

*Creating Communities of
Innovation*

ASSOCIATION OF UNIVERSITY RESEARCH PARKS

AURP 2016 ANNUAL CONFERENCE

SEPT 27-30 | OKLAHOMA CITY, OKLAHOMA

HARNESSING THE WINDS OF CHANGE:
Pioneering the Future of Ingenuity at University Research Parks

HOSTED BY



The UNIVERSITY of OKLAHOMA
Research Campus

GREATER
OKLAHOMA CITY
CHAMBER



PROGRAM



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By inspiring discoveries to address global challenges, we strive to serve as a beacon of knowledge that bridges people and cultures for the betterment of humanity. Our unparalleled facilities and expertise provide our industry partners the opportunity to conduct experimental research in an empowering environment.

The KAUST Research & Technology Park provides an ideal location for advancing research with its excellent technology development facilities and support services.



WELCOME



Friends and Colleagues,

Welcome to the yet another exhilarating AURP International Conference. This year, we have the distinct honor of being hosted by the University of Oklahoma University Research Campus (URC). URC takes their focus on a strong community to heart, as

you'll see in the coming days.

This year's theme, "Harnessing the Winds of Change," was chosen as Norman, and more specifically URC, is home to the National Weather Center, a more than 244,000 sq. ft. facility with 650 state and federal employees, researchers and students. The National Weather Center is a unique consortium of organizations in partnership to improve the overall understanding of events occurring in the earth's atmosphere.

For 2016, we have chosen a wide range of experts in our industry to stretch your understanding of university research parks, offer new strategies and develop and identify the right talent for your campus' culture. Collaboration and idea sharing are always the best takeaways of any conference, especially AURP's, so don't miss out on any of the multiple networking events available.

Welcome to Oklahoma City, and we hope you find this to be an incredible experience for you!

Sincerely,

Charlie F. D'Agostino, MBA
President, AURP Board of Directors



Dear AURP Friends,

Welcome to Oklahoma City, a unique city that blends history, culture and innovation in a way few could imagine possible. This year's host is an incredible example of the collaboration between academia, researchers, government entities, private

organizations, entrepreneurs and the surrounding community. It's not that they've just made it work, but the University of Oklahoma's University Research Park has found a way to thrive.

Of course, none of this would be possible if it wasn't for the continued efforts of our members to live out this year's theme of "Harnessing the Winds of Change." Whether you've been an AURP member for years, or if this is your first event, you are ultimately the reason why this organization exists, and why it continues to grow and evolve. I also want to thank our great sponsors for their outpouring of support for this conference and throughout the year.

In honor of our theme this year, I encourage everyone to find at least one change they can take back to their teams to work to implement over the next year.

Let's Harness the Winds of Change Together!

Kevin T. Byrne, MBA
Chair, 2016 International Conference
Immediate Past President, AURP

AURP STAFF MEMBERS

Should you have any questions or need any assistance throughout the Conference, please contact an AURP Staff Member. We would be happy to assist!



Vickie Palmer
Director of Operations
& Events



Vanessa Towle
AURP Bookkeeping
and Membership



Juliette Bogus
Speaker Coordinator

WELCOME FIRST-TIME ATTENDEES!

We hope you will find this 2016 conference to be enlightening and thought-provoking—fueling ideas and new innovations that will ultimately have great impacts on your region. We encourage you to take advantage of the various networking opportunities that AURP has made available for you. We are so grateful for the AURP members that are sharing their expertise and inspiring new members.

Should you have any questions or concerns, the AURP Staff, Conference Planning Committee and Board of Directors are here to answer any question. Please be sure to wear your "First-Time Attendee" ribbon, so we can identify you and help point you in the right direction.



Mary Fallin
Office of the Governor
State of Oklahoma

September 8, 2016

Dear Attendees of the 2016 AURP International Conference,

Welcome to the great state of Oklahoma. We are delighted that you have come from far and wide to AURP's exciting 2016 International Conference hosted by The University of Oklahoma and the Greater Oklahoma City Chamber.

We understand that research parks help to fuel innovation and serve as an invaluable resource for communities like ours across the U.S. and the world. In fact, ground-breaking discoveries made by Oklahoma City-based researchers at the University of Oklahoma Health Sciences Center have helped put the city and the state on the map in the bioscience and technology marketplace. This is one of many reasons that state, city and community leaders have partnered with Brookings and Project for Public Spaces (PPS) to help advance the state's budding innovation district.

We are keenly aware of the accomplishments being made at research parks across the country and applaud the advancements each park is making. The work performed at these sites help strengthen our communities, not only economically, but also academically and altruistically.

University research parks are a constant source of innovation and economic strength for the state. The University of Oklahoma's Research Park, for example, houses 15 private industry companies, producing over 500 knowledge-based jobs and attracting over 250 federal employees and top academic research talent. Oklahoma State University's research facilities produce multiple patents every year, earn over \$100 million in annual contracts and grants, and gain over \$2.5 million in technology licenses and sales. Furthermore, University research parks provide a vital stepping stone for Oklahoma students and graduates to gain research and enterprise experience, helping to build the next generation of Oklahoma's technology pioneers.

While you're here, we invite you to explore all that Oklahoma, in particular, Oklahoma City—the largest city in the state of Oklahoma—has to offer:

- Oklahoma City National Memorial & Museum
- Myriad Botanical Gardens and the Crystal Bridge
- Oklahoma City Museum of Art
- Oklahoma History Center
- The Bricktown Water Taxi tour
- Bricktown, Oklahoma City's thriving entertainment district
- Cattlemen's Steakhouse, Oklahoma City's oldest continuously operated restaurant
- National Cowboy & Western Heritage Museum
- Oklahoma City Boathouse District for kayaking and canoeing

Again, welcome to Oklahoma City, and we hope you'll feel right at home during your stay with us throughout the 2016 AURP International Conference.

Sincerely,

A handwritten signature in cursive script that reads "Mary Fallin".

Mary Fallin
Governor

THANK YOU TO OUR SPONSORS

We would like to acknowledge the following sponsors whose support is essential to the success of this AURP Conference. Thank you.

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SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 28, 2016

All meetings held on the second floor of Skirvin Hotel.

