



Sunday, April 10

- 9:00 a.m. - Noon **SBIR / STTR 101**
- Noon - 5:00 p.m. **Exhibitor Set-up**
- 1:00 - 4:00 p.m. **Licensing and Commercialization Bootcamp**
- 2:30 - 5:00 p.m. **Poster Set-up**
- 2:30 - 7:00 p.m. **Registration and Information Desk Open**
- 3:00-varies **Optional Local Tours**
- 5:00 - 7:00 p.m. **Welcome to Wisconsin Hospitality Reception** casual, cash bar, light appetizers

Pre-Conference Sessions  
(additional registration fee applies)

Shuttles will run between hotels,  
conference venue and offsite  
events 4/10 - 4/13

Monday, April 11, 2011

- 7:00 a.m. **Registration and Information Desk open**
- 7:00 - 8:00 a.m. **Rolls and coffee**
- 7:45 - 8:15 a.m. **Welcome & Program/Logistics Overview**
- 8:15 - 9:00 a.m. **Overview of the SBIR/STTR Programs** *Charles W. Wessner, PhD; Director, Technology, Innovation, and Entrepreneurship; The National Academies*
- 9:00 - 9:30 a.m. **Title TBA** *Roger Beachy, NIFA Director, USDA National Institute for Food and Agriculture*
- 9:30 - 10:30 a.m. **SBIR Program Intros Part 1: DOC-NOAA, DOC-NIST, DOD, DOT, EPA, USDA**
- 10:30 - 10:45 a.m. **BREAK**
- 10:45 - 12:30 p.m.
 

Extended Program Overviews #1	Extended Program Overviews #2
DOD: Air Force, Army, CBD, DARPA, MDA, Navy, SOCOM	DOC-NOAA, DOC-NIST, DOT, EPA, USDA
- 12:30 - 2:00 p.m. **LUNCH** *Paul Jadin, Secretary, Wisconsin Department of Commerce*  
**SBIR 2.0** *Ahson Wardak, Senior Advisor, US Small Business Administration*
- 2:00 - 3:00 p.m. **SBIR Program Intros Part 2: DOE, DHS, HHS-NIH, NASA, NSF**
- 3:00 - 3:15 p.m. **BREAK**
- 3:15 - 4:45 p.m.
 

Extended Program Overviews #3	Extended Program Overviews #4
DOE, DHS, NASA	HHS-NIH, NSF
- 5:00 - 7:00 p.m. **Lakefront Rooftop Reception** *Kevin Reilly, PhD, President, University of Wisconsin System*

**Poster Set-up**  
7:00 a.m. - 3:00 p.m.

**Poster Session**  
3:00 - 5:00 p.m.

**One-on-One Meetings**  
10:45 a.m. - 5:00 p.m.

**Exhibits** 8:00 a.m. - 5:30 p.m.

Tuesday, April 12, 2011

- 7:00 a.m. **Registration and Information Desk open**
- 7:00 - 8:00 a.m. **Full Breakfast Buffet**
- 8:00 - 9:00 a.m. **Advancing Innovation Through Public-Private Partnerships** *Sandy Miller, Director of Advancing Innovation, Kauffman Foundation*
- 9:00 - 10:00 a.m.
 

Defense	Energy	General Audience Topic	SBIR Skills Workshops
Transitioning from SBIR Phase I/II to Commercialization <i>Lisa Kurek, BBCTC (Moderator); Richard Flake, DOD-CPP; Thomas Guezlow III, JEH Services; Joseph Misanin, DOD, Office of Small Business Programs, Deputy Director / Program Operations; Jenny Servo, PhD, Dawnbreaker</i>	Clean Energy Innovations <i>Gary Archambault, PhD, Dakota State University (Moderator), Justin Kaster, North Central Regional Director, Clean Tech Open</i>	NIH, NSF and DOD Award Winners' Experiences From Beginning to End <i>Gregory Milman, PhD, Director of the Office of Innovations and Special Programs, NIH</i>	Market Research and Commercialization Plans <i>Phyl Speser, CEO, Foresight Science &amp; Technology</i>
- 10:00 - 10:30 a.m. **BREAK**
- 10:30 - 11:30 a.m.
 

Defense	Agriculture	Health	SBIR Skills Workshops
SBIR Data Rights and Phase III Procurements <i>Fred Patterson, The SBIR Coach (Moderator); David Metzger, Arnold &amp; Porter LLP</i>	Food System Protection: Emerging Threats and Research Needs <i>Shaun Kennedy, Director, National Center for Food Protection and Defense (NCFPD) Department of Homeland Security Center of Excellence</i>	From Physiology to Public Health: Positive Clinical Outcomes with SBIR Funding Successfully drawing upon SBIR to commercialize <i>Keith Lurie, MD, Advanced Circulatory Systems, Inc.</i>	Expense Tracking and SBIR/STTR Accounting <i>Ralph Kauten, Chairman, CEO, Quintessence Biosciences (Moderator); Wanda Bird, Small Business Consultant, Smith &amp; Gesteland; Ed Jameson, Managing Partner, Jameson &amp; Company, LLC</i>
- 11:30 - 12:30 p.m.
 

