This workforce solution was funded by a grant awarded under Workforce Innovation in Regional Economic Development (WIRED) as implemented by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This solution is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

Meeting of the Minds in Monterey

California Workforce Association

5 September 2007

Connecting Entrepreneurial Innovation with your Workforce Agenda

Funding provided by Department of Labor, Employment & Training Administration: WIRED Initiative

Opening Remarks / Introduction

Barbara Halsey

Executive Director
California WIB Investment Board

Panel

- **Barbara Halsey, Executive Director, California Workforce Investment Board**
- **Ray Wells, Manager of Technology Commercialization and Business Development California Space Authority**
- **Jo Marie Diamond, Vice President, Connectory.com, East County EDC**
- **Jon Gregory Golden Capital Network**
- **Chuck Flacks, Policy Analyst, San Diego Workforce Partnership**

Agenda

- Opening Remarks/Introduction - Barbara Halsey
- Impact of Companies on Local Economy and Infrastructure, Quantitative Metrics - Ray Wells
- How to Find Technology Companies/Innovation Centers in Your Region -- Jo Marie Diamond
- How to Grow/Support Technology Clusters, Investors, and Sponsors -- Jon Gregory
- How to Locate Industry Sectors/Individual Companies -- Chuck Flacks

Impact of Companies on Local Economy and Infrastructure, Quantitative Metrics

Ray Wells
Manager, Technology Commercialization and Business Development
California Space Authority

What will be Illustrated

- **Economic impact and analysis of job creation**
- **Focus – A Job is not a Job in terms of Impact**
- **Pollock Model Utilized**
  - **The Pollock Retention & Relocation Model calculates the impact of business retention and relocation. Utilized by Southern California Edison and who ran data for me.**
- **Region Selected -**
  - **Los Angeles County – El Segundo**
  - **Two Aerospace Manufacturing Companies**
  - **Two Service Sector (Hotel) Companies**

What does the model do?

- **The model computes the impact of either an existing business (retention) or a new business (relocation).**
- **Economic impact during operations – determines the output, jobs, payroll and population supported by the operations of a company.**
- **The model provides a choice of 138 industries based on 2-digit SIC codes. With this information, the multiplier effects on the State, County or City are determined.**

Main categories

- **The multiplier effects are separated into direct, indirect and induced impacts.**
  - **Indirect impacts are new jobs, output and income that will be generated by industries that supply goods and services directly to the company.**
  - **Induced impacts consist of the jobs, output and personal income in industries that serve the direct and indirect employees and their families.**
  - **The Induced impact includes not only the end-use consumer products but also any locally purchased intermediate products that were used in producing the consumer goods and services.**
  - **Total population supported by the company's operations is also computed based on historical relationships between jobs and population.**

What Composes Fiscal Analysis

- **Fiscal Impact analysis determines revenues generated by a particular economic activity.**
  - **The primary revenue sources (i.e. – taxes and fees) of local, county, and state governments.**
  - **Fiscal effects occur as a result of spending by workers directly or indirectly supported by the company. For instance, counties and cities benefit from spending of employees on housing and retail goods and services. Examples of these types of fiscal impacts that will be generated include State income taxes paid on wages and sales taxes paid on retail goods.**

What Composes Fiscal Analysis

- **The fiscal impact during operations includes:**
  - **Direct, indirect, induced and total impacts of a new or existing company sales taxes, income taxes, unemployment insurance, gas taxes, property taxes and other State, County and Local revenues supported by the operations of the company.**
- **Direct revenue**
  - **Direct jobs or wages, value of construction (if any), market value of the building, net corporate income, gross receipts, direct sales and purchased materials, and electricity / utilities purchased.**

Applicable Revenue Sources - Taxes -

- **Sales Tax – The State of California charges a sales tax on retail goods and services. The sales tax rate for the State is 6.0% The State also collects sales taxes on behalf of the local governments. The City sales tax rate is 1.0% and sales taxes at the County level vary between 0.25% and 1.25% for a total of 7.25% to 8.25%.**
- **Income Tax – The State of California collects taxes on personal and corporate income. The personal income tax rate varies from 1.0% to 9.3% and is applied to the wages and earnings of direct, indirect and induced employment resulting from the operation of the company. The corporate income tax rate is 8.84%.**

