

2017 NACRO Annual Conference Agenda

Wednesday, August 9th

7:00 a.m. – 4:00 p.m. ▪ Registration

Location: University of Washington, *PACCAR Hall Atrium, 3rd Floor*

▪ NACRO MASTERY SERIES ▪

Mastery Class 2

University of Washington

PACCAR HALL, Room 295, 9:00am-4:00pm

Managing Up, Down and Sideways: Navigating Politics

8:30 – 8:45

Arrival and Check in

Attendees should pick up nametags at main NACRO Registration
PACCAR Hall Atrium, 3rd Floor

9:00 - 9:30

Breakfast *PACCAR Hall, 299, Deloitte Commons*

9:30 – 10:00

Welcome and Session Opening

10:00 – 11:00

Case Study Orientation

Attendees each prepare a 2 minute elevator pitch of their case

- What is the problem, challenge, opportunity, etc. that you have come to discuss today?
- What type of feedback are you looking for from the group?
- What do you bring to the table to share?

Please note this session is timed – all attendees held to 2 minutes.

11:00 – 11:45

Small Group Work - Part 1

Provides an opportunity to work with colleagues in a small group setting to specifically define your challenge.

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|---------------------|--|
| 11:45 - 12 | Break |
| 12:00 – 1:00 | Small Group Report Out Groups will share challenges with the larger group providing an additional opportunity for feedback and future networking |
| 1:00 – 2:00 | Group Lunch with Mastery 3 |
| 2:00 - 2:45 | Small Group Work - Part 2 Provides an opportunity for attendees to have a chance to drill down, incorporate what they've heard to date, and begin to build their action plans. |
| 2:45 - 3:00 | Break |
| 3:00 - 3:45 | Large Group Discussion Each person takes 1 minute to share 1 item from their action Plan, obtain additional feedback, and modify their plans. |
| 3:45 - 4:00 | Facilitator Wrap Up |
| 4:00 | Session Ends Attendees asked to complete brief onsite evaluation. |

Mastery Class 3
University of Washington
PACCAR HALL, Room 293, 9:00am-4:00pm
Advancing Relationships with Significant Corporate Partners: Advancing Strategic Partnerships
Agenda

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|----------------------|--|
| 8:30 – 8:45 | Arrival and Check in Attendees should pick up nametags at main NACRO Registration PACCAR Hall Atrium, 3 rd Floor |
| 9:00 - 9:30 | Breakfast <i>PACCAR Hall, 299, Deloitte Commons</i> |
| 9:30 – 10:00 | Welcome and Session Opening |
| 10:00 – 11:00 | Case Study Orientation Attendees each prepare a 2 minute elevator pitch of their case <ul style="list-style-type: none">• What is the problem, challenge, opportunity, etc. that you have come to discuss today?• What type of feedback are you looking for from the group? |

- What do you bring to the table to share?

Please note this session is timed – all attendees held to 2 minutes.

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| 1:00 – 2:00 | Group Lunch with Mastery 2 |
| 2:00 - 2:45 | Small Group Work - Part 2 Provides an opportunity for attendees to have a chance to drill down, incorporate what they've heard to date, and begin to build their action plans. |
| 2:45 - 3:00 | Break |
| 3:00 - 3:45 | Large Group Discussion Each person takes 1 minute to share 1 item from their action Plan, obtain additional feedback, and modify their plans. |
| 3:45 - 4:00 | Facilitator Wrap Up |
| 4:00 | Session Ends Attendees asked to complete brief onsite evaluation. |

▪ **NACRO BLUEPRINT DAY** ▪

8:00 a.m. – 8:45 a.m. ▪ Blueprint Breakfast Available

Location: *Dempsey Hall, Anthony's Forum, Room 302*

8:45 a.m. – 5:00 p.m. ▪ Preconference Option: NACRO Blueprint Day

Location: *PACCAR Hall, Shansby Auditorium, Room 192*

Blueprint Day is handcrafted for new NACRO members, new corporate relations offices, and those new to higher education. This optional course focuses on the NACRO “blueprint” for holistic university corporate relations, and incorporates two of the best parts of any NACRO Conference: peer learning and networking with other NACRO members. The Blueprint registration fee is \$250 and can be paid at the time of NACRO conference registration.

8:45 a.m. – 9:15 a.m. ▪ Welcome – NACRO Top 10

Blueprint Chair: Robin Shah, Assistant Director of Corporate Relations, University of Houston

NACRO Co-Presidents:

Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign
Todd Cleland, Director, Industry Relations for University of Washington

9:15 a.m. – 10:15 a.m. ▪ The Evolution of Corporate Relations Offices

The structure of corporate relations offices and their associated responsibilities differ greatly from one university to another. This presentation will utilize case studies to first describe current corporate relations models, and then discuss those specific variables that influence structure.

