



Mid-Atlantic Region

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The UNIVERSITIES
at Shady Grove



FLC Mid-Atlantic Regional Meeting

Mentoring the Life Cycle of Innovation to Commercialization

Join your technology transfer (T2) colleagues for the Mid-Atlantic regional meeting!

Taking place at the Universities at Shady Grove in Rockville, Maryland, this year's meeting offers an ideal setting to share innovation best-practice strategies, discover regional partnership opportunities, and formulate new ways to strengthen commercialization goals.

Meeting Highlights:

- Industry Day (Wednesday, November 14)
- Mid-Atlantic regional awards presentation
- Solving T2 Challenges session series
- Human interest panels
- Agency lightning round
- Networking with federal labs

WHEN:

November 13 – 14, 2018

WHERE:

The Universities at Shady Grove
Building II
9630 Gudelsky Drive
Rockville, MD 20850

COST:

\$195 – includes parking, breakfast, and lunch on both days

Featuring Speakers From:



Register at midatlanticmeeting.federallab.org

Tuesday, November 13

8:00 am Registration

8:45 am Welcome - Jack Pevenstein, NIST

8:45 am Lightening Round - Every agency gets 3 minutes to share something good it did in the last year

9:45 am Use of Social Media in Marketing
Speaker: Tammi Thomas, TEDCO

10:45 am Solving Challenges 1: Nurturing
Moderator: Cathy Cohn, USDA-ARS

- Find the right partner at the beginning; the best CRADA research partner may not be the best commercialization partner
- Getting inventions reported; identifying what is patentable
- Too early stage, but patentable; patent portfolios; early-stage patents as prior art

11:30 am Report Out

12:00 pm Lunch

1:00 pm Solving Challenges 2: Weaning
Moderator: Tom Stackhouse, NIH

- Linking patenting to market need/utility; licensing and patenting working together for greater commercial adoption
- Funding next stage for commercial development; not part of agency funding (gap funding)
- Creating marketing materials (outside perspective and help)

1:45 pm Report Out

2:30 pm Solving Challenges 3: Maturation
Moderator: Jack Pevenstein, NIST

- Commercial competition
- Finding an early adopter

3:15 pm Report Out

3:45 pm Wrap Up

4:00 pm Ice Cream Social - Networking

Industry Day: Wednesday, November 14

8:00 am Welcome

8:45 am Introduction - Sarah Miller, Montgomery County Economic Development Corporation

9:00 am Panel 1: Corporate Experience With Open Innovation – Amazon, Booz Allen Hamilton, Northrop Grumman & Corprenect
Moderator: Jake Kramer, Hyperion/Fed Tech

- Public Relations vs. Technology Infusion
- Successes and disappointments
- Lessons learned

10:30 am Human Interest Panel
Moderator: John Emond, NASA retired
FLC-MA Tech Transfer Award winners share their stories. Examples of Federal laboratories partnering with the commercial sector to bring research outcomes to market. Examples on how such success stories have changed peoples' lives.

11:00 am FLC-MA Award Presentations
Moderator: Carmen Krieger, EPA

12:30 pm Lunch

1:30 pm Panel 2: How to Leverage Federal Research for Your Business
Moderator: Rob Griesbach, USDA-ARS

- Finding Federal research programs: FLC Business
- Mechanisms for Collaborations: CRADAs, collaborative agreements, licenses, etc.
- Funding: SBIR/STTR programs that leverage Federal research and technology

2:30 pm Wrap Up

2:45 pm Networking with Federal Labs

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midatlanticmeeting.federallab.org