Applicable Revenue Sources - Taxes - con't

- **Unemployment Insurance Tax - Unemployment insurance tax for employees is currently 3.4% on the first $7,000 of earned income.**
- **Gas Tax – The State of California currently collects a gas tax of $0.18 per gallon of gasoline. The tax is calculated based on the average vehicle traveling 12,000 miles a year at 15 miles per gallon.**
- **Vehicle License Fees – Vehicle license fees are collected for registering and titling motor vehicles in the State of California. The average for the State is $143 per car. The VLF are distributed to the County Health and Welfare Fund (24.33%) and to the Counties and Cities (75.67%). The 75.67 is then distributed based on 18.75 to counties and 81.25% to cities and counties, based on their respective population.**

Applicable Revenue Sources - Taxes - con't

- **Property Tax – Property taxes vary by county and city. (Personal and Corporate Properties for direct, indirect and induced).**
- **Business Tax – Local governments levy business taxes on companies. The businesses are generally categorized as either general office, professional office, retail, wholesale, manufacturing, personal service, commercial property or residential property. Each city has its own criteria for levying taxes. The taxes will either be calculated based on a percent of gross receipts, number of employees, percent of payroll or based on a flat rate.**

Applicable Revenue Sources - Taxes - con't

- **Utility User Tax – Local governments levy user taxes on electric, telephone, cellular, gas and water usage.**
- **Franchise Fees – Franchise fees are levied on electricity sales. The tax ranges from 0% to 1.0% by city**
- **These tax categories represent the largest sources of revenues that will be generated to City, County and State Governments.**

Run in this Report

Small Aerospace	20 employees
Medium Aerospace	100 employees
Small Hotel	20 employees
Medium Hotel	100 employees

NAICs code – Aerospace Product & Parts Manufacturing - 336411 – 336413
NAICs code - Hotels - 72111 – 721110

Small Aerospace Manufacturing multiplier code	2.95
Medium Aerospace Manufacturing Multiplier code	2.94
Small Hotel Multiplier	1.35
Medium Hotel Multiplier	1.36

Small Aerospace
– Economic Impact of Operations

Impact Type	Jobs	Population	Personal Income	Output
Direct	20	42	$2,069,000	$ 6,108,000
Indirect	17	36	$1,165,000	$ 3,087,000
Induced	22	46	$ 920,000	$ 2,605,000
Total	59	124	$4,154,000	$11,800,000

Impact Type	Jobs	Personal Income	Average Salary
Direct	20	$2,069,000	$103,450
Indirect	17	$1,165,000	$68,529
Induced	22	$920,000	$41,818
Total	59	$4,154,000	$70,406

Small Hotel
– Economic Impact of Operations

Impact Type	Jobs	Population	Personal Income	Output
Direct	20	42	$ 668,000	$ 1,712,000
Indirect	2	4	$ 94,000	$ 262,000
Induced	5	11	$ 219,000	$ 621,000
Total	27	57	$ 981,000	$ 2,595,000

Impact Type	Jobs	Personal Income	Average Salary
Direct	20	$ 668,000	$33,400
Indirect	2	$ 94,000	$47,000
Induced	5	$ 219,000	$43,800
Total	27	$ 981,000	$36,333

Personnel Placement
– Multipliers / Effort

Impact Type	Ave. Salary Small Hotel	Ave. Salary Small Aerospace	Impact Small Hotel Multiplier	Impact Small Aerospace Multiplier	Hiring Impact Differentiation
Direct	$ 33,400	$103,450	$ 45,090	$305,177	6.8
Indirect	$ 47,000	$ 68,529	$ 63,450	$202,160	3.2
Induced	$ 43,800	$ 41,818	$ 59,130	$123,363	2.1
Multiplier / Total	1.35	2.95	$167,670	$630,701	3.8

Project / Company Name	Small Aerospace Manufacturing
Company Industry	Aircraft and parts manufacturing (3364