Speaker: Cameron McCoy, AVP, Office of Economic Engagement, Lehigh University

10:15 a.m. – 10:30 a.m. ▪ Networking Break – Refreshments in hallway outside PCAR 192

10:30 a.m. – 11:30 a.m. ▪ Corporate Outreach: Building Mutually Beneficial Partnerships

Generating and maintaining new corporate partnerships, while coordinating corporate outreach efforts with many motivated players on campus, is a challenge. Corporate Relations Officers address the varied goals of their university and corporate partners, while connecting the dots to develop comprehensive strategies for engagement, support, and partnership. This session will focus on proven corporate outreach strategies and success stories.

Speakers: Cherrie Hughes, Assistant Director for Industrial Outreach, University of Florida and Cynthia Sweet, Associate Vice President, Corporate and Government Relations, West Virginia University

11:30 a.m. – 1:00 p.m. ▪ Lunch – Networking - Dempsey Hall, Anthony's Forum, Room 302

NACRO is built on the basis of networking. During the lunch, enjoy time to get to know your fellow Corporate Relations colleagues while partaking in stimulating conversation.

1:00 p.m. – 2:00 p.m. ▪ Art of the Deal

This session will guide you through the Art of the Deal. When do you push the ROI? When do you back off and take it slow? What do you do when the “deal” is getting diverted by a well-meaning but anxious faculty member who doesn’t have the strategic picture in mind? This HIGHLY interactive session will combine success stories, tales of woe, essential skill sets necessary for CROs to navigate curve balls, and maybe even a little role play to demonstrate proven techniques to close the deal.

Speakers: Kathy Lynch, Director of Corporate Relations, Boston University and Anne O’Donnell, Senior Executive Director for Corporate Relations, UC San Diego

2:00 p.m. – 2:15 p.m. ▪ Networking Break - Refreshments in hallway outside PCAR 192

2:15 p.m. – 3:15 p.m. ▪ Sharing the Love: Stewardship of Corporate Partners

Stewardship is the careful and responsible management of something that has been entrusted to you. In the context of corporate relations, it is imperative that in addition to prospecting for new partners, we also steward what we already have – we must show our institutional “love” for our existing corporate relationships. This session will review common areas of academic engagement and share examples and best practices for stewardship, which is a core activity in a successful corporate relations program.

Speaker: Cynthia Plummer, Director of Stewardship and Donor Relations, The Ohio State University

3:15 p.m. – 3:30 p.m. ▪ Networking Break - Refreshments in hallway outside PCAR 192

3:30 p.m. – 4:45 p.m. ▪ From Blueprint to Reality: A University Panel Discussion

So how do you apply what you have learned today? This panel of newer NACRO members sat in your chairs within the last two years! Learn about their first conference experiences, the NACRO benefits they have gained personally and professionally, and their advice for first time attendees geared to maximize the value of their experience.

Speakers: Eric Swenson, Director of External Relations for MacMurray College; Theresa Menk, Senior Director of Corporate Relations for Washington University in St. Louis; Joe Matope, Director of Corporate Relations, Kansas State University Foundation; Luciana Xavier, Associate Director, Corporate Partnerships for Jacobs School of Engineering at University of California, San Diego

Moderator: Debbie Meyer, Director, Corporate Relations, Washington University in St. Louis

4:45 p.m. ▪ Closing Comments

▪ **NACRO CONFERENCE OPENING NIGHT RECEPTION** ▪

5:00 p.m. – 7:00 p.m. ▪ Registration (badge pickup for pre-registered conference attendees only)

Location: University of Washington, *PACCAR Hall Atrium, 3rd Floor*

5:15-7:00 p.m. ▪ Opening Night Reception

Location: *PACCAR Hall Atrium, University of Washington, Seattle*

Network with colleagues at the first official event of the conference on the University of Washington campus.

6:00 p.m. ▪ Welcome

Host Welcome: Sara Jack, Director of Corporate Development, Michael G. Foster School of Business, University of Washington

Introductions: NACRO Co-Presidents Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, Industry Relations for University of Washington

Speakers: Connie H. Kravas, Vice President for Advancement, President of the University of Washington Foundation and Gil Picciotto, interim Vice President for Advancement and CEO of Washington State University Foundation

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants listed in the NACRO Conference App.

