



CONNECT INNOVATION INSTITUTE

Reviving U.S. Prosperity —
America's Two Systems of Innovation
and What it Means for San Diego

May 29, 2012

Law Offices of Mintz Levin

ABOUT THE KEYNOTE / MODERATORS

KEYNOTE

Ted Waitt, co-founder and former chairman and CEO of Gateway, Inc., helped revolutionize how people use technology to live, work and play through pioneering the direct marketing of personal computers. Labeled a maverick by national business publications, he has since gone on to form multiple enterprises: Avalon Capital Group, Inc., a wholly-owned, private investment company with diverse interests; Waitt Foundation; Waitt Institute; and, Waitt Institute for Violence Prevention. CONNECT Innovation Institute is proud to have Waitt's involvement as an advisory board member and financial supporter.

MODERATORS

Peter F. Cowhey is the UC San Diego dean and Qualcomm Professor of Communications and Technology Policy at the School of International Relations and Pacific Studies. Cowhey's research has focused on the political economy of international trade, investment, and regulatory policies. In 2009, he served a 12-month assignment as the senior counselor to Ambassador Kirk in the Office of the U.S. Trade Representative. His responsibilities included working on the strategic agenda for trade policy supervising the work of many USTR offices. He served as the senior counselor to the chairman and chief of the International Bureau of the Federal Communications Commission during the time when the Commission completely revamped its global competition policies and worked intensively with USTR on forging a World Trade Organization agreement on basic telecommunications services. Cowhey currently serves on the bi-national experts group appointed by the U.S. and Chinese governments on innovation policy. As chairman of the CONNECT Innovation Institute advisory board, he is co-leading a project on American innovation policies.

Rafael Pastor is chairman of the board and CEO of Vistage International, the world's largest for-profit CEO membership organization. An executive-development and peer-advisory company, Vistage helps its more than 15,000 members in 15 countries become leaders who make better decisions and achieve better results. Having rebranded, recapitalized, revised and grown the company, Pastor is focused on expanding Vistage's products, international operations, and online opportunities. Pastor previously held senior executive positions at global media companies including CEO of Hoyts Cinemas Corporation; president of USA Networks International; executive vice president of News Corporation and Fox Television International; and president of CBS/Fox Video International. Hence, he dealt with various aspects of the film, television and publishing business in the United States and throughout the world. Pastor started his career as an attorney at a Wall Street firm, and immediately prior to taking the helm at Vistage he was co-founder of the New York investment banking firm Sonenshine Pastor & Co. (now Sonenshine Partners).

3:00 PM

Welcoming Remarks

- + Duane Roth, CEO, CONNECT

3:15 PM

**America's Two Systems of Innovation:
Recommendations for Policy Changes to Support
Innovation, Production and Job Creation**

Moderator:

- + Peter Cowhey, Dean, School of International Relations and Pacific Studies, UC San Diego; Chairman, CONNECT Innovation Institute Advisory Board

Panelists:

- + Mary Walshok, Associate Vice Chancellor for Public Programs and Dean of Extension UC San Diego; Member, CONNECT Innovation Institute Advisory Board
- + Perry Wong, Director of Research, Milken Institute

4:15 PM

San Diego's Response to Policy Recommendations

Moderator:

- + Rafael Pastor, Chairman and CEO, Vistage International

Panelists:

- + Jim Caraccio, Vice President, West Coast Operations, Logic PD
- + Ted Fogliani, Founder and CEO, Outsource Manufacturing, Inc.
- + Brian Kelleher, President and CEO, BIT MedTech

5:15 PM

Keynote

- + Ted Waitt, Founder, Board Chairman and President, Waitt Foundation; Co-Founder and former Chairman and CEO, Gateway, Inc., Member, CONNECT Innovation Institute Advisory Board

5:45 PM

Cocktail Reception

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ABOUT THE PANELISTS

PANELISTS

Jim Caraccio is vice president and general manager, West Coast for Logic PD. Leveraging his more than 25 years of experience in the electronics industry, Caraccio opened Logic PD's San Diego office where he is responsible for directing designers and engineers in all phases of the development of innovative products for original equipment manufacturers (OEMs). As he says, "Here we recognize that innovation comes from the ideas each individual contributes. It's that spirit of collaboration that will keep our organization growing." Prior to joining Logic PD in 2009, Jim spent more than 20 years at Arrow Electronics. He earned a B.A. degree in Business from California State University Fullerton.

Ted Fogliani is founder and CEO of Outsource Manufacturing, Inc. – Made In San Diego, a company which he founded in 1997. The company has grown to be one of San Diego's leading manufacturing companies and is the largest privately held contract manufacturing firm in San Diego with its only facilities in the U.S. His company supports many of San Diego's companies by providing them with high quality manufacturing services and being an integral part of their supply chain. In addition to his work at Outsource, Fogliani is active in supporting some of San Diego's charitable foundations. He is a board member of the San Diego Police Foundation, and an active supporter of Crohn's and Colitis Foundation of America, ProKids Golf of San Diego, Rolf Benirshcke's Legacy, Emilio Nares Foundation, the Challenged Athlete's Foundation, and the Naval Special Warfare Foundation.