	YEAR 1	
	Jobs	Output
AGRICULTURE, FORESTRY & FISHING (NAICS 11111-115)		
Crop farming (11111-11213)	0.0	$600
Livestock (1123-1129)	0.0	$100
Logging (1133-1132)	0.0	$200
Fishing (1141)	0.0	$0
Ag services (1142)	0.0	$0
Ag & forestry services (115)	0.0	$0
MINING (NAICS 211 to 213115)		
Oil and gas extraction (211)	0.0	$12,700
Coal mining (2121)	0.0	$0
Metal mining (21221)	0.0	$0
Other non-metal mining (21239)	0.0	$100
Oil mining (213111-213115)	0.0	$0
UTILITIES (NAICS 2211 to 2213)		
Power generation and support (2211)	0.1	$41,800
Natural gas distribution (2212)	0.0	$24,800
Water, sewage, and other systems (2213)	0.0	$1,200
CONSTRUCTION (NAICS 2332 to 234)		
Residential construction (2332)	0.0	$0
Commercial construction (23331)	0.0	$0
Construction infrastructure (23332)	0.0	$0
Construction miscellaneous (234)	0.2	$30,300
MANUFACTURING (NAICS 311111 to 339999)		
Miscellaneous food and kindred products (311111-311119)	0.0	$200
Grain mill products (311211-311223)	0.0	$200
Fats and oils (311225-31123)	0.0	$400
Confectionary products (31131-31134)	0.0	$900
reserved fruits and vegetables (3142)	0.0	$400
ry products (311511-31152)	0.0	$15,300
eat products (311611-3117)	0.1	$16,800
Frozen cakes and other pastries (311813)	0.0	$1,500
Bakery products (311811-31183)	0.1	$14,000
Roasted nuts and peanut butter manufacturing (311911)	0.0	$200
Other snack food manufacturing (311919)	0.0	$600
Beverages (31192-31193)	0.0	$2,900
Condiment manufacturing (311941-311942)	0.0	$2,700
All other food manufacturing (31199-31214)	0.0	$3,900
Tobacco products (31221-312229)	0.0	$100
Fiber, yarn, and thread mills (3131)	0.0	$0
Broadwoven fabric mills (31321)	0.0	$100
Narrow fabric mills (31322)	0.0	$100
Nonwoven fabric mills (31323)	0.0	$0
Knitting mills (31324)	0.0	$100
Textile finishing, except wool (31331)	0.0	$400
Fabric coating mills (31332)	0.0	$0
Miscellaneous fabricated textile products (31411-314999)	0.0	$1,500
Apparel products(315111-3159)	0.1	$10,300
Leather tanning and finishing (3161)	0.0	$100
Footwear cutstock (3162)	0.0	$600
Leather goods, N.E.C. (3169)	0.0	$500
Sawmills and planning mills (321113-321114)	0.0	$300
Millwork, plywood and structural members (321219-321999)	0.0	$4,500
Pulp mills (32211)	0.0	$0
Paper and paperboard mills (32212-32213)	0.0	$0
Paperboard containers and boxes (32221-322226)	0.0	$500
Misc. converted paper products (322221-322299)	0.0	$800
Manifold business forms (323116)	0.0	$400
Books (323117)	0.0	$100
Blankbooks and bookbinding (323118)	0.0	$100
Commercial printing (323111-323119)	0.1	$14,400
Printing trade services (323121-323122)	0.0	$300
Petroleum refineries (32411)	0.0	$62,300
Asphalt paving and roofing materials (324121-324122)	0.0	$1,300
Misc. petroleum and coal products (324191-324199)	0.0	$1,700
Chemical manufacturing (32511-32519)	0.0	$3,900
Plastics materials and synthetics (325211-325212)	0.0	$1,200
Industrial organic chemicals (325221-325222)	0.0	$0
Agricultural chemicals (325311)	0.0	$100
Drugs (32541)	0.0	$23,600
Paints and allied products (32551)	0.0	$200
Miscellaneous chemical products (32552)	0.0	$15,300
Soap, cleansers, and toilet goods (325611-32562)	0.0	$13,300
Printing ink manufacturing (32591)	0.0	$600
plosives manufacturing (32592)	0.0	$0
stom compounding of purchases (325991)	0.1	$16,300
hotographic equipment and supplies (325992-325998)	0.0	$4,700
Plastic products (32611-32615)	0.4	$79,100
Tire manufacturing (32621)	0.0	$0
Rubber and plastic hose and belting (32622)	0.0	$100
Other rubber product manufacturing (32629)	0.0	$400
Pottery and related products (327111-327113)	0.0	$0
Structural clay products (327121)	0.0	$0
Ceramic wall and floor tile manufacturing (327122)	0.0	$0
Nonclay refractory manufacturing (327125)	0.0	$0

Project / Company Name	Small Aerospace Manufacturing
Company Industry	Aircraft and parts manufacturing (336411