7:00 am - 7:00 pm Grand Ballroom Foyer
Registration Desk Open

7:00 am - 8:00 am Centennial Ballroom Foyer
Continental Breakfast / For all Pre-Session Attendees
Sponsored by Jacobs

PRE-CONFERENCE INTENSIVE SESSIONS

8:00 am - 4:00 pm Centennial Ballroom 3
COMMUNITIES OF INNOVATION 101 PRE-SESSION
Sponsored by Purdue Research Park
Separate registration required

Harold E. Strong, Jr., Past President, AURP; Partner, Inovatx Consulting Group

Designed for those who are new to research parks or those who are looking for a refresher, this informative session should be attended by every research park leader. Attendees of this pre-session will:

- Understand the foundations of a successful research park
- Learn from university research park experts as they share their success stories and lessons learned along the way
- Walk away with basic research park organization and management information, with a special emphasis on development, funding, marketing and economic impact

8:00 am - 12:00 pm Centennial Ballroom 1 & 2
LEADERSHIP ROUNDTABLE PRE-SESSION
Separate registration required

Sponsored by The Whiting-Turner Contracting Company

Kevin T. Byrne, MBA, Immediate Past President, AURP; President, The University Financing Foundation Inc.

Senior-level research park leaders are encouraged to attend this leadership roundtable.

Attendees will:

- Hear and discuss hot topics surrounding the industry today
- Explore trends and challenges at the forefront of research parks
- Hear how different parks are tackling these challenges and innovating

This roundtable will have a "Spring Training-Style" to it, similar to that of our popular event every Spring for research park leaders.

WEDNESDAY, SEPTEMBER 28, 2016

10:00 am - 10:30 am Grand Ballroom Foyer
Networking Break
Sponsored by The Weathersby Group

12:00 pm - 1:00 pm Grand Ballroom
Make a Connection Lunch
Sponsored by SCI Technology, a Santina Company

Gregory S. Napier, RLA, Director of Purdue Research Parks & Physical Facilities, Purdue Research Foundation, Purdue Research Park

Communities of Innovation 101, Leadership Roundtable and Learning Lab participants are invited to join AURP sponsors and directors for a networking lunch.

Please note: You must have your session ticket to attend.

PRE-CONFERENCE INTENSIVE SESSIONS continued

1:00 pm - 4:00 pm Centennial Ballroom 1 & 2
PROFESSIONAL DEVELOPMENT LEARNING LAB
Digital Media Is All Around Us-Time to Harness Its Power
Separate registration required (Class size is limited to 20)
Sponsored by WKI-wendykennedy.com inc.

Aaron Perlut, Founding Partner, Elasticity

Antoinette M. Johnson, Chief Executive Officer, At Media

Jeanne Mell, Vice President, Marketing Communications, The University City Science Center

Laura Weisskopf Bleill, Associate Director, University of Illinois Research Park

This session is focused on understanding and harnessing the power of digital media to help attendees take their research park marketing to the next level. Attendees will:

- Hear top research park executives with digital media expertise share how they have leveraged digital media strategies to effectively market their parks
- Learn how to focus on three key areas: internal communications and branding, external communications and strategies focused on community outreach and engagement
- Participate in a grand challenge discussion with group interaction

2:15 pm - 2:30 pm Centennial Ballroom Foyer
Networking Break
Sponsored by WKI-wendykennedy.com inc.



Thank you to the Greater Oklahoma City Chamber and University of Oklahoma Research Campus and their respective teams for graciously hosting the AURP 2016 International Conference.



SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 28, 2016

4:30 pm - 6:30 pm Grand Ballroom
PLENARY KEYNOTE SPEAKERS

Sponsored by The University Financing Foundation

4:30 pm - 5:00 pm

WELCOME ADDRESS

*Charles F. D'Agostino, MBA, President, AURP;
 Executive Director, LSU Innovation Park*

Honorable Mick Cornett, Mayor, Oklahoma City

Kick off the conference with an address from Oklahoma City Mayor Mick Cornett. He'll share his perspectives on the collaborations and programming needed to create the Oklahoma City Innovation District that it is today.

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WEDNESDAY, SEPTEMBER 28, 2016

5:00 pm - 5:30 pm

OKLAHOMA CITY: AN INNOVATION ECOSYSTEM

Dr. Stephen M. Prescott, President, Oklahoma Medical Research Foundation

Oklahoma City is fast becoming a hotbed for innovation, but it goes beyond just innovation. The City is creating a thriving ecosystem that breeds and fuels innovation on multiple levels. Join Dr. Prescott as he takes attendees through the story of OKC's booming innovation ecosystem.

During this session, attendees will:

- Learn the steps it takes to develop an innovation ecosystem
- Hear lessons learned by the OKC team
- Walk away with an understanding of the key partners to consider when building a regional innovation ecosystem

5:30 pm - 6:30 pm

HARNESSING THE WINDS OF CHANGE IN OKLAHOMA CITY: FINANCING INNOVATION AND ENTREPRENEURSHIP

Scott Meacham, MBA, President and Chief Executive Officer, i2e

C. Michael Carolina, Executive Director, Oklahoma Center for the Advancement of Science and Technology

Cathy O'Connor, President and Chief Executive Officer, The Alliance for Economic Development of Oklahoma City

AURP's gracious conference host city, Oklahoma City (OKC) is no stranger to harnessing innovation and entrepreneurship through its creation of an emerging innovation district that encompasses 1.3 square miles in eastern part of OKC's downtown district.

Attendees will:

- Participate in an engaging fireside chat with the leaders who helped make OKC the triumph it is today
- Understand the state's role in partnering with all of the involved parties
- Learn how OKC aligned its partners, as well as how other parks can do the same

Thanks to KI for our fireside chat furniture.



Thank you to the following companies for your support of the Conference Program!



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 Turn more ideas into opportunities



SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 28, 2016

6:30 pm - 7:30 pm Venetian Room (14th Floor)
Welcome Reception

All attendees welcome

Join your friends and colleagues at the Welcome Reception, where you'll kick off the conference by mingling with research park professionals from around the world. Enjoy refreshments and be sure to say hello to the many excellent sponsors of the 2016 International Conference. You won't want to miss this networking opportunity. Cheers!

