

# The Conversation

## an AUTM Leadership Forum



## Welcome to Denver

Over the next two days we'll connect and discuss the ways we can leverage our leadership roles to stimulate the interactions that drive collaborative initiatives, including accelerating commercialization and improving innovation.

## About AUTM

AUTM is the non-profit leader in efforts to educate, promote and inspire professionals to support the development of academic research that changes the world and drives innovation forward. AUTM is the only global technology transfer organization, with its community comprising more than 3,000 members who work in more than 800 universities, research centers, hospitals, businesses, and government organizations in 60+ countries worldwide.

## The Conversation 2022 Program Committee

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**Doug Hockstad,**  
*University of Arizona*

**Kirsten Leute,**  
*Osage University Partners*

### Committee Members

**Mary Albertson,**  
*Georgia Institute of Technology*

**Allyson Best,**  
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## Monday August 29

Time	Event
7:30 AM – 5 PM	<p><b>Registration</b>  <i>Location: Atrium Tower, Grand Hyatt Conference Center Foyer – 2nd Floor</i></p>
7:30 – 8:30 AM	<p><b>Breakfast</b>  <i>On your own. Plan to meet up with colleagues.</i></p>
<b>Moderators:</b>	<b>Doug Hockstad, University of Arizona; Kirsten Leute, Osage University Partners</b>
8:30 – 9:30 AM*	<p><b>The Expanding Role of Tech Transfer</b>  <i>Location: Mt. Evans</i>  <b>Speakers:</b> Rich Chylla, University of Virginia; Richard Huebsch, University of Minnesota; Alice Li, Cornell University; Ian McClure, University of Kentucky; Brynmor Rees, University of Colorado Boulder; Fiona Wills, University of Washington</p> <p>The roles of what was once known as the "tech transfer office" have expanded far beyond the bounds of the patenting and licensing transaction offices of the past. The Conversation kicks off with this discussion on how the offices are adjusting and receiving university support for v2.0 endeavors.</p>
10 – 11 AM*	<p><b>Best Practices for Derisking Research Results</b>  <i>Location: Mt. Evans</i>  <b>Speakers:</b> Paula Bates, KYNETIC; Jacob Johnson, Innovosource; Keith Marmer, University of Utah; Tari Suprpto, Novo Nordisk</p> <p>As the "R" in industry "R&amp;D" becomes more scarce, what are academic institutions doing to derisk their research and what is the industry perspective on those approaches? The panel will explore proof-of-concept funds, embedded venture funds, partnerships with foundations and industry, and other innovative approaches.</p>
11:15 AM – 12:15 PM	<p><b>Physical Sciences: Models for Engaging Outside of the Life Sciences</b>  <i>Location: Mt. Evans</i>  <b>Speakers:</b> Walt Copan, Colorado School of Mines; Ben DeGreen, Georgia Tech; Orin Herskowitz, Columbia Technology Ventures; Eric Payne, NREL</p> <p>This area of licensing sometimes takes a backseat in university technology transfer and commercialization efforts. We want to hear from panelists who have moved the area of physical sciences licensing to the "front row" of their office/entities' efforts.</p>
12:15 – 1:15 PM	<p><b>Lunch</b>  <i>Location: Mt. Elbert</i></p>
1:15 – 2 PM	<p><b>Advancing Technology, Innovation and Partnerships at the NSF</b>  <i>Location: Mt. Evans</i>  <b>Guest Speaker:</b> Graciela Narcho, National Science Foundation</p> <p>Learn how the new directorate is advancing critical technologies, accelerating translation from the lab to society, addressing economic challenges, and engaging the Nation's diverse population in this work. Hear how a flagship investment led by TIP, the NSF Regional Innovation Engines, constitutes a bold new initiative to spark regional-scale innovation ecosystems throughout the country. Discuss the essential role TTOs will play in realizing this vision of expanding the nation's research and innovation ecosystem.</p>
2 – 3 PM*	<p><b>Engaging Scientists in Innovation</b>  <i>Location: Mt. Evans</i>  <b>Speakers:</b> Emily Klein, University of Colorado Boulder; Keith Marmer, University of Utah; Camila Uzcatogui, Vitro 3D</p> <p>What motivates our scientists to engage with all of the players present at the Conversation? This panel brings together scientists from different sectors to determine the commonalities and differences in their scientific perspectives on our interactions.</p>

## Monday August 29

Time	Event
3:30 – 4:30 PM*	<p><b>Metrics v2.0</b>  <b>Location:</b> Mt. Evans</p> <p><b>Speakers:</b> Allyson Best, University of Mississippi; Almesha Campbell, Jackson State University; Taunya Phillips, University of Kentucky</p> <p>As our profession changes what does success look like and how can we measure it? What do our external stakeholders think about our measurements? What would they like to see change? Join leaders in the field that ponder these questions and crunch the numbers on a daily basis. Be a part of the Conversation that might expand the ways in which our success is measured.</p>
4:45 – 5:45 PM	<p><b>Challenge Session #1</b>  <b>Location:</b> Mt. Evans</p> <p>You will have the opportunity to pose questions and/or challenges to the entire room. Attendees will limit the framing of their questions to one minute, and each topic will receive no more than 10 minutes of discussion (at the moderators' discretion) before they make a call for a new topic.</p>
5:45 – 7 PM	<p><b>Networking Reception</b>  <b>Location:</b> Pinnacle Club: Crystal Peak A, 38th Floor</p> <p>Casually mix, mingle and network. Continue to analyze a topic from the afternoon, advance an existing discussion or deal, or initiate a brand new collaboration. The possibilities are endless.</p>