▪ **NACRO CONFERENCE 2017, THURSDAY, AUGUST 10** ▪

7:00 a.m.-4:00 p.m. ▪ Registration

Location: *Bell Harbor International Conference Center, South Prefunction*

7:00 a.m. – 8:00 a.m. ▪ Continental Breakfast

Location: *Harbor*

8:00 a.m. -8:15 a.m. ▪ Opening Remarks

Location: *Harbor*

NACRO Co-Presidents: Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, Industry Relations for University of Washington

Conference Planning Committee Co-Chairs: Tamara LaFrance, Senior Director, Corporate Relations for University of Washington and Alex Pietsch, Associate Vice President, Corporate Relations for Washington State University

8:15 a.m.-8:20 a.m. ▪ University Welcome

Location: *Harbor*

Speakers: Mary E. Lidstrom, Vice Provost for Research, University of Washington, and Chris Keane, Vice Provost for Research for Washington State University

▪ OPENING KEYNOTE ADDRESS ▪

8:20 a.m. – 9:00 a.m. ▪ Opening Keynote Address ▪

Location: *Harbor*

Speaker: Elissa Fink, Chief Marketing Officer for Tableau Software

▪ CONCURRENT SESSIONS ▪

9:10 a.m. – 9:55 a.m. ▪ Concurrent Session: Business School for Corporate Relations Officers

Location: *Sound*

Description: If you want to improve your corporate relations program, consider going to business school! NACRO presenters will describe three “tools” they have adapted from the Harvard Business Review to improve their respective programs. Topics will include: (1) improving your value proposition by using resources created for start-ups; (2) improving your ability to match university offerings with corporate needs by using the “House of Quality;” and (3) better communicating the value of the corporate relations office by using the “Balanced Scorecard” to monitor organization performance against strategic goals. You will receive all of the information you need to return to campus and apply what you’ve learned.

Speakers: Emily Abbott, Director of Corporate & Strategic Partnerships for University of California Riverside; Terry Grant, Director of Industry Relations for University of Washington; and Joseph Fiksel, Executive Director, Sustainable & Resilient Economy for The Ohio State University Discovery Themes

9:10 a.m. – 9:55 a.m. ▪ Concurrent Session: Industry Perspective: Philips on Research-based Collaborations

Location: *Cove*

Description: Regional Director for the Philips Healthcare Clinical Research Board Matthew Rielly will discuss elements of the partnership with the University of Washington, including how the joint steering committee selects and evaluates projects, how a master agreement streamlines contracting, and how both Philips and UW benefit from the partnership which has involved dozens of projects in the past ten years.

Speaker: Matthew Rielly, Regional Director for the Philips Healthcare Clinical Research Board

Moderator: Rad Roberts, Director of Health Sciences Industry Relations for University of Washington

9:10 a.m. – 9:55 a.m. ▪ Concurrent Session: Holistic Corporate Partnerships

Location: *Bay*

Description: By now we are all aware of the importance of having multi-dimensional relationships between universities and industry. These relationships can be through recruiting, philanthropic support, research, tech transfer and more. In this session, representatives from Northrup Grumman, W.W. Grainger and Delta Air Lines will talk about collaborating with universities across many different units and how those relationships are mutually beneficial to both parties.

Speakers: David Liaw, Ph.D., University Relationship Manager, Northrop Grumman Corporation; Erin Maude, Program Manager - Marketing, Partnerships and Community Affairs - Delta Air Lines Seattle; and Mandi Shelmadine, Research and Development Site Manager for W. W. Grainger, Inc.

Moderator: Mark Nolan, Executive Director of Corporate Institutional Partnerships, Carnegie Mellon University

9:10 a.m. – 9:55 a.m. ▪ Concurrent Session: Collaborations in Clean Technology

Location: *Marina*

Description: Urbanova is a living laboratory where companies, universities and innovators are working on smart city solutions that could ultimately be replicated around the world. They're harnessing data to gain insights, empower people, and solve urban challenges – enabling healthier citizens, safer neighborhoods, smarter infrastructure, a more sustainable environment, and a stronger economy.

Urbanova brings together leaders in utility infrastructure, smart metering and communications, higher education, energy efficiency, population health, and urban planning to create a smart city proving ground in the heart of Spokane. Urbanova is focused on citizen-driven applications that strive for social, environmental and economic resiliency and equity. In this session, you will hear from the Urbanova partners on how they are working together to address urban challenges and especially how they are engaging university partners in developing sustainable, scalable solutions for communities of every size.