Sponsored by Wexford Science & Technology, LLC

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THURSDAY, SEPTEMBER 29, 2016

7:00 am - 4:00 pm Grand Ballroom Foyer
Registration Desk Open

7:00 am - 7:45 am Grand Ballroom Foyer
Continental Breakfast

Sponsored by TEconomy Partners, LLC

Caffeine-fuel your day of learning and networking.

7:00 am - 7:45 am Crystal Room
AURP New Member Breakfast

AURP leadership will welcome new members to the AURP Community of Innovation at the new member breakfast. Come and learn how to get the most out of your membership.

8:00 am - 8:15 am Grand Ballroom
Morning Remarks

Kevin T. Byrne, MBA, Immediate Past President, AURP; President, The University Financing Foundation

8:15 am - 8:30 am Grand Ballroom
AURP New Member Welcome

AURP President Charlie D'Agostino will formally introduce the association's newest members. Attending organizations that have joined since the 2015 International Conference will be recognized on stage and receive their membership certificates.

Everyone is invited to attend and welcome our new members.

8:30 am - 10:30 am Grand Ballroom
PLENARY KEYNOTE SPEAKERS

Sponsored by Forest City Science & Technology Group

8:30 am - 9:00 am
CROWDSOURCING FOR ENTHUSIASM

Hugh Forrest, Director, SXSW Interactive Festival

The Director of the extremely popular and well-attended **South by Southwest Interactive Festival (SXSW)**, Hugh Forrest will be taking the stage to bring attendees a thought-provoking plenary session.

Attendees will:

- Hear practical ideas for how to build excitement and park support
- Walk away with a renewed sense of passion and "enthusiasm" around pioneering the next wave of innovations throughout research parks
- Garner specific take-aways and next steps for building the momentum needed to take their park to the next level

Thank you to the following companies for your support of the Conference Continental Breakfast and Refreshment Breaks:



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SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 29, 2016

8:30 am - 10:30 am **Grand Ballroom**
PLENARY KEYNOTE SPEAKERS continued

9:00 am - 9:40 am
FUNDING INNOVATION

*Michael Eckert, Founder and Chairman of NO/LA Angel Network;
Former Chief Executive Officer, The Weather Channel;
Board Member, Angel Capital Association*

Michael Eckert, a pioneer and innovator of his time, as well as the former CEO and now chairman of the NO/LA Angel Network in New Orleans, will explore funding innovation.

Attendees will:

- Learn tips on how to best access Angel Capital
- Explore and learn the road map to help companies located in parks navigate the funding maze
- Walk away with best practices on how to attract investors, funding arms and partners

9:40 am - 10:10 am
**FUTURE OF INNOVATION—FOSTERING INGENUITY IN ACADEMIC
MEDICAL CENTERS & PUBLIC SECTOR PARTNERSHIPS**

*Dr. Spence Taylor, President, Greenville Health System; Professor of
Surgery, University of South Carolina School of Medicine, Greenville*

Dr. Spence Taylor of Greenville Medical System (GHS) will share successes and lessons learned through the system's creation of an innovation district through multiple higher-education partnerships that transformed GHS into a multi-billion dollar regional research and medical enterprise.

Attendees will:

- Learn how to cultivate unique public sector partnerships
- Understand best approaches to spark the interest of other like-minded organizations and financial institutions
- Uncover ways to be the conduit of innovation to attract top companies to their park and region

THURSDAY, SEPTEMBER 29, 2016

10:10 am - 10:30 am
**WHERE NURTURING BEGINS: UNIVERSITY RESEARCH PARKS
FOR ENTREPRENEURS**

Jeffery C. Greene, President and Chief Executive Officer, MedEncotive, LLC

Award-winning innovator, patented inventor, entrepreneur and a leader in the movement to solve the health and healthcare crises, Jeff Greene, will share how and where the nurturing of top entrepreneurs begins.

Attendees will:

- Hear ideas about how to attract top entrepreneurs to parks
- Learn best practices for creating a park culture that grooms and nurtures top entrepreneurs
- Walk away with practical steps in helping propel park entrepreneurs to the next level
- Garner relevant examples and inspiring stories that demonstrate what is possible when park entrepreneurs are able unleashed their full potential

10:30 am - 10:45 am..... **Grand Ballroom Foyer**
Networking Break

Sponsored by The Weathersby Group

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SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 29, 2016

10:45 am - 11:45 am

CONCURRENT BREAKOUT SESSIONS

Sponsored by VWR International LLC

CROWDFUNDING & TAPPING YOUR RICH ALUMNI FUND

Centennial Ballroom 1

Blake Thompson, Founder and Chief Security Officer, AffinityCrowd

Samson Williams, Principal and Chief Operating Officer, AffinityCrowd

Alumni are often looking for ways to make a deep impact in their community, as well as a way to give back to their Alma Mater. It's important to keep this in mind and find ways to both engage and tap alumni to give. Join Blake Thompson and Samson Williams of Affinity Crowd as they help attendees understand crowdfunding and the deep benefits of keeping alumni engaged with your research park.

During this session, attendees will:

- Learn unique ways to engage and "tap" alumni
- Understand key principles of crowdfunding
- Hear stories of how other parks and universities have been successful, as well as lessons learned
- Walk away with a "toolkit" of information and knowledge to apply to their research park



TEconomy Partners is a global leader in research, analysis and strategy for innovation-based economic development. In the fourth quarter of 2015, TEconomy Partners, LLC was formed as an independent company, transitioning the complete staff and capabilities of the Technology Partnership Practice (TPP) from Battelle Memorial Institute. Our clients comprise universities, governments, economic development agencies, industry, trade associations, and non-profit institutions. They are diverse, but they all rely upon our seasoned, professional staff for rigorous analysis and highly effective strategic roadmaps and action plans.

Contact Mitch Horowitz at horowitzm@teconomypartners.com to start a conversation and visit our web site at www.teconomypartners.com to learn more about our capabilities and experience.