Brian Kelleher has over thirty years of experience in medical device design, development, and management. He presently serves as CEO of BIT MedTech, a \$40M outsourcing provider of complex life science devices and instrumentation. Kelleher originally founded the company as California MedTech, and sold it to German-based BIT. Before that, he founded Endonetics, a venture-backed medical device firm that developed products for the diagnosis and treatment of gastroesophageal reflux disease. Kelleher served as CEO and chairman of Endonetics, and assisted in the sale of the company to Medtronic. He has held technical and management positions with Analog Devices, Medtronic, Winfield, and Nellcor/Puritan-Bennett. Kelleher earned a BS in biomedical engineering from Duke and an MBA from Stanford. He holds over 15 U.S. and foreign patents. In addition to his work at BIT MedTech, Kelleher serves as managing partner for Renegade Ventures, a life sciences venture fund and incubator.

Duane J. Roth is chief executive officer and member of the Board of CONNECT. CONNECT is the globally recognized nonprofit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. CONNECT has been directly involved with over 3,000 companies since its inception in 1985 and these companies have secured over \$10 billion in funding.

Prior to joining CONNECT, Roth founded Alliance Pharmaceutical Corp., where he serves as chairman of the board. Prior to Alliance, he held senior management positions at Johnson & Johnson and Wyeth operating companies. He has served as a member of the board of directors and executive committees of the Biotechnology Industry Organization (BIO), the California Healthcare Institute (CHI) and BIOCUM (past Chair). Roth was appointed to the oversight board of the California Institute of Regenerative Medicine (CIRM) by Governor Arnold Schwarzenegger in 2006 and was elected Vice Chairman in 2009.

Mary Lindenstein Walshok is an author, educator, researcher, and associate vice chancellor for Public Programs and dean of Extension at UC San Diego. She is a thought leader and subject matter expert on aligning workforce development with regional economic growth. Walshok is the author of more than 100 articles and reports on regional innovation, the role of research institutions in regional economies and workforce development. She has authored and co-authored numerous book chapters and articles on the world of work, including: *Blue Collar Women* (1981), *Knowledge Without Boundaries: What America's Research Universities Can Do for the Economy, the Workplace, and the Community* (1995), *Closing America's Job Gap* (2011) and the forthcoming book for the Stanford University Press, *Invention and Reinvention: The Evolution of San Diego's Entrepreneurial Economy*. As an industrial social scientist studying the dynamics of regional economic development and transformation, Walshok has studied various communities across America, including 13 WIRED regions funded by the U.S. Department of Labor and various regional projects for the National Science Foundation and the National Institutes of Health.

Perry Wong is director of research at the Milken Institute. Wong is an expert on regional economics, development and econometric forecasting, and specializes in analyzing the structure, industry mix, development and public policies of a regional economy. He designs, manages and performs research on labor and workforce issues, the relationship between technology and economic development, and trade and industry, with a focus on policy development and implementation of economic policy in both leading and disadvantaged regions. Wong is actively involved in projects aimed at increasing access to technology and regional economic development in California and the American Midwest. His work also extends internationally, including involvement in regional economic development in southern China, Taiwan and other parts of Asia. Wong has conducted many research studies regarding regional economic development and policy impacts, including the impact of U.S. budget and trade policy changes on key U.S. industries and regions; healthcare reform and its implications on the balance of U.S. budget, and the Kyoto Agreement and its impact on the well-being of U.S. regional economies.



About CONNECT Innovation Institute

The CONNECT Innovation Institute was founded in July of 2010 as a think tank to focus exclusively on innovation policy and competitiveness in the global economy. The CONNECT Innovation Institute publishes timely thought papers from San Diego leaders for use in addressing federal policy issues, and it raises funds for larger scale policy projects involving leading scholars of innovation.

On February 22, 2012, the Metropolitan Policy Program at Brookings Institution hosted a Washington DC forum exploring the type of manufacturing the nation is most likely to retain and build, as well as a policy framework for strengthening high-wage, export-intensive production in America. Brookings and CONNECT Innovation Institute scholars presented new arguments from complementary research studies assessing production activities and innovation. A panel of CONNECT researchers—including experts from the private sector and academia—presented their policy recommendations, focusing on the experiences of specific industries for supporting both radical and incremental innovation in U.S. manufacturing. Following the panel, Irwin Jacobs, co-founder of Qualcomm, Inc. and a member of CONNECT Innovation Institute, offered a keynote address.

Today's San Diego briefing provides a follow-on discussion from the February forum and seeks to operationalize the critical recommendations at a grassroots regional level.



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