Speakers: Kim Zentz, Co -Director, Smart Cities Initiative, Washington State University; Roger Woodworth, Principal, Mindset Matters, LLC and former Vice President and Chief Strategy Officer, Avista; Gordon Feller, Co-Founder and Co-President of Meeting of the Minds.org and Former Director of Urban Innovation at Cisco Systems; Ash Awad, Chief Market Officer, McKinstry

Moderator: Dana Ulrich, Director of Corporate Relations, Washington State University

▪ CONCURRENT SESSIONS ▪

10:05 a.m. – 10:50 a.m. ▪ Concurrent Session: Keys to Cross-Campus Collaboration to Produce Winning Corporate Partnerships

Location: *Bay*

Description: Engaging the ecosystem of campus partners is essential to a highly effective corporate relationship. But how do you effectively balance the unique needs of each organization while meaningfully moving the needle forward for your top partners? More importantly, how can you show a unified front with your faculty, deans and campus leadership to support the goals of the partners while keeping students at the heart of it all? This session will take an in-depth look at examples of corporate partnerships that have greatly benefitted from strong cross-campus partnerships between business and

engineering, examine the keys to success, and how they have grown to be among the most successful corporate partnerships across campus.

Speakers: Kathryn Marshall, Executive Director of Corporate and External Relations, Leeds School of Business and Melinda Seevers, Assistant Dean of Development and External Relations for the College of Engineering at UC Davis

10:05 a.m. – 10:50 a.m. ▪ Concurrent Session: Diversity & Inclusion

Location: *Marina*

Description: This session will identify ways university development teams can utilize diversity initiatives to foster corporate relationships. The panel will discuss authentic and intentional conversations to promote on campus diversity efforts. Examples will include types of programs companies are seeking, how a university can champion those efforts with corporate prospects, and how to create meaningful dialogue with companies to enhance diversity and inclusion efforts on campus.

Speakers: Bernard Coleman III, Global Head of Diversity and Inclusion, Uber, and TBD

Moderator: Lynell Cadray, Vice Provost, Office of Equity and Inclusion at Emory University

10:05 a.m. – 10:50 a.m. ▪ Concurrent Session: Benchmarking Academic Corporate Engagement

Programs: Interactive Workgroup on Financial and Non-Financial Metrics

Location: *Sound*

Description: Join us for an interactive session focused on defining key financial and non-financial metrics for academic corporate engagement programs. We will begin the session by sharing a report from a pilot benchmarking survey that was conducted by NACRO in February 2017. Following the short presentation, the participants will form small workgroups for a guided discussion. The goal for the workgroups will be to share feedback regarding relevant corporate engagement metrics to help inform development of an annual benchmarking survey of academic corporate programs. Through this session the participants will have an opportunity to learn about best practices from their peers. At the same time, insights from a diverse group of practitioners will be critical for the development of a useful tool for our industry.

Speakers: Charles Hasemann, Assistant Vice President for Innovation & Economic Development for Michigan State University, and Dorota Amin, Interim Director of Corporate Relations for The George Washington University

10:05 a.m. – 10:50 a.m. ▪ Concurrent Session: Working Towards a Common Goal: Engaging Your Technology Transfer Office

Location: *Cove*

Description: Corporate Relations Offices are working increasing closer with the technology transfer offices (TTOs) at their institutions as their two missions converge. This panel will strive to give a broad overview of the Technology Transfer profession, as only by truly understanding each other can the TTO and CRO learn to avoid any potential sources of friction and best leverage each other's strengths to ensure our institutions achieve the maximum possible impact with our external collaborators to become one of their preferred partners of choice.

Speakers: Steve Susalka, Chief Executive Officer for the Association of University Technology Managers (AUTM), James Zanewicz, Chief Business Officer for Tulane University, and Mary Albertson, Senior Licensing Associate for Stanford University

10:50 a.m. – 11:10 a.m. ▪ Networking Break - Kiosk Area

▪ PLENARY SESSION ▪

11:10 a.m. – 12:00 p.m. ▪ Plenary Session ▪ From the C-Suite to Campus: Perspectives from former CEOs now helping lead their alma maters

Location: *Harbor*

Introduction: Joanna Glickler, Assistant Vice President for Corporate and Foundation Relations at University of Washington

Speakers: Bill Ayer, former Chairman, President, and CEO of Alaska Airlines and Alaska Air Group, and Scott Carson, former Executive Vice President of The Boeing Company and President and CEO of Boeing Commercial Airplanes at The Boeing Company

Moderator: Connie Kravas, Vice President of Advancement for University of Washington

▪ NACRO STRATEGIC PLAN PRESENTATION ▪

12:15 p.m. – 1:30 p.m. ▪ Lunch and NACRO Strategic Plan Presentation

Location: *International*

Speakers: NACRO Co-Presidents: Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, University Relations for University of Washington

▪ CONCURRENT SESSIONS ▪

1:35 p.m. – 2:20 p.m. ▪ Concurrent Session: Creating Innovation Districts

Location: *Marina*

Description: Macquarie University in Sydney Australia is located adjacent to a business park which houses more than 180 multi-national corporations. Leveraging the University's relationships with these corporations has resulted in the re-modeling of the Business Park into an Innovation District. Launched in August 2016, six founding corporate partners are jointly leading the initiative with the university. Incubation spaces have been established on the university campus and will also be developed on the premises of a number of the corporations in the park, creating an innovation eco-system.