THURSDAY, SEPTEMBER 29, 2016

10:45 am - 11:45 am

CONCURRENT BREAKOUT SESSIONS continued

TRANSFORMING RECRUITING WITH A MARKETING MINDSET

Centennial Ballroom 2

Dixie Agostino, Chief Executive Officer and Chief Talent Officer, Switchgear

In today's competitive job landscape to recruit top talent, it's imperative that parks are set apart to attract the best-of-the-best. Dixie Agostino, CEO & Chief Talent Officer of Switchgear Research & Recruiting, will take attendees on a recruiting journey to learn how to transform their park recruitment strategies.

Attendees will:

- Learn how to develop a solid and effective recruiting process and plan
- Receive practical steps to execute recruiting efforts
- Garner advice and best practices for developing eye-catching job descriptions
- Participate in a fun and dynamic recruitment exercise/role playing session
- Walk away with a useful recruitment toolkit

GLOBAL MARKET OPPORTUNITIES & COLLABORATIONS

Centennial Ballroom 3

Daniela Carolina Eckert, International Affairs and Communication Coordinator at Tecnosinos - São Leopoldo Tech Park

Chuck Stone, Director, Commercial Developments Unit, Innovation Campus, University of Wollongong

Chuck Stone, Director, University of Wollongong's Commercial Development Unit and Daniela Carolina Eckert, International Affairs and Communication Coordinator at Tecnosinos - São Leopoldo Tech Park will share with attendees how to harness global opportunities through collaboration.

Attendees will:

- Hear how the University of Wollongong Innovation Campus has grown its global partnerships and presence substantially since opening its doors in 2008
- Learn what the innovation campus did to generate over \$2 billion in economic activity and employ over 1,500 people
- Explore how Tecnosinos - São Leopoldo Tech Park has "teamed up" with two other prominent Brazilian research parks to develop a unique and collaborative international soft landing program
- Walk away with tips in how to partner with "competitive" parks to allow for more appealing and diverse offerings to companies interested in a particular global region

SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 29, 2016

12:00 pm - 1:45 pm Grand Ballroom
AURP Awards of Excellence Presentation & Luncheon

- Leadership Award
- Appreciation Award
- Innovation Awards
- Career Achievement Award
- Vision Award
- Emerging Research Park Award
- Outstanding Research Park Award



Emcee Leah D. Burton, Director, Centennial Campus Partnership Office and Industry Alliances, North Carolina State University

The Association of University Research Parks is proud to present the 2016 AURP Awards of Excellence where AURP honors industry leaders.

Awards Luncheon Sponsored by KAUST Research & Technology Park



2:00 pm - 3:00 pm
CONCURRENT BREAKOUT SESSIONS
Sponsored by Perkins+Will

INNOVATING THE INNOVATION CENTER IN TODAY'S CLIMATE **Centennial Ballroom 1**

Prakash Pinto, AIA AICP LEED AP®. Founding Partner, Pinto + Partners, LLC

Innovation Districts have proven to be effective solutions for cities looking to modernize their economies and pivot from traditional industrial-based production to technology-driven services.

During this session, attendees will:

- Hear how the Mace Ranch Innovation Center is pioneering research for sustainable food production, environmental robotics, water conservation and how clean energy is being developed and co-located in connection with prototyping, testing fields and advanced manufacturing for market production
- Walk away with tangible ideas on how to modernize your parks for the future
- Hear how a comprehensive and sustainable planning framework can transform the DNA of the traditional research park in shaping a new identity to attract new organizations and partners

THURSDAY, SEPTEMBER 29, 2016

2:00 pm - 3:00 pm
CONCURRENT BREAKOUT SESSIONS continued

COLLABORATING WITH NETWORKS OUTSIDE OF NORTH AMERICA

Centennial Ballroom 2

Dr. Thorsten Kliewe, Chairman and Chief Executive Officer, University Industry Innovation Network

Dr. Denis Gauvreau, Director of International Affairs, Genopole

Dan Watch, FAIA, NCARB, LEED AP, Principal, Perkins+Will

While North America provides many diverse networks for research parks, it's important for research parks to think globally if strategic growth and innovation is a priority. Drs. Kliewe and Gauvreau and Dan Watch will discuss the unique collaboration opportunities and networks that live outside of North America.

Attendees who attend this session will:

- Learn about multiple international networks and the value they bring to research parks
- Understand how international partnerships are forged and the steps to take to ensure that it's a perfect fit
- Hear best practices and lessons learned from other parks that have looked outside of North America for meaningful strategic collaborations
- Participate in an interactive discussion around international collaborative partnerships

ACCELERATING DOW'S INNOVATION AGENDA

Centennial Ballroom 3

Brian Dorvel, PhD, Core R&D, Analytical Sciences, Technology Scouting, The Dow Chemical Company

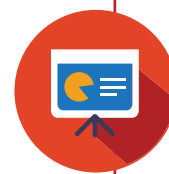
Partnering and working with venture funds and acquisition teams can help propel your research park to new levels. It's important, however, to understand how venture funds and acquisition teams best work, so you can harness their power. Brian Dorvel will explain Dow Chemical's innovation agenda to spur interest and thought.

During this session, attendees will:

- Learn Dow's Strategic Value Drivers that shape their innovation arm
- Hear Dow's specific R&D Strategy as it relates to its venture fund
- Learn what specific qualifiers Dow looks for in finding innovation space, and success factors for Dow in identifying opportunities for start-ups looking for investiture

Are you speaking at the AURP Conference and want to review your slides?
Visit the Crescent Events Audio Visual team in Layton Room.

Thank you to our Audio Visual Sponsors



SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 29, 2016

3:00 pm - 3:15 pm **Grand Ballroom Foyer**
Networking Break

Sponsored by Presbyterian Health Foundation

3:15 pm - 4:15 pm
CONCURRENT BREAKOUT SESSIONS

Sponsored by Oklahoma Business Roundtable

LEVERAGING INNOVATION ASSETS TO GROW THE LOCAL ECONOMY

Centennial Ballroom 1

Kevin Hively, President, Ninigret Partners

Teresa M. Lynch, Principal, Mass Economics

This session will explore case studies about medical, university and innovation district projects in multiple cities (e.g., Philadelphia, New Haven, Detroit, Oklahoma City and Providence) can leverage innovation assets to grow local economies.

