa Inc.
- Dr. Irene Spitsberg, Senior Manager Innovation Ventures, Kennametal Corporation
- Dr. Don Wardius, Innovation Manager, Bayer MaterialScience
11:35 AM – 1:00 PM
Lunch
William Penn Ballroom, William Penn Level

Keynote Address
• Michele G. Wheatly, Provost and Vice President for Academic Affairs, West Virginia University

1:05 – 2:05 PM
Concurrent Sessions:
Afternoon concurrent sessions supported by:

A) Creating Economic Development through Online Learning
Hope Room, Mezzanine Level
Employing talent, research, and technology commercialization and providing resources for growth has now been augmented by the addition of the virtual world. This panel will explore how schools are adapting, developing and utilizing online learning as a tool to reach more students and create a richer worldwide platform.

• Ian R. Tebbett, Professor and Director Forensic Science, University of Florida (moderator)
• Dr. Joel Hartman, Vice Provost and Chief Information Officer, University of Central Florida
• Mike Pearce, CEO Innovative Education & System VP Information Technology, CIO, University of South Florida

B) Economic Development Funding Strategies for University Ventures
Welk Room, Mezzanine Level
As investment vehicles and strategies evolve, so must university-funding strategies. These strategies include crowd-funding, venture philanthropy, and university venture capital funds, in addition to traditional state and federal economic development funding. This panel will focus on how to analyze which strategies are appropriate for your institution, how to select partners, and how to navigate the policies and processes that are required to succeed.

• Keith Marmer, Ph.D., Associate Dean for Research Innovation and Director of Office of Technology Development, Penn State College of Medicine (moderator)
• Alon Hillel-Tuch, Co-Founder, RocketHub
• Peter Linder, Office of Technology Transfer, Pennsylvania State University
• Steve Wood, CEO Cowboy Technologies, Oklahoma State University

C) Lean Models for University Commercialization
Riverboat Room, William Penn Level
For most universities, extensive tech transfer and commercialization offices simply don’t make economic sense. Plus university tech transfer operations are under increasing pressures from several different and divergent audiences. Fortunately, there are less expensive ways to achieve the desired end results of commercializing university knowledge. In this session we’ll have a chance to examine successful models that draw on external partners, extensive volunteer advisor networks, collaborative community/student engagement -- and often drawing on other people’s money to finance much of the heavy lifting.

• Mark Skinner, Director, Regional Innovation Acceleration Network (moderator)
• Eric Gricus, Program Manager & Client Development, Innovation Center of the Rockies
• Michael Matesic, Chief Executive Officer, Idea Foundry

2:05 – 2:35 PM
Afternoon Break
Sternwheeler Room, William Penn Level
Sponsored by:

Joint Economic Development Initiative
Carnegie Mellon University  University of Pittsburgh

2:40 – 3:40 PM
Concurrent Sessions:
A) The National Additive Manufacturing Innovation Institute: A Case Study in Regional Collaboration and Federal Grant Challenges
Hope Room, Mezzanine Level
In 2012, a proposal to establish the National Additive Manufacturing Institute (NAMII) in the TechBelt region (Cleveland-Youngstown-Pittsburgh-Morgantown) was awarded a $30 million federal challenge grant. The proposal process brought together industry, research labs, economic developers, and higher education. The panel will discuss that collaborative experience, what worked, what fell short, and operations following the grant award.

• Gary Fedder, Associate Dean for Research, Carnegie Mellon University (moderator)
• Lisa Camp, Associate Dean, Strategic Initiatives, Case School of Engineering, Case Western Reserve University
• Bob Kolarik, Program Manager – External Funding, The Timken Company
• Ralph Resnick, President and Executive Director, NCDMM; Founding Director, National Additive Manufacturing Innovation Institute

2:40 – 3:40 PM concurrent sessions continued on next page.
2:40 – 3:40 PM

Concurrent Sessions (continued)

B) Higher Education Institutions as Anchor Institutions in Smaller Communities and Rural Regions

Higher educational institutions (HEIs) are now viewed as anchor institutions in many cities, giving place-based institutions the capacity to help local and regional economic growth and engage in community-based revitalization strategies. Colleges and universities in smaller cities, towns, and rural areas also play anchor roles in their communities and can be as important a driver of economic and community impact as large HEIs in metropolitan regions. This panel will discuss and compare the role of colleges and universities as anchor institutions in both urban and rural areas. While university-community partnerships are extensive in rural areas through many means, including extension services, less attention has been paid to their role in community and economic partnerships as anchor institutions.