Speakers: Margaret Hudson, Director Corporate Engagement for Macquarie University

1:35 p.m. – 2:20 p.m. ▪ Concurrent Session: International Partnerships, Best Practices for a Successful Alliance

Location: *Cove*

Description: A panel discussion will take a look at how to develop international partnerships. We have three different perspectives on growing university/industry international partnerships. Each panelist is prepared to share best practices, lessons learned and mutual benefits. We will conclude the panel with questions, discussion and conversation.

- Sara Broadbent the Director of Corporate Responsibility from AVAYA, a global leader in delivering communications experiences, will discuss how Avaya builds relationships with universities and makes a global impact. As an example, she will share the unique technology partnership between Emory University and AVAYA to support the Emory Vaccine Center that addresses critical diseases such as dengue fever, tuberculosis and malaria in India.
- Brian Wall, Oregon State University (OSU) Assistant Vice President for Research, Commercialization and Industry Partnerships, will share how Oregon State advanced a relationship with PTT Public Company Limited in Thailand. The relationship began with a former student returning to OSU seeking his former professor's guidance with advancing a new technology. It is now one of OSU's most strategic and rewarding partnerships.
- Susan Chiu, Huawei Technologies, Senior Technology Collaboration Manager, will share the perspective of how a company headquartered in China is developing partnerships with U.S. universities. She will share Huawei's focus on partnerships with long term goals that include: call for proposal sponsorship program (HIRP), student recruitment and collaborative research.

Speakers: Sara Broadbent, Director of Corporate Responsibility, Philanthropy, and EHS at AVAYA; Brian Wall, Oregon State University Assistant Vice President for Research, Commercialization and Industry Partnering; Susan Chiu, Senior Technology Collaboration Manager, Huawei Technologies

Moderator: Julie Brandis, Executive Director of Strategic Partnerships, College of Engineering, Oregon State University

1:35 p.m. – 2:20 p.m. ▪ Concurrent Session: Best Practices: Up Close and Personal

Location: *Bay*

Description: The Best Practices subcommittee co-chairs will present on improvements made to the processes of submitting and finding best practices and on new methods for recording and presenting best practices. They even hope to record some new best practices on the spot – during the session itself! Ultimately, these changes are making it easier than ever to share best practices, creating more opportunities for members to highlight their successes (and failures) and raising industry standards for university-corporate relations nationally.

Speakers: Brendan McGinty, Director of Industry and Government Relations for University of Illinois at Urbana-Champaign, and Eric Swenson, Director of External Relations for MacMurray College

1:35 p.m. – 2:20 p.m. ▪ Concurrent Session: Pfizer: Through the Corporate Lens

Location: *Sound*

Description: Jackie Waldrop, Grant Director from Pfizer, Inc., will discuss the types of projects Pfizer funds, how projects are evaluated, and what makes a successful application. As a case study, a

collaborative project with the Mayo Clinic, a nonprofit health care and research institution, will be analyzed.

Speakers: Jackie Waldrop, Grant Director for Pfizer, Inc. Independent Grants for Learning and Change, and Martha McClees, Corporate and Foundation Relations Officer for Mayo Clinic

▪ **CONCURRENT SESSIONS** ▪

2:30 p.m. – 3:15 p.m. ▪ Concurrent Session: The Corporate Relations Tinder Profile: How to Make Sure You Get the Right Swipe

Location: *Marina*

Description: Ever wondered how to play up your strengths and find the right corporate partner for your institution? Tired of weeding through bad matches? Could it be you and not them? We will help you get the ‘right swipe’ by learning how to feature your university’s best assets, recognizing the right companies to approach, and making a strong connection with corporate donors that fit your profile. Our own ‘experts’ including United Health Care and HP Enterprise will weigh in on the metrics they use to evaluate their perfect university partner matches, including: diversity, degree programs, research, geographic proximity, hiring/acceptance rates/retention, and third party partnerships. Discussion will include things like: How could a university overcome a geographic challenge? Is it helpful if a third party partner that the company supports is engaged with the university? What can you do if you are not a designated Top Tier Research Institution?