Attendees will:

- Learn how to evaluate the economic potential of their local universities, hospitals and other innovation assets in their own backyard
- Watch a demonstration of how to bring together key stakeholders to create the vision and strategic framework for an innovation district
- Walk away with ways to identify how to develop and implement policies and projects to grow local innovation economies.
- Be inspired by the ideas, strategies and tactical next steps to emulate the case studies presented

THE EVOLVING LIFE OF A RESEARCH PARK - STRATEGIC THOUGHTS ON FORMATION, GOVERNANCE, DEVELOPMENT & OPERATIONS

Centennial Ballroom 2

*Aaron Olver, Managing Director, University Research Park,
University of Wisconsin-Madison*

*Gregory W. Deason, Vice President and Executive Director,
Purdue Foundry*

The life of a research park is ever evolving, forcing us to constantly reevaluate and readjust based on many factors that affect our parks. Aaron Olver and Greg Deason will take attendees on a journey through the lifecycle of a research park and shed strategic thoughts on formation, governance, development and operations. In the end, each park is

Attendees of this session will:

- Learn time and cost-saving strategies and models
- Understand how joint ventures with developers can be worthwhile and is not massively replicated
- Hear case studies of parks that have implemented effective strategies
- Learn unique strategies of how to capture TIFF monies for building improvements
- Discover how to develop strong relations with government partners
- Learn how to uncover state funds and create tax captures

THURSDAY, SEPTEMBER 29, 2016

3:15 pm - 4:15 pm
CONCURRENT BREAKOUT SESSIONS continued

CENTENNIAL CAMPUS: NC STATE'S NETWORK OF THE FUTURE Centennial Ballroom 3

*Dennis Kekas, PE, Associate Vice Chancellor, Office of Partnership,
Industry, Alliances, and Economic Development, Centennial Campus,
North Carolina State University*

Centennial Campus, North Carolina State University's research campus, embodies the core tenants of what it means to be a successful university research park.

This session will give attendees:

- A close look at how Centennial Campus developed relationships and strategies to take a "macro" approach to selecting projects, and the positive impact it had on the local community
- Insight into how the park's strategy and approach have evolved, as well as a look at the research campus's 20-year plan and prospective project pipeline
- Hear the lessons learned and challenges faced along the way

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SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 29, 2016

4:15 pmSkirvin Transportation Lobby Group Gathers for 2016 International Conference Reception
Transportation departs promptly at 4:30 pm

4:30 pm - 5:00 pm
Bus Transfer to Norman, OK

5:00 pm - 8:30 pm University of Oklahoma Research Campus NETWORKING IN OZ: YOUR CLEARANCE FOR COLLABORATION & TOUR AT THE NATIONAL WEATHER CENTER

5:15 pm - 6:15 pm
Welcoming Remarks and AURP Town Hall & Annual Business Meeting

AURP hosts its Annual Business Meeting, and introduces the new 2017 Board of Directors and Chief Executive Officer. Find out how you and your park can get involved.

Remarks

Charles F. D'Agostino, MBA, President (2015-2016), AURP; Executive Director, LSU Innovation Park, Louisiana State University, and Louisiana Business & Technology Center

Daniel W. Pullin, MBA, Dean and Fred E. Brown Chair Vice President, Michael F. Price College of Business, The University of Oklahoma

Dr. Kelvin K. Droegemeier, Vice President for Research, University of Oklahoma

6:15 pm - 8:00 pm
TOUR & AURP 2016 International Conference Reception NETWORKING IN OZ: YOUR CLEARANCE FOR COLLABORATION & TOUR AT THE NATIONAL WEATHER CENTER

Sponsored by



FRIDAY, SEPTEMBER 30, 2016

7:00 am - 7:15 amSkirvin Transportation Lobby Coffee Service and Bus Loading

7:15 am - 7:30 am
Buses Depart for Tour

Buses will depart the Skirvin Hilton promptly at 7:15 am.

7:30 am - 11:45 am
Tour and Continental Breakfast at the University Research Park at the University of Oklahoma Health Sciences Center (OUHSC)

7:30 am - 8:00 am
Continental Breakfast

Meet at OUHSC Conference Center for breakfast prior to our walking tour to meet with local researchers.

OU: OKLAHOMA'S ECONOMIC ENGINE

- OU is classified by the Carnegie Foundation as a Very High Research Institution, placing it in the highest tier of research universities in the nation.
- This designation is one of the most important measures that distinguish among institutions of higher education, and as the only Very High Research in Oklahoma, OU is a foundational engine for economic growth because proximity to an outstanding research university is among the most important factors for those making business startup or relocation decisions.
- OU's Research Campus in Norman, which serves as an economic engine for Oklahoma, has transformed an empty field to a 277-acre campus of community, public and private-sector collaborations located in nine buildings.
- OU's Research Campus in Norman was named the No. 1 research campus in the nation, placing it among such past recipients as the Research Triangle Park in North Carolina, Purdue Research Park in Indiana and University City Center in Pennsylvania.
- The University's Research Park at the OU Health Sciences Center in Oklahoma City fosters the continued growth and expansion of research and related commercial efforts in Oklahoma. The park is one of the state's major engines for economic growth and a vital resource for learning, discovery and innovation in today's knowledge-based, technologically driven, global society.

Thank you to the following companies for your support of the International Conference Tours and Conference Transportation!



SCHEDULE OF EVENTS

FRIDAY, SEPTEMBER 30, 2016

8:00 am - 11:30 am

Highlight your conference experience by joining your colleagues at the OUHSC Conference Center. Our morning will include addresses by **Jason R. Sanders, MD, MBA, Senior Vice President and Provost, University of Oklahoma Health Sciences Center** and **Scott Andes, Senior Policy Analyst and Associate Fellow, Centennial Scholar Initiative, of The Brookings Institution**, who will present findings from the upcoming study on the University of Oklahoma Innovation District. Following this informative address, our morning highlights include a walking tour of the University of Oklahoma Health Sciences Center with visits to i2e, Molecular, the OU MBA Suites and special stop at Miles Associates.

