

DRAFT – Proposed Agenda

Summit Meeting for the National Association of Corporate Relations Officers (NACRO)

August 16-17, 2007

Hosted by the University of Minnesota

University Enterprise Laboratory (UEL)

1000 Westgate Drive

Saint Paul MN 55114-1067

Preferred Lodging

*Radisson Hotel Roseville
2540 North Cleveland Avenue
Roseville, MN 55113*

Reservations: (888) 201-1718 US Toll Free

**Make sure you mention University of Minnesota*

Wednesday August 15, 2007

6:30 pm Speaker's dinner at Bon Fire, 850 Grand Avenue, St. Paul

Thursday, August 16, 2007

7:00-8:00: U of M Shuttle bus from Hotel to UEL & Continental Breakfast/Tour of University Enterprise Laboratories Incubator

8:00-8:10: Welcome & Overview of Agenda (Dick Sommerstad, University of Minnesota)

8:10-8:30: Itasca Project Overview (Alex Cirillo 3M, Diversified Businesses & the 30 MN large companies, ITASCA Project)

8:30-9:45: The Industry-University Relationship

Moderator: "Risks and Rewards: Trends Driving Change" (Zack Robbins, Duke University)

Panel:

Alex Cirillo, 3M Community Affairs / 3M Workforce Diversity, 3M (Diversified Tech)

Rosanne Kaylor, University Program Leader, Global Alliances and Technology Acquisition, Kimberly-Clark (Mfg)

David Larson, Executive VP, Cargill (Ag)

Rob Reed, University Relations Program Manager, Hewlett-Packard Labs (IT)

9:45-10:00: Coffee Break/Networking

10:00-10:30: Corporate Relations Survey Phase 1: Opening and Model Type Overview (Jacob Johnson, University of Minnesota)

10:30-11:30: Model Discussion

Moderator: Dick Sommerstad, University of Minnesota

Panel:

Philanthropic Focus-Kate Igoe, Northwestern University

Decentralized-Zack Robbins, Duke University

Industrial Focus-Charlie Hoslet, University of Wisconsin

11:30-1:00: Lunch

1:00-1:20: Corporate Relations Survey Phase 2: Functional Components of Surveyed Units (Jacob Johnson, University of Minnesota)

1:20-2:20: Unique Approaches and Functions to Corporate Relations

Moderator: Charlie Hoslet, University of Wisconsin

Panel:

Ned Ellington, Georgia Tech

Jacob Johnson University of Minnesota

Tanna Pugh, Penn State University

Bill Swisher, Carnegie Mellon University

2:20-2:45: Coffee Break/Networking

2:45-3:45: Internal University Coordination Techniques (panel)

Moderator, Zack Robbins, Duke University

Mark Blount, University of Texas-Austin

John Schneider, Purdue University

Dick Sommerstad, University of Minnesota

3:45-4:15: Corporate Relations Survey Phase 3: Conclusions/Success Metrics, Closing Remarks (Jacob Johnson, University of Minnesota)

4:15-5:00: Open Group Networking

Group 1: Philanthropic Focus model

Group 2: Decentralized Model

Group 3: Industrial Focus Model

5:00-5:20: U of M Buses to River Boat landing

6:00-9:00: Attendee/Members' Dinner and Reception on the Johnathan Paddelford Mississippi River.

Buses will return to the Radisson Hotel & UEL

Friday, August 17, 2007

7:30 to 8:30 Hotel provided Shuttle buses from Radisson to UEL

8:00 am Continental breakfast and coffee & Networking

9:00 am Welcome, context and challenges (Dick Sommerstad U-MN, Charlie Hoslet U-WI,

& Zack Robbins Duke)

9:45 am Brainstorm and approval session #1

- **Logistics and decisions** (Attendees/Membership)
 - Approval of organization and processes
 - Move to create NACRO with attendees as founding members
 - Move that Robert's Rules of Order shall govern this meeting and Association in all cases in which they are not inconsistent with any special rules of order the

meeting and Association may adopt

- Approval of the agenda
 - Move to approve the meeting's agenda
- **Organizational goals & funding**
 - Like UIDP the goal of NACRO will be to encourage successful university-business engagement & alliance programs. However, unlike UIDP, NACRO will represent, serve and consist exclusively of College and University Corporate Relations Officers (CROs).
 - Other national associations and conferences have tended to focus on distinct types of activities (such as business and finance-NACUBO, technology transfer-AUTM, and alumni relations and development-CASE)
 - As colleges and universities become more sophisticated in coordinating these activities, a new more broadly defined profession is emerging. NACRO will meet the growing needs of university corporate relations professionals, bringing them together (annually?) to support and learn from each other's unique perspectives and experiences.
 - Funding
 - Initially raise funds only to cover costs through meeting registration fees
 - Eventually, the association may choose to institute a dues based system to support added functions beyond the annual meeting

10:45 am Coffee Break

11:00 am Brainstorm and approval session #2

- Needed officers, committee's & terms
 - Executive (person(s) to guide NACRO)
 - Financial (perhaps same as above)
 - Membership (exec. or committee responsible for growing the association)
 - Program Committee (Chair, session/issue teams)
 - Logistics (People and/or institution responsible for either hosting or securing a location for the next meeting)
- Nomination and approval of officers & committee members

12:00 pm Luncheon - Issue and/or Committee Table Discussions

1:30 pm Wrap-up summary (by NACRO Officers)

- Identifying specific next steps
- Assignments

2:00 U of M Bus Transportation to Airport for Members or shuttle bus to the light rail station for the train to the airport