Speakers: Dale Rimmey, Manager, College Talent Acquisition and Solutions for Leidos Corporation; Bill Hunter, Portfolio Manager, University Affairs for Chevron; Daniel Limbago, Vice President, External Affairs for United Health Foundation,

Moderator: Robin Shah, Assistant Director of Corporate Relations for the University of Houston

2:30 p.m. – 3:15 p.m. ▪ Concurrent Session: The Business of Data Analytics

Location: *Sound*

Description: : As companies across industry sectors embrace data-driven management and decision-making, demand for data scientists has exploded, with industry looking to universities to fill a critical talent gap. Data Science and Data Analytics have become cornerstones for innovation as industries embrace the potential for big data to transform business processes, generate new business models, boost operational efficiency and catalyze innovation. In this session, industry representatives will talk about data analytics processes and operations at their companies and how they are partnering with universities to address related needs.

Speakers: Chris Smith, Director, Data Science, Analytics & Analytics Engineering at Nordstrom; Chad Jennings, Ph.D., Product Manager, BigQuery team at Google; Winson Taam, Principal Data Scientist Manager, Microsoft; Dr. Dave Brown, Program Director, Data Analytics and Associate Professor, Crop & Soil Sciences, Washington State University

Moderator: Dana Ulrich, Director of Corporate Relations, Washington State University

2:30 p.m. – 3:15 p.m. ▪ Concurrent Session: How to Bring Your Faculty Along

Location : Bay

Description: This session will provide examples and discussion on best practices in working with and training faculty across your organization for successful corporate partnerships. Corporate Relations officers rely on faculty expertise and faculty time. Sponsored research is a key component of a strategic corporate relationship and it's often the responsibility of the corporate relations officer to help faculty best understand how to work with companies.

Speakers: Dr. Daniel Schwartz, Boeing-Sutter Professor of Chemical Engineering; Director, Clean Energy Institute for the University of Washington, Julie Smith, Director of Development & Strategic Partnerships for the Rollins School of Public Health, and Jamie Shattuck, Manager, Corporate Relations for UC Davis

Moderator: Rachele Rozsonits, Assistant Director, Innovation Partnerships & Programs, Office of Commercialization for Washington State University

2:30 p.m. – 3:15 p.m. ▪ Concurrent Session: The Economic Impact of Universities

Location: Cove

Description: Universities have always been important economic drivers of their regions, states and ever increasingly, the world. They, along with industry and economic development organizations, are at the core of economic growth. In this session, Chris Mefford, a leading economic development consultant, will discuss how universities can contribute to economies and collaborate with industry to meet the needs of their communities.

Speakers: Chris Mefford, President and CEO of Community Attributes Inc.

3:15 p.m. – 3:45 p.m. ▪ Networking Break – Kiosk Area

▪ AFFINITY GROUP DISCUSSIONS ▪

3:45 p.m. – 4:45 p.m. ▪ Find Your People: Affinity Group Discussions (Corporate Relations Structure)

In these sessions, NACRO members have the opportunity to participate in an Affinity Group discussion. The groups are designed around the primary constituencies we serve in our Corporate Relations roles. During these concurrent sessions, members will share interests, common goals, and current challenges. Affinity sessions are designed to be conversational with a moderator and discussion leaders. In an effort to prepare the moderators, we urge participants to submit a question or challenge ahead of time.

To submit a question or if you notice that we are missing an affinity group, please contact Derrick Harris and Aimee Ahmed at affinity@nacronline.org.

Affinity Group: Business

Location: Sound

Moderators: David Broughton, Sr. Director of Development Corporate Sponsorships and Strategic Alliances, University of North Texas

Affinity Group: Central Office

Location: *Bay*

Moderators: Mark Boeck, Senior Director of Development, Corporate Relations, Iowa State University Foundation; Stacey Smith, Senior Director, Corporate and Foundation Relations, Oklahoma State University; Brad Fravel, Executive Director, Corporate Relations, Indiana University

Affinity Group: Engineering

Location: *Cove*

Moderators: Derrick Harris, Director of Corporate Relations for USC Dornsife College of Letters, Arts and Sciences; and Michael Bivens, Senior Advancement Officer, Rensselaer Polytechnic Institute

Affinity Group: Medical/Health Sciences

Location: *Pacific*

Moderators: Mary Lynn Ulch, Director of Development, West Virginia University and James Zanewicz, Chief Business Officer for Research, Tulane University