11:45 am - 12:00 pm

Transfer to the Will Rogers World Airport or Skirvin Hilton

FRIDAY, SEPTEMBER 30, 2016

12:00 pm

Conclusion: AURP 2016 International Conference

Travel safely. We look forward to seeing you at AURP's 2017 events!

Have an early afternoon flight and need transportation to the airport? Specifically identified motor coaches will transfer guests and their luggage directly to the Will Rogers World Airport immediately following the presentations and tour of University of Oklahoma Health Sciences Center (airport arrival time - 12:00 pm). There will also be a motor coach returning directly to the Skirvin Hilton following the morning's programming. For questions on this transportation and luggage handling, see an AURP Staff Member.



EVALUATIONS - YOUR OPINION MATTERS Thank you for attending the AURP 2016 International Conference. We welcome your comments to help shape and guide future AURP programs. Please take a few moments to complete the evaluation form in your registration packet and provide your comments on your experience at this program. Return completed evaluation forms to the AURP Registration Desk or any AURP staff member.

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Next year, Cummings Research Park will welcome more than 200 professionals to the 2017 AURP International Conference in Huntsville. Dates and details to follow! We look forward to seeing you next year!

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Hosted by



Huntsville & Cummings Research Park Fast Facts



Community has the highest per capita concentration of engineers, of PhD graduates in the country and 2nd highest concentration of STEM workers in the country.



An abundance of Fortune 500 companies have facilities in Huntsville/Madison County, as well as 19 of the Inc. 500's fastest growing companies. They are home to more than 900 defense contractors who collectively provide \$5.6 billion in defense contracts for the U.S. government. Indeed, 26 of the top 27 federal government contractors are located - among contractors of all sizes - in Cummings Research Park.



Cummings Research Park has 3,843 acres, 9.5 million square feet, 300 companies and 29,000 employees and retains the distinction of being the second largest research park in the country and fourth largest in the world.



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For more than a century, the Greater Oklahoma City Chamber has been the voice of business and the visionary organization in Oklahoma City. We represent thousands of businesses of all sizes and all industries in Oklahoma City's 10-county region. The Chamber's Economic Development team works closely with biotech firms and other entities to foster a positive environment for our biotech/research sector that boast annual revenues of \$6.7 billion and employs more than 51,000 workers.

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Created by the Oklahoma Territorial Legislature in 1890, the University of Oklahoma is a doctoral degree-granting research university serving the educational, cultural, economic and health-care needs of the state, region and nation. The Norman campus serves as home to all of the university's academic programs except health-related fields. The OU Health Sciences Center, which is located in Oklahoma City, is one of only four comprehensive academic health centers in the nation with seven professional colleges. Both the Norman and Health Sciences Center colleges offer programs at the Schusterman Center, the site of OU-Tulsa.

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King Abdullah University of Science and Technology (KAUST) is an international, graduate research university dedicated to advancing science and technology through interdisciplinary research, education, and innovation. Students, faculty, scientists, and engineers conduct fundamental and goal oriented research to address the world's pressing scientific and technological challenges related to water, food, energy, and the environment. Located on the shores of the Red Sea near the city of Jeddah, KAUST is the first LEED certified project in Saudi Arabia and the largest LEED Platinum project in the world. In 2011, KAUST was named Lab of the Year by leading science and technology publication, R&D Magazine. The following year, the University's Research Park was named the 2012 Emerging Research and Science Park by the Association of University Research Parks (AURP).

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 Email: gsnapier@prf.org
 Website: <http://purdueresearchpark.com/>



With five locations, the Purdue Research Park network has sites in West Lafayette, Indianapolis, Merrillville and New Albany. The park network has more than 260 companies that employ about 4,500 people. An independent study reports that the park network provides an annual economic impact of \$1.3 billion to the State of Indiana. The Purdue Research Park network of technology-based business incubators is designed to create a dynamic entrepreneurial business environment to attract high-technology companies and to launch new startups.

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Now in its 25th year of service, the Oklahoma Business Roundtable is Oklahoma's primary economic development "support" organization. The Roundtable accomplishes this by providing

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Presbyterian Health Foundation (PHF) is an Oklahoma City based private foundation that provides grants for medical education and research. Since 1985, PHF has awarded over \$116 million dollars to biotechnology and medical research organizations in Oklahoma with an

emphasis on the Oklahoma Health Center campus. Over the last two decades, PHF developed the PHF Research Park which contains 700,000 square feet of wet lab and office space which it sold to the University of Oklahoma in 2013. For more information visit www.phfokc.com

ADVANCING INNOVATION

Financial and real estate markets evolve. Available resources change. Priorities must be reset. Institutions are being called upon to produce new sources of revenue, commercialize intellectual property and create new jobs for their communities. Today's University Research Park environment requires integrating multiple funding mechanisms to deliver Place that can be flexibly adapted operationally and financially.



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Cummings Research Park (CRP) in Huntsville, Alabama has been propelling science since 1962. With 300 companies situated over 3,843 acres and employing 29,000 employees and more than 10,000 students, CRP is the 2nd largest research park in the U.S. and 4th

largest in the world. CRP's main industries are aerospace, defense, biosciences and telecommunications. CRP is undergoing a 60-year master plan effort to create an ecosystem of creativity and entrepreneurship in advanced scientific and technological endeavors inside the Park. The City of Huntsville has the highest concentration of engineers in the US and regularly ranks high on lists for STEM growth and affordability in the US.

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Email: terry-taylor@ouhsc.edu

Website: www.oklahomahealthcenter.com/



The Oklahoma Health Center Foundation is a consortium of 20 private, educational, governmental and nonprofit organizations,

located on more than 300 acres just south of the Capitol complex in Oklahoma City. The Oklahoma Health Center collectively employs more than 18,000 people and contributes \$3 billion to the Oklahoma economy on an annual basis. These organizations represent the areas of patient care, research, technology, education and community support with the common goal of improving health and creating high-tech jobs in Oklahoma and the nation.

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STAR Park serves as a catalyst for collaboration supporting Texas State's goal of becoming a National Research University and growing the regional ecosystem through activities promoting and supporting innovation, commercialization and entrepreneurial opportunities.