	YEAR 1	
	Jobs	Output
Clay refractory and other structural (327123-327124)	0.0	$0
Glass products (327213)	0.0	$6,200
Cement manufacturing (32731)	0.0	$0
Ready-mix concrete manufacturing (32732)	0.0	$0
Concrete, gypsum, and plaster products (327331-32791)	0.0	$100
Cut stone and stone products (327991-327992)	0.0	$0
Mineral wool manufacturing (327993)	0.0	$0
Miscellaneous non-metallic mineral products (327999)	0.0	$0
Iron and steel foundries (331111-331221)	0.0	$1,900
Nonferrous metals, drawing and foundries (331222-331311)	0.0	$200
Primary aluminum production (331312)	0.0	$100
Secondary smelting and alloy (331314)	0.0	$200
Aluminum sheet, plate, and foil (331315)	0.0	$1,500
Aluminum extruded product manufacturing (331316)	0.0	$800
Other aluminum rolling (331319)	0.0	$1,300
Primary smelting and refining of copper (331411)	0.0	$0
Misc. primary metal products (331419-331492)	0.0	$1,600
Ferrous metal foundaries (33151)	0.0	$100
Aluminum foundries (331521-331524)	0.0	$1,500
Nonferrous foundries, except aluminum (331522-331528)	0.0	$900
Metal forging and stamping (332111-332117)	0.0	$4,800
Cutlery, handtools, and hardware (332211-332311)	0.0	$1,300
Fabricated structural metal products (332312-332323)	0.0	$1,200
Plumbing and heating, except electric (33241-33242)	0.0	$0
Metal cans and shipping containers (33243)	0.0	$700
Hardware manufacturing (3325-3326)	0.0	$8,500
Machine shops (33271)	0.1	$10,900
Screw machine products, bolts, etc. (33272)	0.1	$12,400
Metal services, N.E.C. (332811-332991)	0.3	$43,700
Small arms manufacturing (332994)	0.0	$0
Ordnance and accessories, N.E.C. (332995)	0.0	$0
abricated pipe and pipe fittings (332996-332997)	0.0	$700
ameled iron and metal sanitation (332998)	0.0	$500
scellaneous fabricted metal manufacturing (332999)	0.0	$200
Ammunition manufacturing (332992-332993)	0.0	$0
Farm and garden machinery (333111-333112)	0.0	$300
Construction and related machinery (33312-333131)	0.0	$0
Special industry machinery (333132-33321)	0.0	$100
General industrial machinery (33322-333291)	0.0	$200
Textile machinery manufacturing (333292)	0.0	$0
Printing machinery and equipment (333293)	0.0	$100
Food product machinery manufacturing (333294)	0.0	$100
Semiconductor machinery manufacturing (333295)	0.0	$500
Misc. industrial machinery (333298)	0.0	$400
Computer and office equipment (333313-333315)	0.0	$1,100
Other commercial and services (333319)	0.0	$1,300
Refrigeration and service machinery (333311-333511)	0.0	$100
Metalworking machinery (333512-333518)	0.1	$6,900
Engines and turbines (333611-333992)	0.0	$14,200
Packaging machinery manufacturing (333993)	0.0	$200
Industrial process furnace (333994)	0.0	$0
Fluid power cylinder and accessories (333995)	0.0	$600
Fluid power pump and motor (333996)	0.0	$300
Scales, balances, and miscellaneous (333997-333999)	0.0	$100
Computer and other electronics (334111)	1.7	$444,900
Electric lighting and wiring equipment (33511-33512)	0.0	$100
Household appliances (335211-335228)	0.0	$0
Electric distribution equipment (335311-335312)	0.0	$800
Communications equipment (335313-335314)	0.0	$1,200
Electronic components and accessories (335911-335912)	0.0	$700
Fiber optic cable manufacturing (335921)	0.0	$1,300
Other communication and energy wire manufacturing (335929)	0.0	$5,600
Household audio and video equipment (33593)	0.0	$500
Electrical industrial apparatus (335991)	0.0	$6,800
Misc. electrical equipment and supplies (335999)	0.0	$500
Motor vehicles and equipment (33611-3363)	0.1	$30,100
Aircraft and parts manufacturing (336411-336413)	22.9	$6,980,600
Guided missile, space vehicles, parts (336414-336419)	0.0	$400
Railroad equipment (3365)	0.0	$0
Ship and boat building and repair (336611-336612)	0.0	$0
Motorcycle, bicycle, and parts (336991)	0.0	$200
Military armored vehicles and tank parts manufacturing (366992)	0.0	$0
Misc. transportation equipment (336999)	0.0	$0
Household furniture (33711-33792)	0.1	$15,400
Miscellaneous mfg (339111-339999)	0.1	$14,900
WHOLESALE TRADE (NAICS 42)		
holesale trade (42)	3.3	$482,500
SPORTATION (NAICS 481-493)		
Air transportation (481)	0.1	$34,400
Rail transportation (482)	0.0	$8,600
Water transportation (483)	0.0	$5,800
Motor freight transport and warehousing (484)	0.6	$69,100
Transit and ground passengers (485)	0.1	$5,800
Pipeline transportation (486)	0.0	$2,400
Sightseeing transportation (487-488)	0.1	$18,000
Postal and courier services (491110)	0.4	$34,800