Affinity Group: Research/Economic Development

Location: *Marina*

Moderators: Emily Abbott, Director of Corporate and Strategic Relationships, University of California, Riverside and Eric Swenson, Director of External Relations for MacMurray College

Affinity Group: Ag/Life Sciences

Location: *Inlet*

Moderators: Deborah Thompson, Director of Research Partnerships, North Carolina State University

▪ **NACRO CONFERENCE EVENING RECEPTION** ▪

5:15 p.m. – 7:00 p.m. ▪ Evening Reception

Location: Bell Harbor International Conference Center – *Olympic Ballroom*

Please join us for hors d'oeuvres, wine, great company, and views of the Olympic Mountains, Mount Rainier, Puget Sound's Elliott Bay, and the Seattle skyline.

The reception is included in conference registration.

Welcome: NACRO Co-Presidents, Roger VanHoy and Todd Cleland

After the reception, join fellow NACRO members for more socializing at one of the recommended restaurants found on the NACRO Conference App.

▪ **NACRO CONFERENCE 2017, FRIDAY, AUGUST 11** ▪

7:00 a.m. – 3:00 p.m. ▪ Registration

Location: *Bell Harbor International Conference Center – South Prefunction*

7:00 a.m. – 4:00 p.m. ▪ Luggage Hold Available

Location: *Coastal*

This service is for luggage only. We recommend that you keep any valuables with you.

7:00 a.m. – 8:15 p.m. ▪ Continental Breakfast

Location: *Harbor*

8:30 a.m.-8:45 a.m. ▪ Opening Remarks

Location: *Harbor*

Speakers: NACRO Co-Presidents: Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, Industry Relations for University of Washington

Conference Planning Committee Co-Chairs: Tamara LaFrance, Senior Director, Corporate Relations for University of Washington and Alex Pietsch, Associate Vice President, Corporate Relations for Washington State University

▪ **KEYNOTE ADDRESS** ▪

8:45 a.m. – 9:35 a.m. ▪ Keynote Address ▪ The Boeing Company: a Century of Innovation and Community Leadership

Location: *Harbor*

Speaker: Bill McSherry, Vice President of Government Operations, Boeing Commercial Airplanes

▪ **CONCURRENT SESSIONS** ▪

9:45 a.m. – 10:30 a.m. ▪ Concurrent session: How to Evaluate Your Corporate Relations Function

Location: *Sound*

Description: This session will provide examples of comprehensive evaluations of corporate relations effectiveness across a campus. Whether you are part of a large central shop or a one person show, this session will provide you with insights, tools, and ways to comprehensively gather information from both your campus constituents and corporate partners to better measure your effectiveness as a corporate relations office.

Speakers: Melissa Edwards, Director of Research Communications, Office of the Vice Chancellor for Research for University of Illinois at Urbana-Champaign, and John Eash, Executive Director for Corporate Relations for Missouri University of Science and Technology

Moderator: Curtis Hadley, Associate Director of Corporate Relations for University of Illinois at Urbana-Champaign

9:45 a.m. – 10:30 a.m. ▪ Concurrent session: Partnering with Start Ups

Location: *Marina*

Description: Startup companies usually don't have the capacity to provide major support to University partners in the short-term, but there are ways to find third party support for collaborations, and building good will when companies are small can pay off as they grow. Startup company executives and the head of the UW CoMotion Labs startup facility will participate in a panel to discuss how startups can partner with universities, the benefits to each party, and some of the challenges they had to overcome.

Speakers: Robert Masterson, Ph.D., CEO, Opticyte Inc.; Andrew Marshall, PhD, Director and CTO, Healionics Inc.; and Elizabeth Scallon, Associate Director, CoMotion, University of Washington.

Moderator: Rad Roberts, Director of Health Sciences Industry Relations for University of Washington.

9:45 a.m. – 10:30 a.m. ▪ Concurrent sessions: Building a CFR Office from the Ground Up

Location: *Cove*

Description: Academic Corporate Relations is evolving as both the academy and industry explore new ways to work together. Shifts in the federal funding landscape, demands for student talent in the data and life sciences, increased expectations for experiential learning and internships are some of the factors driving universities to rethink their approach. This session will walk you through three scenarios: launching a NEW CR Office; joining a new university and reorganizing an existing office; and managing an internal reorg (i.e. move from development to research), and provide specific tips and steps you can take to build a successful CR program.