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The Alliance was created in 2011 to better serve the economic development needs of Oklahoma City. With its collaboration with city and private entities, the Alliance acts as a "one-stop-shop" for businesses in need of assistance from the public sector. Functions of the Alliance for Economic Development include the coordination, management, planning and/or implementation of the city's general obligation limited tax bond program and tax increment financing (TIF) districts; the city's retail strategy and incentives, city and urban renewal redevelopment programs; identification and development of job creation sites; and public-private redevelopment opportunities from MAPS projects and the implementation of required financing associated with those projects.

NORMAN ECONOMIC DEVELOPMENT COALITION

710 Asp Avenue, Suite 100
Norman, OK 73069
Phone: 405.573.1900
Email: jason@nedcok.com
Website: www.nedcok.com



The Norman Economic Development Coalition, Inc. was established in 1996 and is an organization supported by the City of Norman, the University of Oklahoma, Moore Norman Technology Center, and the Sooner Centurions, a committee of the Norman Chamber of Commerce. This unique partnership was formed to work full time on economic development in the Norman community and is dedicated to improving the quality of life of Norman residents through the creation and retention of jobs. NEDC primary activities include helping Norman employers grow and succeed, positioning Norman as a destination for quality employers, creating a world-class innovation and entrepreneurial ecosystem and retaining and attracting talent.

OU - Oklahoma's Leader in Excellence



- In 2015 OU became the first public university in U.S. history to be ranked No. 1 in freshman National Merit Scholars enrolled.
- OU was recently awarded the prestigious Davis Cup for the third consecutive year in recognition of its record-setting enrollment of United World College international freshmen. OU is the only public university to ever be awarded the Davis Cup.
- OU is the only university in the nation, public or private, whose students have won Goldwater, Mitchell, Truman, Rhodes, Marshall, Fulbright and National Security Education Program scholarships in the same year.
- OU has the academically highest ranked student body at a public university in Oklahoma history.
- OU is the only Big 12 university to be selected as having one of America's 25 most beautiful campuses.
- OU has produced 29 Rhodes Scholars; no other university in Oklahoma has had more than three.
- The OU Honors College is one of the top 25 programs at a public university in the nation based on *A Review of Fifty Public University Honors Programs*.
- OU is a leader among all American universities in international exchange and study abroad programs. OU currently offers programs in over 82 countries and over 240 cities in six continents. Students from 140 countries are enrolled at OU.
- With construction underway, OU will become one of the first public universities in the country to build residential colleges for upperclassmen and women, patterned on those at Yale, Oxford, Harvard and Cambridge in England. The living/learning communities will become the cornerstone of the undergraduate experience.
- The One University Digital Initiative allows OU faculty to develop digital alternatives to high-cost textbooks, translating to an annual savings of almost \$500 per student in textbook costs.

The University of Oklahoma is an equal opportunity institution. www.ou.edu/eoo

 - The Impact of Excellence

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Comprised of over 175 Oklahoma corporations and business organizations, the Oklahoma Business Roundtable serves as the state's major economic development support organization.

We are a collaborative non-profit organization whose sole purpose is advancing Oklahoma's economic development – through business recruitment, business expansion, start-up and quality improvement activities.

Now in its 25th year of service, the Roundtable has supported hundreds of state and national business promotion activities resulting in millions of dollars of corporate investment throughout Oklahoma. Our members are committed to the growth and diversification of our state's economy.

Oklahoma is a great state for business. We provide a comprehensive package of site location advantages for your company. Our corporate, government and economic development leadership will work together to ensure your long-term success.

We welcome your investment!



Oklahoma Business Roundtable
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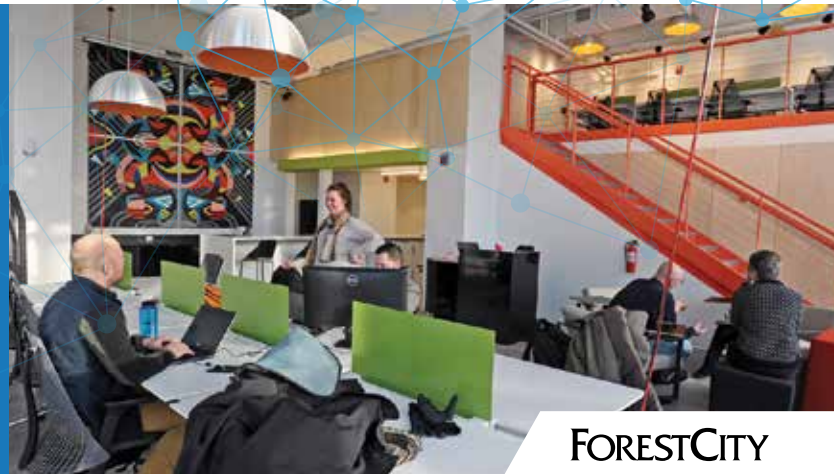
SCIENCE + TECHNOLOGY PARK AT JOHNS HOPKINS

A COMMUNITY OF INNOVATION

built on the connections we have with one another, and to the places we learn, work, live and enjoy.

DYNAMIC MIXED USE

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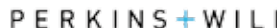
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Check out VeloCity, our digital magazine that gives a current portrait of Oklahoma City. Articles, videos, links and more will help you find out why Brookings called OKC a top ten city for economic growth and how our ingrained entrepreneurial culture and capability could help your business or project.

The startup-focused edition is available at www.greateroklahomacity.com/startup. Read and share it with friends, colleagues and family.