- Sabina Deitrick, Ph.D., Director of Urban and Regional Analysis Program, University of Pittsburgh (moderator)
- Susan Fisher, Economic Impact Analyst, Fourth Economy Consulting
- Ed Morrison, Regional Economic Development Advisor, Purdue University

3:45 – 4:45 PM

Concurrent Sessions:

A) Panel Discussion: Manufacturing Extension and “Pulling” Technology into the Marketplace

NIST’s Manufacturing Extension Partnership centers are working with universities, federal labs, and other partners to accelerate the use of technology among manufacturing clients. One of MEP’s key tools is Technology-Driven Market Intelligence (TDMI), which guides the collection and analysis of market information about a specific technology and its potential opportunities for commercial success, either as a product or a process. This approach has benefits for companies and for state officials: it enables companies to understand market opportunities when adopting technology which can then lead to increased sales and company growth; States can better understand the existing market for a technology that when adopted by existing or new clusters of companies in that state, can lead to economic growth. This panel will describe the process, the roles of partners, and showcase ways MEP companies and states are benefitting from the process.

- Dave Cranmer, Senior Scientist, NIST Manufacturing Extension Partnership (moderator)
- Tom Culver, Senior Engineer, Research Triangle Institute
- Dion Jackson, Associate, USC Center for Economic Development in the Price School of Public Policy, University of Southern California
- Gene Russell, President & CEO, Corporation for Manufacturing Excellence (Manex)

B) Energy Trends and Workforce Opportunities Report

Strong growth in the global demand for electric power is projected for the next half-century and beyond. This growth will provide great opportunities for Western Pennsylvania (WPA) companies that are leaders in the chain of industries that generate, transmit and distribute electric power. While great opportunities await these companies, they are all preparing for the impact of workforce and technology development neglect that was dominant in their industries in the 1980s and 1990s. Representatives of these industries have indicated that up to half of their engineering workforce will be eligible for retirement within the next decade.

- Don Shields, Executive Director, Center for Energy, Director of Corporate Relations, Co-Director of Swanson Institute for Technical Excellence, University of Pittsburgh (moderator)
- Laura S. Fisher, Senior Vice President, Workplace and Special Projects, Allegheny Conference on Community Development
- Kate Jackson, CTO, Westinghouse
- James McCaffrey, Senior Vice President, CONSOL Energy

6:00 – 8:00 PM

UEDA Annual Awards Banquet

Awards Presentation

The pitch has been given, you voted, and now the ballots have been counted. As finalists they are all winners, but only one can take home the prized hardware. Join your peers in celebrating the best practices in university-based economic development.
Wednesday + 10.30.13

7:30 – 8:00 AM
Continental Breakfast  
Hope Room, Mezzanine Level

8:30 – 9:30 AM
UEDA Business Meeting  
Hope Room, Mezzanine Level
• New Board Member Elections
• State of the Association Address

9:30 AM – 12:00 PM
UEDA Board Meeting (Public)  
Hope Room, Mezzanine Level

12:00 PM
Adjourn

See you there.

www.UEDAAnnualSummit.org
Pennsylvania is Innovation

- Historic tax and regulatory reforms are projected to save businesses more than $1 billion annually
- Innovate in PA, scheduled to launch in 2014, is projected to inject more than $80 million into early-stage and venture partners
- $55 million R&D tax credit includes forward and sale provisions
- Home to four of the nation’s top 50 universities and colleges
- Leads the Mid-Atlantic in number of STEM credentials awarded per 1,000 STEM employees
Over the past 30 years, Pittsburgh has become a model for economic, environmental and quality-of-life transformation and has created a diverse, balanced and resilient economy driven by a people who have imagined a bright future — and worked together to make it happen. Here are three keys to our success:

1. **Pittsburgh builds upon its historic strengths as a hub for manufacturing, finance, business services and energy.**

   **Advanced Manufacturing** – Pittsburgh manufacturers employ almost 100,000 workers and the region is the second-largest market in the United States for metals industry employment. Once the heart of steel production, Pittsburgh has become a global center of advanced manufacturing, technologies and systems. The region is home to such global corporations as Alcoa, ATI, Bayer, Eaton, GlaxoSmithKline Consumer Healthcare, Koppers, LANXESS, Mylan, Nova Chemicals, H.J. Heinz, PPG Industries, United States Steel and Westinghouse Electric.

   **Financial and Business Services** – Pittsburgh remains a leading financial center, with major institutions including BNY Mellon, Citizens Bank, Federated Investors, Highmark, and PNC headquartered or basing major business units here. In fact, financial activities represent the largest contributor to regional economic output. Two of the world’s 15 largest law firms — K&L Gates and Reed Smith — are headquartered in Pittsburgh, joined by a growing number of global law firms, including Jones Day.

   **Energy** – With a legacy of leadership in energy innovation that dates back to the first commercial oil well in 1859 and continues through the development of the first natural gas well and pipeline and the nation’s first commercial nuclear power plant, Pittsburgh provides an unparalleled mix of natural resources (including coal and natural gas), research and industry engaged in the development, production and distribution of sustainable energy solutions.

   **Global Business** – More than 100, billion-dollar-plus global businesses are either headquartered or base a major business unit in the Pittsburgh region. More than 300 foreign-owned companies have a presence in the region.

