



NACRO

Network of Academic Corporate Relations Officers

2010 ANNUAL CONFERENCE

UNIVERSITY OF ILLINOIS AT
URBANA-CHAMPAIGN

AUGUST 10-12, 2010



TUESDAY, August 10, 2010

- 12 – 5 pm **Registration open in Northeast Lobby of IHotel**
- 1 – 2:45 pm **Tour of the Research Park and Incubator (Optional)**
Meet in IHotel Lobby at 12:45
- 3 – 4 pm **NACRO COMMITTEE MEETINGS**
Conference Planning Committee
IHotel and Conference Center: Lincoln Room
Marketing Committee
IHotel and Conference Center: Leadership Boardroom
Benchmarking Committee
IHotel and Conference Center: Innovation Room
- 4 – 5 pm **NACRO STEERING COMMITTEE MEETING**
IHotel and Conference Center: Lincoln Room
- 5:30 – 7 pm **WELCOME RECEPTION**
Business Instructional Facility (BIF), 515 E. Gregory Drive, Champaign IL

Hosted by the Office of Corporate Relations at the University of Illinois at Urbana-Champaign

Welcome Remarks from Pradeep Khanna, Associate Vice
Chancellor for Public Engagement and Executive Director for
Corporate Relations, University of Illinois

Transportation: Walking maps available, shuttle buses will run from 5:00 pm – 7:30 pm
between IHotel and BIF, parking available in lot E12



WEDNESDAY, August 11, 2010

INDUSTRY DAY

- 7 – 8:25 am **Registration and Breakfast**
Northeast Lobby of IHotel and Conference Center and Illinois Ballroom A
Shuttle buses will run from 7:30 am – 8:30 am between IHotel and Hilton Garden Inn
- 8:30– 8:45 am **WELCOME**
IHotel and Conference Center: Illinois Ballroom B&C
Tanna Pugh and Chris Kelly, NACRO Co-Chairs

8:45 - 10:30 am **PLENARY SESSION I**

IHotel and Conference Center: Illinois Ballroom B&C

Selecting University Research Partners

Every University wants to know how best to attract and maintain industry partners. This session will educate participants on what industry is looking for from a university when selecting potential partners. What are the most common points of entry? How can relationships grow from a simple exchange with one faculty member to broad based, campus wide interactions? Finally, panelists will answer how our respective offices can work best to grow and facilitate partnerships.

Moderated by Julie Brandis, Oregon State University

Azita Saleki-Gerhardt, PhD, Divisional Vice President, Quality, Abbott
John Heller, Vice President and CIO, Caterpillar
Ed Krause, External Alliances Manager, Ford Motor Company
Donald Robinson, Cyber Research Consortium, Northrop Grumman

10:30 – 10:45 am **Break**

IHotel and Conference Center: Illinois Ballroom A

10:45 - 12 pm **PLENARY SESSION II**

IHotel and Conference Center: Illinois Ballroom B&C

Small and Medium-sized Businesses

This panel will be the first opportunity for small and medium-sized businesses to participate in a NACRO panel. The discussion will include how these companies would like to engage and develop partnerships with universities. What has worked? What has not? Where is the mutual value? What type of funding might a university expect in partnership with a small-to-medium-sized company? What are the frustrations and challenges?

Moderated by Mark Nolan, University of Illinois

Aaron Wagener, CEO, Mezolink
Brian Kucic, Founding Principle, R Systems NA
Timothy Hoerr, CEO, Cbana Labs, Inc.; CEO Serra Ventures, LLC; CEO ImmuVen, Inc.

12:15 – 1:15 pm **Lunch and Networking**

IHotel and Conference Center: Illinois Ballroom A

1:30 – 2:30 pm **PLENARY SESSION III**

IHotel and Conference Center: Illinois Ballroom B&C

Partnerships in Federal Funding

How can universities and industry work together to seek federal funding from the stimulus and beyond? What dynamics contribute to a functional relationship that

benefits both industry and the university such that federal proposals are compelling and fundable? What makes a good partner for industry on these applications? Best practices and examples of successful and unsuccessful applications will be explored.

