



The UCSD Program in Technology and Entrepreneurship

MEMORANDUM

To: UCSD CONNECT Advisory Committee Members

From: Bill Otterson *BO*

Date: March 13, 1998

Subject: **Minutes of the UCSD CONNECT
Advisory Committee Meeting - Feb. 25, 1998**

Attending Members: Bob Conn, Ph.D.; Anne Evans; Ed Dennis, Ph.D. ;
John Penhune, Ph.D.; Monroe Trout, M.D., J.D.;
Joe Bear (guest); Paul Kreutz; Malin Burnham;
Mary Walshok, Ph.D.; and R. B. "Buzz" Woolley.

Attending Staff: Bill Otterson; Abi Barrow, Ph.D.; Carole Ekstrom;
Sharon Ballard; Joan Steines and David Norris.

With several new CONNECT staff members in attendance, the meeting was begun with introductions. Then, **Bill Otterson** proceeded with an overview of personnel changes at CONNECT since the last meeting.

1. Personnel Changes

Barbara Bry has reduced her time and accepted the COO position at OkBridge. She continues at CONNECT, on a 30% FTE basis, to coordinate both CONNECT TV and the Athena program.

Bob Leach resigned on Dec. 31, 1997 and has accepted the CEO position at EPIcyte Pharmaceuticals. He will be assisting in the transition with CONNECT In Vest.

Sharon Ballard joined the CONNECT staff last fall and serves as Management Fellow. She was Founder and CEO of Reticular Systems, Inc. Previously, she was employed by Linkabit and Motorola. Sharon will be managing Springboard and providing other assistance to early-stage companies.

David Norris recently joined the CONNECT staff and now serves as Special Assistant to **Bill Otterson**. He will be responsible for administrative matters for **Bill Otterson** and will also coordinate our Public Policy Programs, among them, engineering recruiting and FDA reform.

Joan Steines also recently joined the CONNECT Staff and now serves as Administrative Assistant to the **Bill Otterson**.

2. Programs

Abi Barrow reported that since the last steering committee meeting CONNECT has held three very successful major programs: Corporate Partnership Forum (11/97), Most Innovative New Product Awards (12/97), and Technology Financial Forum (2/98). All of these programs had record attendance. CPF had more than 300 in attendance, TFF had 450 in attendance, and MIP had more than 900 in attendance. Regarding MIP, **Carole Ekstrom** reported that enhanced telemarketing efforts yielded the high attendance numbers, representing an increase of 80% from the previous year. Research by CONNECT also reveals that the Forums

continue to showcase highly fundable companies: companies presenting at the Corporate Partnership Forum since its inception have raised \$4.5 billion and those presenting at Financial Forum in the last three years have raised over \$800 million. **Sharon Ballard** also noted that other programs, such as Springboard and CONNECT's course offerings, continue to be very successful and well attended.

Abi Barrow and **Ed Dennis** also reported on various initiatives to acquaint faculty with CONNECT's services and to involve them in more programming. **Abi Barrow** has briefed two department faculty meetings on CONNECT and our interactions with campus and additional briefings are planned. In addition, **Mary Walshok** noted that faculty had been successfully integrated into the Corporate Partnership Forum through the addition of an Inventor's Showcase. The general feeling of the Advisory Committee was that CONNECT should continue these efforts, and they also strongly urged CONNECT staff to resurrect the "Meet the Researcher" seminar series.

3. Public Policy Programs

Engineering Recruiting. Engineering recruiting is emerging as one of our hottest and most timely Public Policy initiatives. After having conducted a 1995 survey, and a follow-up in the summer of 1997, **Bill Otterson** has formed a Coalition on the problem of engineering recruiting, including 60 CEOs of high-tech companies, service providers to those companies, and interested others. The three Forum meetings of the CEO Coalition have garnered much local support, press and national and international attention. The minutes of these meetings were distributed to attending members. **Bill Otterson** also mentioned that the hottest among the issues surrounding the Coalition's work is the H-1B Visa issue. CONNECT is in contact with area businesses, lobbyists, and local, state and federal legislators to influence an upcoming bill moving through a subcommittee of the Judiciary Committee chaired by **Senator Spencer Abraham** on which **Senator Diane Feinstein** sits. **David Norris** is the point person at CONNECT on this issue.

Bob Conn mentioned the importance of good data regarding the demand for engineers, including breakdowns by type and experience level. **Dean Conn** added that such information supports his efforts to expand the UCSD Engineering program. He suggested the need for a new, more comprehensive survey.

FDA Reform. **Bill Otterson** met recently with **Don Grimm** and **Dr. Charles Edwards**, former Commissioner of the FDA. The purpose of the meetings were to determine the next logical steps beyond the FDA reports of 1995 and 1997. One idea from these meetings was that San Diego might host a conference on strategies for process improvement within the FDA. While several Advisory Board members felt it might be premature to hold such a conference, especially as there is no permanent commissioner at the Agency, **Monroe Trout** and **Mary Walshok** agreed to work with **Bill Otterson** regarding strategies for promoting further the findings of the report.

CONNECT In Vest. A year-end update (memorandum) by **Bob Leach** was distributed to attending members regarding the progress on **CONNECT In Vest**. **CONNECT** leadership is currently considering candidates to replace **Bob Leach** on **CONNECT In Vest**. Members of the Advisory Board will soon interview finalist(s). Until this position is filled, **David Norris** serves as the Ace-Net network operator and will be the contact person for **CONNECT In Vest**.

Top 10. The "Top 10" is a membership campaign currently targeted to local large companies to promote and underwrite Public Policy initiatives. **Bill Otterson** noted that **CONNECT**'s increased work on issues such as engineering recruiting has helped to attract several large companies to become more involved as members. Recent new members include Solar Turbines, Sony and Maxwell Technologies.

4. Opportunities:

President's STAR Initiative. Bill Otterson reported that Susanne Huttner who manages the University of California President's Initiative on University-Industry Collaboration recently visited CONNECT and has expressed a desire to work more closely with CONNECT. She will be spending a week in San Diego this month in order to work more closely with CONNECT on the possibility of developing a strategic partnership between our two programs at other sites in the State.

Olaf Isaacson Interviews. Olaf Isaccson will coordinate interviews with selected CEOs to identify possible growth areas for CONNECT. After these interviews, Dan Yankelovich and Barbara Lee have offered focus groups to help refine ideas for future program development.

5. Budget and Membership Update

Budget. A budget for 1996-97 with cost allocations for program activities was distributed by Bill Otterson to the Advisory Committee for the purpose of discussion. A budget for 1997-98 which includes actual revenues for July 1-December 31, 1997, provided by Abi Barrow is attached to these minutes as attachment 1. This budget shows that, at present, CONNECT is expected to exceed budgeted revenues this fiscal year.

Membership Activitiy. Carole Ekstrom reported that, as of March 1, 1998, CONNECT has 514 member organizations. As a talking point for Advisory Committee members, it should be noted that 331 of these are member high-tech and biotech companies. The remaining 183 "sponsors" are, largely, service providers to area high-tech and biotech companies. Carole Ekstrom further remarked that the approximate 2:1 differential between member organizations and service providers is considered a good mix. Included, for review, is a list of new CONNECT members who have joined since January 1, 1998 as attachment 2.

Additionally, enclosed, please find FOCUS, the 1996-1997 Annual Report of the UCSD Division of Extended Studies and Public Programs, provided by Mary Walshok as attachment 3.

**The next meeting is planned for JUNE 11th , 1998
from 3:00pm to 5:00pm at the UCSD Faculty Club.**

Mark your calendars!

3 attachments