Speakers: Mark Nolan, Executive Director, Institutional Partnership at Carnegie Mellon University, and TBD

Moderator: TBD

9:45 a.m. – 10:30 a.m. ▪ Concurrent sessions: Campus-based Corporate Innovation Centers: Three Case Studies from the Corporate Perspective

Location: *Bay*

Description: Corporate Innovation Centers located on or near a university campus create an environment of collaboration that benefits both the company and the university. This moderated panel features industry contacts from three Innovation centers and a university representative speaking about the benefits, results, and challenges of hosting innovation centers on college campuses.

Speakers: Steven R. Webb, R&D Director of External Technology and Intellectual Property Portfolio Development for Dow AgroSciences; Laura Madden, Director of Corporate Relations at the University of Texas at Dallas; and Patrick MacKay, Site Director & Program Manager, Capital One Illinois Digital Campus Lab (iDCL)

Moderator: Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign.

▪ CONCURRENT SESSIONS ▪

10:40 a.m. – 11:25 a.m. ▪ Concurrent sessions: Sponsorable Activities: Innovation Days and CAP

Location: *Cove*

Description: Discover two programs designed to strengthen relationships between university and industry partners. At DePaul University, the Corporate Affiliates Program (CAP) is a partnership model that provides valuable access, engagement and branding opportunities for industry partners, while generating an unrestricted revenue stream for a college or institution. Innovation Days at University of Wisconsin-Madison celebrates innovation and entrepreneurship through student competitions, research symposiums and design project poster sessions. Learn how these programs are structured, and identify opportunities at your institution to create programming that engages students, highlights faculty research, and attracts corporate sponsorship.

Speakers: Tom Nguyen, Senior Director, Corporate Relations for DePaul University, and Justin Hines, Director of Corporate Relations for the College of Engineering at University of Wisconsin-Madison

10:40 a.m. – 11:25 a.m. ▪ Concurrent sessions: CR and Research Development: Joining Forces to Maximize Success

Location: *Sound*

Description: As the role of the corporate relations officer continues to evolve to include more internal faculty proposal development, partnering with your college or university's research development professionals is critical to achieve maximum success. Hear from members of the National Organization of Research Development Professionals (NORDP) and NACRO about how their strategies and case studies of internal collaboration and cooperation has led to success in their organizations.

Speakers: Brent Burns, Director of Federal & Industry Relations for Michigan Technological University, Peggy Sundermeyer, Director of Sponsored Research at Trinity University, and Kerry Morris, Director of Corporate and Foundation Relations at Valdosta State University

10:40 a.m. – 11:25 a.m. ▪ Concurrent sessions: Boeing: Focus on Your Focal

Location: *Marina*

Description: Hear from the Boeing Executive Focals representing the University of Washington and Washington State University. One has been at it for many years, and the other is relatively new. Listen to them talk about what works in their experiences and what doesn't and put their insights to work with your key corporate partners.

Speakers: Alex Pietsch, Associate Vice President of Corporate Relations for Washington State University, Steve Chisholm, Director of Structures Engineering, Boeing Commercial Airplanes, and Clair Neevel, Senior Manager of Financial Operations for the 737 Program for The Boeing Company

11:25 a.m. – 11:45 a.m. ▪ Networking Break – Kiosk Area

▪ **KEYNOTE ADDRESS** ▪

12:00 p.m.-12:50 p.m. ▪ Keynote ▪

Location: *Harbor*

Introduction: Todd Cleland, Director of Corporate Relations for University of Washington

Speakers: David Ku, Corporate Vice President for the AI Core Group and Chief Technology Officer for the Artificial Intelligence and Research division for Microsoft

▪ **LUNCH and NACRO BUSINESS MEETING** ▪

1:00 p.m. – 2:00 p.m. – Lunch

Location: *International*

1:30 p.m. – 2:00 p.m. ▪ NACRO Business Meeting

Location: *International*

Speakers: **NACRO Co-Presidents** Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, Corporate Relations for University of Washington

▪ **COMMITTEE PANEL DISCUSSION** ▪

2:10 p.m. – 2:50 p.m. ▪ Committee Panel Discussion

Location: *Harbor*

NACRO Panel Members: Co-President Roger VanHoy; Marketing: Adam Causgrove; Membership: Brad Fravel; Benchmarking: TBD; Conference: Megan Puzey; Professional Development: Kathy Lynch; Incoming Co-President: Mona Ellerbrock

2:50 p.m. – 3:20 p.m. ▪ Closing Remarks

Location: *Harbor*

Speakers: Roger VanHoy, Director, Office of Corporate Relations for University of Illinois at Urbana-Champaign and Todd Cleland, Director, Corporate Relations for University of Washington

Introduction of Incoming NACRO Co-Presidents: Mona Ellerbrock and Jessica Watts

3:20 p.m. ▪ Conference Adjourns