2. **Pittsburgh leverages human capital to create new industries based on research, innovation and entrepreneurship.**

   **Health Care and Life Sciences** – Pittsburgh’s health services sector has almost tripled in size since 1979, creating more than 100,000 jobs and building on a legacy of biomedical innovation to create a robust industry network that is cultivating life-saving technologies and advances in medical devices, regenerative medicine and pharmaceuticals. UPMC has grown into the region’s largest employer and an $8 billion global health enterprise.

   **Education and Research** – With two Tier-One research institutions – Carnegie Mellon University and the University of Pittsburgh – among our region’s 35 colleges and universities, and with 100 corporate research and development centers, Pittsburgh has more than 70,000 workers engaged in research and development.

   **Information and Communications Technology** – The Pittsburgh region is home to about 1,600 technology firms including Ansys, Apple, Black Box, Google, Intel and Mastech, employing 32,000 people. These companies benefit from a tech-savvy talent pipeline and the support of organizations that nurture the region’s growing knowledge-based economy.

3. **Pittsburgh capitalizes on its natural and cultural assets to invest in infrastructure and facilities that improve our quality of life.**

   **Public-Private Partnerships** – Pittsburgh’s innovative public-private partnerships, supported by an unusual concentration of philanthropic resources, have led the way in the development of air emissions control technologies, clean water systems, community improvement, outdoor recreation, and urban redevelopment.

   **Arts and Culture** – Downtown Pittsburgh’s Cultural District, once a blighted section of the city, sets the perfect stage for economic recovery at its finest, standing as a unique international model of urban revitalization. redevelopment of the Cultural District beginning with Heinz Hall in 1971 has spurred other development downtown and along the riverfronts.

   **Going Green** – Pittsburgh is home to more than 30 LEED®-certified green buildings, including the first green college residence hall and Phipps Conservatory and Botanical Gardens. The David L. Lawrence Convention Center, the regional home to many yearly conferences, is the world’s first and largest gold LEED®-certified convention center. And Phipps has built a new Center for Sustainable Landscapes, a “Living Building,” that will have a self-contained energy and water supply, a building that will exceed LEED®-platinum.
Areas of Interest Around the City

The Cultural District (5 minute walk): A 14-square block area in Downtown bordered by the Allegheny River on the north, Tenth Street on the east, Stanwix Street on the west, and Liberty Avenue on the south. There are mid- to upper-scale restaurants, as well as theaters and galleries.

Market Square (7 minute walk): Market Square is a public space located in Downtown Pittsburgh at the intersection of Forbes Avenue and Market Street. The Square has a number of restaurants, outdoor dining options, and often entertainment in the courtyard. Also, for a taste of Pittsburgh, check out Primanti Brothers, where fries and coleslaw come ON the sandwich.

Strip District (12 minute walk): The Strip District runs between 11th and 33rd Streets and includes three main thoroughfares — Smallman St., Penn Ave., and Liberty Ave. — as well as various side streets. “The Strip” is arguably one of Pittsburgh’s most fascinating places to visit. Restaurants abound. Shops sell everything from bread and coffee beans to prosciutto and popcorn. Sidewalk vendors that sell their wares from around-the-world have their place alongside one-of-a-kind boutiques.

Mount Washington via Station Square (20 minute walk): Mt. Washington, located directly to the south of Downtown, boasts a view to beat all views. In fact, USA Weekend magazine named it one of the top 10 most beautiful views in the country. And getting there is half the fun. Every year nearly one million residents and visitors ride the historic Duquesne or Monongahela Inclines up from bustling Station Square to Mt. Washington. This scenic overlook, which provides a breathtaking view of Downtown and the Golden Triangle, is also home to many of Pittsburgh’s most elegant restaurants, unique shops and memorable places.

Looking for a specific style of food, restaurant, or activity? Talk to one of the UEDA staff members—Pittsburgh residents and enthusiasts at heart! They would be happy to give you some tips on finding some of the best that Pittsburgh has to offer.

Wear your badge to any of the restaurants listed on the map above and receive a 10% discount! Check out your Show Your Badge guide for more information.

Directions to Heinz History Center from the Omni William Penn

Please see the red-lined route in the map above.

By Walking (10 minutes, easy walk)
Exit the hotel through the revolving doors onto William Penn Place. Turn right, travelling north. Cross over Liberty Avenue, continuing down Tenth Street. Turn right onto Penn Avenue to Eleventh Avenue. Turn left on Eleventh Avenue, and then right onto Smallman Street. The Heinz History Center will be one block down Smallman Street on the right.

By Shuttle (one shuttle leaving each location every 20-30 minutes)
Meet at the designated shuttle stop outside the revolving doors on William Penn Place. Shuttle service will be provided by one shuttle, leaving every 20-30 minutes, starting at 5:15 PM and running until 10:00 PM.