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SCHEDULE AT A GLANCE

Wednesday, September 28, 2016

7:00 am - 7:00 pm
Grand Ballroom Foyer
Registration Desk Open

7:00 am - 8:00 am
Centennial Ballroom Foyer
Continental Breakfast
For all Pre-Session Intensive Attendees
Sponsored by Jacobs

8:00 am - 4:00 pm
Centennial Ballroom 3
PRE-CONFERENCE INTENSIVE
COMMUNITIES OF INNOVATION 101
For those new to research parks or looking
for a refresher. Pre-conference session
registration required.
Sponsored by Purdue Research Park

8:00 am - 12:00 pm
Centennial Ballroom 1 & 2
PRE-CONFERENCE INTENSIVE
LEADERSHIP ROUNDTABLE
For experienced, senior-level research park
leaders and associates. Pre-conference
session registration required.
Sponsored by The Whiting-Turner
Contracting Company

10:00 am - 10:30 am
Grand Ballroom Foyer
Networking Break
Sponsored by The Weathersby Group

12:00 pm - 1:00 pm
Grand Ballroom
MAKE A CONNECTION LUNCH
For all Pre-conference Intensive Attendees,
Sponsors and Board Members. Pre-confer-
ence session registration & ticket required.
Sponsored by SCI Technology,
a Sanmina Company

1:00 pm - 4:00 pm
Centennial Ballroom 1 & 2
PRE-CONFERENCE INTENSIVE
LEARNING LAB: DIGITAL MEDIA IS ALL
AROUND US-TIME TO HARNESS ITS
POWER
Pre-conference session registration required.
Sponsored by
WKI-wendykennedy.com inc.

2:15 pm - 2:30 pm
Centennial Ballroom Foyer
Networking Break
Sponsored by
WKI-wendykennedy.com inc.

Wednesday, September 28, 2016

4:30 pm - 6:30 pm
Grand Ballroom
PLENARY KEYNOTE SPEAKERS
Sponsored by The University
Financing Foundation

4:30 pm
WELCOME ADDRESS

5:00 pm
OKLAHOMA CITY: AN INNOVATION
ECOSYSTEM

5:30 pm
HARNESSING THE WINDS OF CHANGE
IN OKLAHOMA CITY: FINANCING IN-
NOVATION AND ENTREPRENEURSHIP

6:30 pm - 7:30 pm
Venetian Room (14th Floor)
Welcome Reception
All Attendees Welcome
Sponsored by Wexford Science
& Technology, LLC

Thursday, September 29, 2016

7:00 am - 4:00 pm
Grand Ballroom Foyer
Registration Desk Open

7:00 am - 7:45 am
Grand Ballroom Foyer
Continental Breakfast
Sponsored by TEconomy Partners, LLC

7:00 am - 7:45 am
Crystal Room
AURP New Member Breakfast

8:00 am - 8:15 am
Grand Ballroom
MORNING REMARKS

8:15 am - 8:30 am
Grand Ballroom
AURP NEW MEMBER WELCOME

8:30 am - 10:30 am
Grand Ballroom
PLENARY KEYNOTE SPEAKERS
Sponsored by Forest City Science &
Technology Group

8:30 am
CROWDSOURCING FOR ENTHUSIASM

9:00 am
FUNDING INNOVATION

9:40 am
FUTURE OF INNOVATION-FOSTERING
INGENUITY IN ACADEMIC MEDICAL
CENTERS & PUBLIC SECTOR

10:10 am
WHERE NURTURING BEGINS:
UNIVERSITY RESEARCH PARKS FOR
ENTREPRENEURS

Thursday, September 29, 2016

10:30 am - 10:45 am
Grand Ballroom Foyer
Networking Break
Sponsored by The Weathersby Group

10:45 am - 11:45 am
CONCURRENT BREAKOUT SESSIONS
Sponsored by VWR International LLC

CROWDFUNDING & TAPPING YOUR
RICH ALUMNI FUND
Centennial Ballroom 1

TRANSFORMING RECRUITING
WITH A MARKETING MINDSET
Centennial Ballroom 2

GLOBAL MARKET OPPORTUNITIES
& COLLABORATIONS
Centennial Ballroom 3

12:00 pm - 1:45 pm
Grand Ballroom
AURP 21ST ANNUAL AWARDS OF
EXCELLENCE PRESENTATION &
LUNCHEON
Awards Luncheon Sponsored by
KAUST Research & Technology Park



2:00 pm - 3:00 pm
CONCURRENT BREAKOUT SESSIONS
Sponsored by Perkins+Will

INNOVATING THE INNOVATION
CENTER IN TODAY'S CLIMATE
Centennial Ballroom 1

COLLABORATING WITH NETWORKS
OUTSIDE OF NORTH AMERICA
Centennial Ballroom 2

ACCELERATING DOW'S INNOVATION
AGENDA
Centennial Ballroom 3

3:00 pm - 3:15 pm
Grand Ballroom Foyer
Networking Break
Sponsored by Presbyterian Health
Foundation

3:15 pm - 4:15 pm
CONCURRENT BREAKOUT SESSIONS
Sponsored by Oklahoma Business
Roundtable

LEVERAGING INNOVATION ASSETS TO
GROW THE LOCAL ECONOMY
Centennial Ballroom 1

THE EVOLVING LIFE OF A RESEARCH
PARK - STRATEGIC THOUGHTS ON
FORMATION, GOVERNANCE,
DEVELOPMENT & OPERATIONS
Centennial Ballroom 2

CENTENNIAL CAMPUS: NC STATE'S
NETWORK OF THE FUTURE
Centennial Ballroom 3

Thursday, September 29, 2016

4:15 pm - 4:30 pm
Skirvin Transportation Lobby
Group Gathers for 2016 International
Conference Reception and Tour
Transportation departs promptly at 4:30 pm

4:30 pm - 5:00 pm
Bus Transfer to Norman, OK

5:00 pm - 8:30 pm
NETWORKING IN OZ: YOUR CLEARANCE
FOR COLLABORATION & TOUR AT THE
NATIONAL WEATHER CENTER
University of Oklahoma Research
Campus, Norman, OK
Sponsored by
The University of Oklahoma
Research Campus
Greater Oklahoma City Chamber
University of Oklahoma Office of
the Vice President for Research

Friday, September 30, 2016

7:00 am - 7:15 am
Skirvin Transportation Lobby
To Go Coffee and Load Buses

7:15 am - 7:30 am
Buses depart for Tour
Buses will depart promptly at 7:15 am

7:30 am - 11:45 am
Continental Breakfast and Tour/
Presentation at the University Research
Park at the University of Oklahoma
Health Sciences Center
Sponsored by Miles Associates

11:45 - 12:00 pm
Transfer to the Will Rogers World Air-
port or return to the Skirvin Hilton

12:00 pm
AURP 2016 International Conference
concludes
Travel safely



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