Defense & IT	Energy & Agriculture	SBIR Skills Workshops
Cybersecurity: A Growing Challenge for US National Security <i>Kris Johansen, PhD, Iowa State University (Moderator); Mark Brown, CEO, Red Phone Security; Steve Brueckner, Architecture Technology Corp; Doron Grinstein, CEO &amp; Co-Founder, BITKOO; Brian Isle, CEO, Adventium Labs</i>	Advanced Biofuels from Agricultural Processing Waste <i>Alex Reyter, CEO, Caselus Energy Co; Martha Schlicher, PhD, Bioenergy Technology Lead, Monsanto</i>	Phases and Business Models to Successful Commercialization <i>Russ Farmer, President, CEO and Founder, PBC Inc.</i>
- 12:30 - 2:00 p.m. **LUNCH** Legislative update on the status of the SBIR/STTR program *Jere Glover, Executive Director, Small Business Technology Council; Rick Shindell, Zyn Systems*
- 2:00 - 3:00 p.m.
 

Defense & Energy	Agriculture	Manufacturing	SBIR Skills Workshops
Advanced Defense Technologies (ADT) Clusters: Supporting the Warfighter <i>Becky Aistrup, Minnesota Office of Science and Technology (Moderator); Ray Friesenhahn, DOD TechLink; Lou Kelly, San Diego Advanced Defense Technologies Cluster - C4ISR; Chip Laingen, Executive Director, Defense Alliance</i>	Animal Health: Current & Emerging Research & Technology Issues and Potential Business Opportunities <i>Kurt Zuelke, DM, PhD, Director USDA ARS National Animal Disease Center</i>	Manufacturing Extension Partnership (MEP) supports commercialization: building manufacturing capability, partnering with manufacturers, market intelligence <i>Clara Asmail, Sr Technical Advisor, NIST MEP</i>	Leveraging Innovation: How to Partner with a Product Development Firm <i>Dave Franchino, President and Principal, Design Concepts</i>
- 3:00 - 3:30 p.m. **BREAK**
- 3:30 - 4:30 p.m. **Early Stage Innovation Financing** *Sean Greene, Associate Administrator for Investment and Sr Advisor for Innovation, US Small Business Administration*
- 4:30 - 5:00 p.m. **Shuttles to Wisconsin Institutes for Discovery**
- 5:00 - 9:00 p.m. **Reception at Wisconsin Institutes for Discovery** (tour and talks available)

**One-on-One Meetings** 7:00 a.m. - 4:30 p.m.

**Exhibits** 8:00 a.m. - 4:30 p.m.



Wednesday, April 13, 2011

7:00 a.m. **Registration and Information Desk open** (close at 2:00 PM)  
Luggage storage available

7:00 - 8:00 a.m. **Full Breakfast Buffet**

8:00 - 9:30 a.m. **Legislative goals for the SBIR/STTR programs**

9:30 - 10:00 a.m. **BREAK**

10:00 - 11:00 a.m.

Defense	Energy	Agriculture	Health
Unmanned Systems <i>Eric Veidel, UND Center for Innovation (Moderator); Mike Corcoran, Intelligence, Surveillance and Reconnaissance (ISR) Systems Program Manager, Ulteig Engineering; Scott Fletcher, COO, Aviation and UAS, Northland Community and Technical College; Delore Zimmerman PhD, Co-Founder, President &amp; CEO, Praxis Strategy Group</i>	Partnering with National Labs and Universities: Tips & Tricks for Improving Your Odds of Winning <i>Robin Conger, Program Mgr, Pacific NW National Lab; Duncan Hitchens, Program Mgr, Lynntech; Robert McClain, AVP Technology Transfer and Commercialization, University of North Texas; Dennis Malecek, President, Dynatronix Corp</i>	Evolution of SBIR Ag Technologies into a Regional Bio-Ag Initiative <i>Marty Gustafson, Orbital Technologies Corporation; Michael Gay, BioAg Gateway, Frank Stanizewski, BioAg Gateway</i>	Commercializing Biomedical Products and Services <i>Rohit Shukla, CEO, Larta Institute</i>

11:00 - Noon

Defense	Energy	Agriculture
Big Wave Surfing: Extreme Technology Development, Management, Marketing and Investing <i>Pat Dillon, Wisconsin Entrepreneurs' Network (Moderator); Ken Thurber, PhD, CEO, Architecture Technology Corporation</i>	Driving Clean Energy Commercialization: Leveraging the Department of Energy Phase III Xlerator Program <i>Barbara Stoller, Director, SBIR Resource Center, Technology Ventures Corporation (Moderator), Charles Russomanno, Office of Energy Efficiency and Renewable Energy, Department of Energy. Jim Stike, President, Materials Innovation Technologies</i>	How to Work with National Labs <i>Renee Wagner, Technology Transfer Coordinator, ARS, USDA</i>

Noon - 1:30 p.m. **BOX LUNCH Small Business Administration Panel** *Eric Ness, SBA WI District Director (Introduction); Marianne Markowitz, SBA Region V Administrator (Moderator); Edsel Brown, SBA Office of Technology, SBIR/STTR; Winslow Sargeant, Chief Counsel for Advocacy, SBA*

1:30 - 2:00 p.m. **Closing Remarks**

2:00 p.m. **Shuttles depart for Forest Products Lab**

2:30 - 4:30 p.m. **Tour Forest Product Labs**

Post-Conference Tour  
(additional registration fee applies)

One-on-One Meetings  
7:00 a.m. - 2:00 p.m.

Exhibits 8:00 a.m. - 2:00 p.m.

Thursday, April 14, 2011

9:00 a.m. - 3:00 p.m. **BioFuels Showcase: Taking Patented Federal Lab Technology to Market**

Post-Conference Session  
(additional registration fee applies)