Project / Company Name	Small Aerospace Manufacturing
Company Industry	Aircraft and parts manufacturing (3364

	YEAR 1	
	Jobs	Output
Warehousing and storage (493)	0.5	$40,200
RETAIL TRADE (441-454)		
Motor vehicle and parts dealers (441)	0.5	$60,600
Furniture and home furnishings (442)	0.2	$13,900
Electronics and appliance stores (443)	0.1	$11,000
Building material and garden supplies (444)	0.2	$20,900
Grocery stores (445)	0.6	$48,300
Health and personal care stores (446)	0.3	$20,200
Gasoline stations (447)	0.1	$14,500
Clothing and accessories stores (448)	0.3	$23,400
Sporting goods, hobby and book stores (451)	0.2	$10,000
Miscellaneous retailers (452-454)	1.4	$66,600
INFORMATION (NAICS 51111 to 5142)		
Publishing industries (51111-5112)	0.1	$23,800
Motion picture & sound recording (5121-5122)	0.1	$17,400
Broadcasting (5131-5133)	0.3	$98,000
Internet & data process services (5141-5142)	0.1	$12,900
FINANCIAL ACTIVITIES (52222-533)		
Credit agencies (5222-5223)	0.2	$58,000
Securities, commodity brokers (523)	0.5	$75,100
Insurance (5241-5242)	0.5	$89,000
Funds, trusts, and other financial institution (525)	0.1	$22,000
Monetary authorities (521-5221)	0.5	$115,100
Real estate (531)	0.8	$164,800
Leasing services (5321-5323)	0.3	$49,600
Lessors of nonfinancial intangible assets (533)	0.0	$22,900
SERVICES (NAICS 5411 to 814)		
rofessional services (5411-54199)	3.5	$409,700
nagement of companies (55)	1.3	$204,900
min support svcs (5611-5619)	2.0	$107,800
Waste management and remediation services (562)	0.1	$14,400
Education services (6111-6117)	1.0	$56,200
Home health care services (6216-6219)	1.7	$171,100
Hospitals (622)	1.0	$118,700
Nursing & residential care (623)	0.6	$34,300
Social assistance (6244-6243)	0.9	$37,200
Performing arts & spectator sports (7111-7114)	0.2	$24,300
Museums & similar (712)	0.0	$2,200
Amusement, gambling, & recreation (71394-71399)	0.4	$34,100
Accommodations (72111-722)	0.3	$26,000
Food services and drinking places (722)	2.9	$141,000
Repair & maintenance (811192-8114)	1.1	$88,000
Personal & laundry services (8121-8129)	0.5	$37,000
Religious organizations (8131-8139)	0.9	$41,500
Private households (814)	0.6	$4,800
GOVERNMENT		
Special sectors	0.4	$154,000
State and Local Education	0.0	$0
State and local non-education	0.0	$0
Federal government - military	0.0	$0
Federal non-military	0.0	$0
Owner occupied dwellings	0.0	$289,700
ALL INDUSTRIES	**59**	**$11,800,000**

How to Find Technology Companies / Innovation Centers in Your Region

Jo Marie Diamond

Vice President

East County Economic Development Council

Connectory.com

How To Find Technology/Growth Companies In Your Region

Identifying Organizations that Support, Attract Technology, Growth Companies

- Venture Forums (follow the money)
- Industry Associations
  - Local Chapters of National Associations
  - Special Interest Groups (SIGs) within Associations
- National Federal Laboratories
  - Tech Transfer Offices
- Research Universities/Private Institutes
  - Tech Transfer/Collaboration Offices
  - Entrepreneurship Programs/Centers

Regional Example: San Diego

Venture Groups

-- Tech Coast Angels

-- San Diego Venture Group

Industry Associations

-- Biotechnology: BIOCOM, NanoBioNEXUS

-- Telecommunications: CommNEXUS

-- Computers/Electronics – AEA, San Diego Chapter

-- Defense: NDIA-SD Chapter, AFCEA

-- Software/IT: San Diego SW and Internet Industry Council

Regional Example: San Diego

- Federal R&D Laboratory
  - Space and Naval Warfare Systems Command (SPAWAR) – Systems Center San Diego
- Research Universities/Institutes
  - -- University of California San Diego (UCSD)
    - Cal IT2 Institute, Center for Molecular Genetics, Supercomputer Center
  - -- San Diego State University
    - