

# The Role of Engaged Universities in Economic Transformation

A Regional Conference inspired by the  
National Academies Study, "Rising Above the Gathering Storm."

October 15-16, 2007

University of Michigan, Ann Arbor

[www.urcmich.org/events](http://www.urcmich.org/events) • No fee to attend, registration required.

## Oct. 15 (Day 1)

**7:30 AM**      *Registration and Continental Breakfast, Rackham Building*

8:30 AM      Welcome:  
Stephen R. Forrest, Vice President for Research, University of Michigan  
8:45 AM      Norman R. Augustine, Retired Chairman and CEO, Lockheed Martin Corp.

Session chairs: Homer A. Neal, Professor, University of Michigan  
Cynthia H. Wilbanks, Vice President for Govt Relations, University of Michigan

9:00 AM      *Rising Above the Gathering Storm of Global Competition - Building an Agenda  
for America and Michigan*  
Charles W. Vest, President, National Academy of Engineering

9:45 AM      Congressman John D. Dingell

10:00 AM      Congressman Vernon J. Ehlers

### **10:15 AM – 10:45 AM BREAK**

10:45 AM      *A Federal Perspective on Economic Development*  
Sandy K. Baruah, Assistant U.S. Secretary of Commerce

11:05 AM      *Building Local Product Development on a Global Pathway*  
Derrick M. Kuzak, Group Vice President, Global Product Development,  
Ford Motor Co.

11:35 AM      *The Case for These World Class Suppliers to Become Demand Generators*  
Rick Snyder, Co-founder, CEO of Ardesta LLC; Chairman, Gateway Computers

### **12:05 PM      LUNCH**

Session chairs: J. Ian Gray, Vice President for Research, Michigan State University  
Hilary Ratner, Vice President for Research, Wayne State University

1:30 PM      *The University – Doorway to the New Economy in Michigan and the Midwest*  
John C. Austin, Senior Fellow, The Brookings Institution

2:00 PM      *We Go Where the Smart People Are*  
Mark A. Murray, President, Meijer, Inc.

2:30 PM      *Globalization: Are we fixing the right problems?*  
Vivek Wadhwa, Wertheim Fellow, Harvard Law School

### **3:00 PM – 3:30 PM      BREAK**

3:30 PM      University Research Corridor Panel  
Lou Anna K. Simon, President, Michigan State University  
Irvin D. Reid, President, Wayne State University  
Mary Sue Coleman, President, University of Michigan

4:30 PM      Closing remarks, Introduction to Day 2:  
Stephen R. Forrest, Vice President for Research, University of Michigan

**Oct. 16 (Day 2)**

**7:30 AM**      *Registration and Continental Breakfast, Rackham Building*

**8:30 AM**      Welcome:  
Stephen R. Forrest, Vice President for Research, University of Michigan

**8:40 AM**      Panel discussion  
Tom Walsh, Business Columnist, Detroit Free Press  
Michael A. Finney, President and CEO, Ann Arbor SPARK  
Philip H. Power, Chairman and President, Center for Michigan

**9:35 AM**      Instructions for workshop participants; adjourn to workshops  
**10:00 AM**      Workshops I, Michigan League and Rackham Building

***Business/Economic Needs***

**- University-Business Partnerships**

DISCUSSION LEADERS:  
Marvin G. Parnes, University of Michigan  
Michael A. Finney, Ann Arbor SPARK

**- Venture Capital**

DISCUSSION LEADERS:  
Mary Campbell, EDF Ventures  
Cindy Douglas, Michigan Economic Development Corporation

**- Great Lakes as a Resource**

DISCUSSION LEADERS:  
John C. Austin, The Brookings Institution  
Paul N. Courant, University of Michigan

***Sector Needs***

**- Biotechnology**

DISCUSSION LEADERS:  
James R. Baker, Jr., University of Michigan  
John C. Greenfield, Core Technology Alliance

**- Advanced Manufacturing**

DISCUSSION LEADERS:  
A. Galip Ulsoy, University of Michigan  
Rick McHugh, National Employment Law Center

**- Energy**

DISCUSSION LEADERS:  
Gary S. Was, University of Michigan  
Jim Croce, NextEnergy

**- Information Technology**

DISCUSSION LEADERS:  
Michael P. Wellman, University of Michigan  
James Goebel, Menlo Innovations  
Harry Wan, Engineering, Arbor Networks

***Workforce Needs***

**- Worker Retention and Skill Development**

DISCUSSION LEADERS:  
Paul M. Hunt, Michigan State University  
Larry A. Good, Corporation for a Skilled Workforce

**- STEM/K-12 Education**

DISCUSSION LEADERS:  
Maria M. Ferreira, Wayne State University  
Joseph Krajcik, University of Michigan

**- STEM/Higher Education**  
***Shaping Undergraduate, Graduate and Postgraduate Education to Support an Innovation Economy***

Homer A. Neal, University of Michigan  
TBA

**- Public Attitudes about Transformation**

DISCUSSION LEADERS:  
Lou Glazer, Michigan Future, Inc.  
Philip H. Power, Center for Michigan

**12:00 Noon**

**LUNCH**

**1:00 PM**

Workshops II, Michigan League and Rackham  
***Business/Economic Needs***

**- University-Business Partnerships**

DISCUSSION LEADERS:  
Katherine E. White, Wayne State University  
Fred Reinhart, Wayne State University

**- Regional Economic Development**

DISCUSSION LEADERS:  
David C. Hollister, Prima Civitas Foundation  
Grady Burnett, Google, Inc.

**- Venture Capital**

DISCUSSION LEADERS:  
Kenneth J. Nisbet, University of Michigan  
Mark Weiser, RPM Ventures

**- Great Lakes as a Resource**

DISCUSSION LEADERS:  
Soji Adelaja, Michigan State University  
Victoria Pebbles, Great Lakes Commission

**Sector Needs**

**- Biotechnology – Medical/Pharma Issues**

DISCUSSION LEADERS:  
Ramani Narayan, Michigan State University  
Brian A. Athey, University of Michigan

**- Advanced Manufacturing**

DISCUSSION LEADERS:  
Edward A. Wolking Jr., Detroit Regional Chamber of Commerce  
Kenneth Chelst, Wayne State University

**- Energy**

DISCUSSION LEADERS:  
Simon Ng, Wayne State University  
Levi T. Thompson, University of Michigan

**- Information Technology**

DISCUSSION LEADERS:  
Thomas A. Finholt, University of Michigan  
Farshad Fotouhi, Wayne State University  
Laurence Kirchmeier, Merit Network  
Betty H.C. Cheng, Michigan State University

***Workforce Needs***

**- Worker Retention and Skill Development**

DISCUSSION LEADERS:

JaNice Marshall, Lansing Community College

James E. Martin, Wayne State University

**- STEM/K-12 Education**

DISCUSSION LEADERS:

Thomas A. Wolff, Michigan State University

Cinda-Sue Davis, University of Michigan

**- Michigan Quality of Life**

DISCUSSION LEADERS:

Eric Cedo, President and Founder, BrainGain Marketing

Donald F. Holecek, Michigan State University

3:00 PM

**Wine & Cheese Reception and Closing Remarks  
Ballroom, Michigan League**