Moderated by Anne O'Donnell, Jacobs School of Engineering, UC San Diego

Maurice Sabado, Vice President, Technology Solutions, SAIC

Neenu Sharma, Commercial Manager, GE

Tom Shaginaw, University Research Program Manager, GE

2:30 – 3:20 pm **PLENARY SESSION IV**

IHotel and Conference Center: Illinois Ballroom B&C

Managing Across the Company

This panel will provide NACRO members an inside-look at a company in the insurance/financial industry. State Farm is a Fortune 50 company with over 67,000 employees, with 10,000 in IT alone. This session will focus on how a physical presence on a university campus has nurtured a strong, vibrant, and mutually beneficial relationship and how this type of relationship is imperative for increasing levels of discovery and innovation. State Farm will also discuss their strategy to work with top universities to further research capabilities and how they have utilized universities through analytical curriculum development. The session will also highlight how recruiters and campus teams from key areas within the company are assigned to university relationships to develop stronger institutional decision making.

Moderated by Karen Bender, University of Illinois

John Quarton, Oversight Manager, State Farm Research and Development Center at the University of Illinois

Tim Strader, Information Technology Research & Development Manager, State Farm Systems Department

Rama Duvvuri, Analytics Program Director, State Farm Strategic Resources Department

Lori Olson, Manager, State Farm College Relations and Corporate Recruiting

3:20 – 3:30 pm **Networking Break**

IHotel and Conference Center: Illinois Ballroom A

3:30 – 5 pm **PLENARY SESSION V**

IHotel and Conference Center: Illinois Ballroom B&C

Energy Partnerships

This plenary session is designed to explore emerging trends and opportunities in the Renewable Energy and Green Technologies sectors. Specifically, the panelists will describe key trends driving the food production and renewable energy sectors and the role of universities in advancing innovation (research partnerships) and preparing the next generation of green collar workers (undergraduate/graduate education).

Moderated by Keith Argue, University of Pennsylvania

Hilary Davidson, Director of Sustainability, Duke Energy
Allan Outlaw, Campus Manager, University Relations, Eaton Corporation

Sharon Rynders, Energy Bioscience Commercial Manager, BP
Molly Cline, Senior Director, Industry Affairs, Monsanto

5:30 – 8 pm

Dinner and Networking

Colonnades Club at Memorial Stadium, 200 E. Florida Avenue, Champaign IL
Enter through Gate 16 (West Side), take elevators to 3rd floor

Transportation: Walking maps available (meet at 5:15 for group walk), shuttle buses will run from 5:15 pm – 8 pm between IHotel and Memorial Stadium, parking available in lot E24



THURSDAY, August 12, 2010

EDUCATION DAY

7:00 – 7:55 am

Breakfast

IHotel and Conference Center: Illinois Ballroom A

Shuttle buses will run from 7:30 am – 8:00 am between IHotel and Hilton Garden Inn

8 – 9:30 am

PLENARY SESSION VI

IHotel and Conference Center: Illinois Ballroom B&C

Corporate Relationship Management

This session includes information on working with major companies who have multiple touch points across campus, strategies and tactics to expand current corporate relationships and managing multiple transactions in alumni/employment/gifts in a holistic relationship.

Moderated by Flinn Hackett, University of Rochester

Daryl Weinert, Business Engagement Center, University of Michigan

Pat Watson, Alumni Affairs and Development, Cornell University

Matt Meyer, Office of University Development, The Ohio State University

Gregory Lamb, Corporate and Foundation Relations, University of Iowa

9:30 – 9:45 am

Networking Break

IHotel and Conference Center: Illinois Ballroom A

9:45 – 10:45 am **CONCURRENT SESSION I**

IHotel and Conference Center: Lincoln Room

Collaborative Pursuits for Federal Funding – University Perspectives

This session includes information on partnerships with the private sector which enable increases in research funding, commercialization, and/or economic development. The panel will touch on the SBIR/STTR programs, GOALI, BAA, and other opportunities for engagement with firms of all sizes.

