Who attends?

- Research Administrators
- Legislative Liaisons
- Public Information Officers
- Economic Development Professionals
- Grants Accountants

Where: Fluno Center, 601 University Avenue, Madison

When: Thursday and Friday, October 29-30, 2015

Who we represent:

- Research/Innovation
- Policy
- Communications/Marketing
- Workforce/Community-Building
- Capital and Resource Raising

AGENDA

Thursday, October 29, 2015

Registration
9:00 – 9:30 a.m.
Atrium

Research Administrators, Grants Accountants, and Economic Development Professionals Breakout Session
9:30 – 11:30 a.m.
Auditorium
Presentation by Jennifer Cook, WiSys Technology Foundation, with a focus on the following:

- Intellectual Property and Commercialization primer – Learn more about WiSys' process, from disclosure to licensing, including: how they protect Intellectual Property through patenting, copyrights, and trademarks; how they market and license technologies; what funding opportunities are available and tips for applying.
- Contract Management – Learn more about standard agreements commonly used in technology transfer and academic/industry collaborations, which ones to use for different scenarios, red flags to watch for, things to consider when collaborating with third parties, IP implications when it comes to industry-sponsored research, and how to manage expectations of all parties involved.

Legislative Liaison and Public Information Officer Breakout Session
9:30 – 11:30 a.m.
Bolz Family Executive Classroom

Lunch - Buffet
11:30 a.m. – 12:30 p.m.
Fluno Center Dining Room
Welcome
12:45 p.m.
Auditorium

Opening Plenary -- UW Leveraging Economic Engine\uity
1:00 – 3:15 p.m.
Auditorium

Universities are increasingly being asked to demonstrate economic value and relevance. We hear we don’t do a good enough job telling our story. In this area of budget cuts and declining state revenues, how do we continue to grow, improve, and advance research and economic engagement on our campuses, and how do we tell our economic engine stories effectively?

- Does your institution KNOW what it is doing well and what it needs to do to improve with regard to economic engagement?
- Does your institution have BEST PRACTICES for supporting and incentivizing faculty to seek external funding?
- Is your institution able to MEASURE the extent to which it is engaged in research and community building?
- How can institutions better TELL their story of contributions to economic development?
- How can institutions ENGAGE with external stakeholders throughout the processes of knowing, measuring, and telling in order for contributions to have meaningful impact?

Keynote Speaker: Jim Woodell, Assistant Vice President for Innovation and Technology Policy, Association of Public and Land-grant Universities (APLU)

Panelists/presenters/moderator:

- Cathy Sandeen, Chancellor, UW-Extension and UW Colleges: Moderator
- Andrew Leavitt, Chancellor, UW-Oshkosh: The Chancellor’s Perspective of Economic Development Leadership;
- Johannes Britz, Provost, UW-Milwaukee: How Well Do We Understand and Measure the Consequences of Higher Education in Regional Economic Development;
- Scott Cooper, Professor, UW-La Crosse: Understanding the Effects of Economic Development Initiatives on the Academic Mission;
- Gene Dalhoff, Vice President for Talent and Education, Madison Region Economic Partnership: Building University Partnerships with Economic Development Organizations;
- Barb LaMue, Vice President of Economic and Community Development, Wisconsin Economic Development Corporation: Providing Resources and Support for Entrepreneurs and Innovators;
- Kim Moreland, Associate Vice Chancellor, Director, Research & Sponsored Programs, UW-Madison: Documenting the Results of Research;

Break
3:15 – 3:30 p.m.
Facilitated Strategy Planning on Leveraging {Engine}uity.
3:30 – 5:00 p.m.
Auditorium
Discussion:  Assets, Leveraging, Impact and Action

Reception - With thanks for sponsorship by the WiSys Technology Foundation
5:30 p.m.
Smitty’s Study Pub

Dinner on Own

Friday, October 30, 2015

FEATURED SPEAKER REGINA MILLNER, PRESIDENT, UNIVERSITY OF WISCONSIN SYSTEM
BOARD OF REGENTS
9:00 – 9:45 a.m.
Room 221, Bolz Family Executive Classroom

Break
9:45 – 10:00 a.m.

Research Administrators Breakout Session
10:00 – 11:30 a.m.
Room 221, Bolz Family Executive Classroom

Panelists/presenters/moderator:  Seeking Foundation and Government Grants
- Jeremy Miner, Director of Grants and Contracts, University of Wisconsin-Eau Claire: Moderator
- Tina Gridiron, Strategy Director, Lumina Foundation
- Amy Kerwin, Vice President, Community Investments, Great Lakes Higher Education
- Hanna Homestead, Grants and Special Projects Coordinator, U.S. Senator Tammy Baldwin

Legislative Liaisons and Public Information Officers Breakout Session
10:00 – 11:30 a.m.
Room 219, Truken/Sellery Executive Classroom

Economic Development Professionals Breakout Session
10:00 – 11:30 a.m.
Room 212/214

Grants Accountants Breakout
10:00 – 11:30 a.m.
Room 216/218

Lunch – Buffet
11:30 a.m.
Fluno Center Dining Room