

Minutes of the Research, Economic Development, & Innovation Committee
University of Wisconsin System Board of Regents
UW System
June 9, 2016

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 10:45 a.m. Regents Higgins, Hall, Petersen and Tyler were present. Regent Higgins introduced Regent Lisa Erickson from the audience who joined the Board of Regents in May 2016. Regent Higgins also invited all of the Regents to attend the upcoming Wisconsin Science & Technology Symposium on August 2 - 3 at UW-Oshkosh. The event will feature faculty and student research.

a. Approval of the Minutes of the April 7, 2016, Meeting of the Research, Economic Development, and Innovation Committee

Chairman Higgins asked for a motion to approve the minutes of the April 7, 2015, REDI Committee meeting. Motion was made by Regent Higgins and seconded by Regent Tyler to approve the minutes as presented. Motion carried unanimously.

b. Recognition from the University-Industry Innovation Network

Regent Higgins congratulated Chancellor Cathy Sandeen and UW System Associate Vice President for Economic Development David Brukardt for the acceptance of their submission to the University-Industry Innovation Network, a global organization of academics, practitioners, and business professionals based in Europe. Chancellor Sandeen gave a brief overview of their presentation. Their submission detailed efforts surrounding collaboration between the UW System, state government, and the business community. She stressed the attention such international recognition brings to the important and impactful work taking place throughout UW System. Chancellor Sandeen offered to repeat the presentation at a future REDI meeting, and Chairman Higgins said he would follow up on her offer and thanked all Chancellors for their dedication and work.

c. Presentation by Brightstar Wisconsin Foundation – Led by Brightstar Board Member Lorrie Heinemann

BrightStar Board Member Lorrie Heinemann provided an overview of BrightStar's innovative funding approach and highlighted its investment growth over the past two years, with nearly \$4 million invested into 29 Wisconsin companies. Heinemann further outlined developments, including the new partnership with Patina Solutions, and access to its Mentor Bank of more than 300 industry veteran volunteer mentors.

Regent Hall asked about the diversity of entrepreneurs served at Brightstar. Heinemann did not have exact metrics, but she said if they cannot assist a particular entrepreneur, that they work closely with partner organizations to help meet the needs of the entrepreneurs within the state. Regent Tyler thanked Brightstar for going beyond the traditional bias in their investment selections. Regent Higgins asked

what the Regents could do better to improve the connection between technology transfer and local businesses. Heinemann responded that by raising awareness through the committee, supporting WiSys activity, and providing continued support and investment in early seed funds through programs such as Ideadvance, Generator, or D2P, Regents have had and will continue to have the most impact. She thanked the Board of WiSys as well as the efforts of all of the Chancellors in supporting the work of Brightstar.

Regent Higgins thanked Heinemann for her presentation and noted that he and the committee looked forward to another report in two years.

d. WEDC – Program and Leadership Update – Barb LaMue, WEDC Vice President, Business and Community Development

WEDC’s Vice President of Business and Community Development, Barb LaMue, highlighted key programs and outcomes of state-led business and community development efforts. Providing assistance to nearly 700 businesses and communities with a minimum leverage ratio of nine to one, WEDC helps drive strategic industry development in areas such as water technology and advanced manufacturing. WEDC partners with UW System to support programs such as the UWM School of Freshwater Sciences, the UW-Stout Fab Labs, and the UW-Stevens Point Aquaponics program. As a member of the Mid-America Economic Development Council, a dedicated network of economic development professionals, LaMue joins professionals from 10 other states working to increase investment in the largest economic region in the country.

Regent Tyler explained that he was aware of WEDC’s marketing campaign “Made in Wisconsin.” He asked if there was any possibility of adding “Educated in Wisconsin” to the list and producing products with this phrase. Lamue replied that it could be something that WEDC could look into.

e. UW-Milwaukee Research, Economic Development, and Business Outreach Discussion and Update – Led by Chancellor Mark Mone

UW-Milwaukee Chancellor Mark Mone led a discussion with David J. Lubar, a generous UWM donor and President and CEO of Lubar & Co. UWM Research Foundation President Brian Thompson also highlighted the development and growth of new and existing university partnerships as well as several dynamic research breakthroughs occurring at UW-Milwaukee. Notable examples included the development of low-cost water filtration systems, low-weight and low-injury wrenches, and low-cost detection sensors for heavy metal or biological contamination.

Chairman Higgins adjourned the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 12:15 p.m.