\* Session followed by a networking break in the Grand Hyatt Conference Center Foyer

## Tuesday August 30

Time	Event
7:30 AM – 4 PM	<p><b>Registration</b>  <b>Location:</b> Atrium Tower, Grand Hyatt Conference Center Foyer – 2nd Floor</p>
7:30 – 8:30 PM	<p><b>Group Breakfast</b>  <b>Location:</b> Mt. Elbert</p>
<b>Moderators:</b>	<b>Katharine Ku</b> , Wilson Sonsini Goodrich & Rosati; <b>Clifford Michaels</b> , Georgia State University
8:30 – 9:30 AM*	<p><b>The Wide World of Diversity, Equity and Inclusion: Metrics, Hiring, Statements, and Programs</b>  <b>Location:</b> Mt. Evans</p> <p><b>Speaker:</b> Karen Maples, MYUTIQ; Nicole Mercier, Washington University St. Louis; Taunya Phillips, University of Kentucky; James Zanewicz, Tulane University</p> <p>Patent gender parity is not expected until 2092. While many studies cite that diverse teams outperform non-diverse teams, startup funding still lags for these more inclusive collaborations. This discussion on practices, programs, and partnerships to maximize diverse and inclusive prospects for success will cover current and future models.</p>
10 – 11 AM*	<p><b>Data Use Agreements, Data Licensing, Data Policies</b>  <b>Location:</b> Mt. Evans</p> <p><b>Speakers:</b> Alan Bentley, Vanderbilt University; Angela Kujak, UCLA Technology Group; Holly Meadows, TreMonti; Sunita Rajdev, Stanford University</p> <p>Universities, companies, hospitals, foundations, and government entities are all swimming in data. Unfortunately, these entities typically do not have well-established practices on handling, securing/ de-identifying, and licensing all of this data. The panelists will discuss current best practices and possibilities for the future and call on attendees at the Conversation for their insight.</p>

Tuesday August 30

Time	Event
11:15 AM – 12:15 PM	<p><b>Hybrid Work Environment</b>  <i>Location: Mt. Evans</i>  <b>Speakers:</b> Almesha Campbell, Jackson State University; Karin Immergluck, Stanford University; Ian McClure, University of Kentucky; Marc Sedam, New York University</p> <p>At the start of the pandemic, we all became remote workers overnight. No preparation, no brainstorming, no plan. We all worked it out as we went. In the wake of our success in managing the remote work, many offices will be going back with a hybrid schedule. What are your plans regarding hybrid work? Is the situation different between operations staff and outward facing staff? Are you considering totally remote positions? Why/why not? Let's discuss what has worked, what hasn't and thoughts for going forward in this Zoom-centric work world.</p>
12:15 – 2 PM	<p><b>Networking Lunch</b>  <i>Mt. Elbert</i></p>
2 – 3 PM*	<p><b>IP and National Security Concerns</b>  <i>Mt. Evans</i>  <b>Speakers:</b> Amy Beuschlein, Federal Bureau of Investigation, Fort Collins; Joshua Gruenspecht, Wilson Sonsini Goodrich &amp; Rosati; Eric Lowe, University of Colorado Boulder</p> <p>With the growing concerns about the nation's security and theft of intellectual property, what are institutions encountering and changing regarding their dissemination of knowledge and IP? How is this affecting their interaction with industry? What are attendees of the Conversation doing to stay on top of the government policies, regulations, and proposed regulations?</p>
3:30 – 4:30 PM	<p><b>Challenge Session #2</b>  <i>Mt. Evans</i></p> <p>You will have another opportunity to pose questions and/or challenges to the entire room. Attendees will limit the framing of their questions to one minute, and each topic will receive no more than 10 minutes of discussion (at the moderators' discretion) before they make a call for a new topic.</p>
4:30 – 5 PM	<p><b>Closing Out the Conversation: Report Out and Feedback</b>  <i>Mt. Evans</i></p> <p>To close out The Conversation, your moderators will recap themes and highlights from our expert panels, attendees and challenge sessions—and you'll have the opportunity to share your experiences.</p>

\* Session followed by a networking break in the Grand Hyatt Conference Center Foyer

Save the Date!

AUTM Annual Meeting  
**2023 AUTM Annual Meeting**  
 February 19 - 22  
 JW Marriott Austin  
 Austin, Texas

**2024 AUTM Annual Meeting**  
 February 18-21  
 Marriott Marquis  
 San Diego, California

AUTM 2022 Region Meetings  
**Eastern Region Meeting**  
 September 12 – 13  
 Omni Parker House  
 Boston, Massachusetts

**Western Region Meeting**  
 November 7 - 8  
 Portland Marriott Downtown  
 Portland, Oregon

Professional Development Courses  
**AUTM University**  
 September 19 – 21  
 Baltimore Marriott Inner Harbor at Camden Yards  
 Baltimore, Maryland

- Essentials Course
- Operations and Compliance Course
- Small Office Course
- Software Course