Moderated by: Mark Nolan, University of Illinois

Mark Nolan, Office of Corporate Relations, University of Illinois
Tanna Pugh, Industrial Research Office, Penn State University
Jim Gann, University Center for Innovation and Entrepreneurship, University of Missouri
Christopher Fender, Office of Technology Management & Industry Relations, University of Missouri

IHotel and Conference Center: Alma Mater Room

Utilization of Web 2.0/Social Networking Tools

This session introduces social media in the context of corporate relations, success stories, and how it can be combined with traditional sources to find new opportunities.

Moderated by Greg Gibbs, University of California, Davis

Shelley Mix, Office of the Vice Chancellor for Public Engagement, University of Illinois
Cody Noghera, Jacobs School of Engineering, University of California, San Diego
Kalev Leetaru, Cline Center for Democracy, University of Illinois

10:45 – 11 am **Networking Break**

IHotel and Conference Center: Illinois Ballroom A



11 – 12 pm **CONCURRENT SESSION II**

IHotel and Conference Center: Lincoln Room

IP in Research Partnerships

The goal of the panel is to discuss IP issues and concerns in the formation of university-industry partnerships with start-ups, medium sized businesses and multinationals. The session will begin with a review of basic IP and licensing terms, and an overview of potential land mines with IP issues in industry discussions. Panelists will also discuss urban myths and legends in the development of industry partnerships, and special considerations in partnership development for start-ups and small companies – particularly those based upon university IP.

Moderated by: Mona Ellerbrock, UC Davis

Linda Learned, Office of Sponsored Programs and Research Administration, University of Illinois
Alan Hauser, Innovation and New Ventures Office, Northwestern University
Bill Tucker, Innovation Alliances and Services, University of California Office of the President

IHotel and Conference Center: Alma Mater Room

The Path to Holistic Corporate Relations - Defining & Implementing the Journey

Four Universities – Carnegie Mellon, Georgia Tech, Northwestern & Kansas State are at unique stages of development in their Corporate Relations model. A Corporate Relations professional from each institution will address the question – On the path to holistic corporate relations – how is their University defining and implementing the journey? Panel members' perspectives will be shared in the following context:

- 1) Explain their corporate relations model
- 2) Provide case examples a) transactional relationship b) mature relationship that has blossomed to realize Philanthropic return
- 3) From their experiences, provide practical insight in engaging and transitioning their academies toward holistic University/Corporate relationships

Audience participation, ideas, suggestions, questions, etc. will be expected

Moderated by Michael Ransom, Carnegie Mellon University

Mitzi Richards, Corporate and Foundation Relations, Kansas State University
Coleen Burrus, Office of Corporate Relations, Northwestern University
Molly O'Neal, Corporate Relations, Georgia Tech

12 – 1:30 pm **Lunch and NACRO Business Meeting**

IHotel and Conference Center: Illinois Ballroom A

1:45 -2:15 pm **NACRO QUICK QUESTIONS**

IHotel and Conference Center: Illinois Ballroom B&C

Don McGowen and the Benchmarking Committee

2:15 – 3:45 pm **PLENARY SESSION VII**

IHotel and Conference Center: Illinois Ballroom B&C

“Speed Dating”

Multiple 30-minute sessions will cover a variety of topics of interest to CR offices.

Colleagues will spend 3-5 minutes describing their experiences, to position dialogue.

Moderator: Mary Beth Maddox, University of Texas, Austin

PARTICIPANTS	Development Rep	Research Rep	Multiple Dimensions Rep
Metrics for success and effectiveness	Don McGowan , Corporate and Foundation Relations, Tufts University	Bill Tucker , Innovation Alliances and Services, University of California Office of the President	Charles Hoslet , Office of Corporate Relations, University of Wisconsin
Changing high-activity/low-return relationships	Michael Ransom , Corporate Relations, Carnegie Mellon University	Nancy Smith , Corporate-Business Relations, University of Arizona	Roger VanHoy , Office of Corporate Relations, University of Illinois
Financial models for CR operations	Charles Hoslet , Office of Corporate Relations, University of Wisconsin		

3:45 - 4pm **Summary and Closing Remarks**

IHotel and Conference Center: Illinois Ballroom B&C

Tanna Pugh and Chris Kelly, NACRO Co-Chairs

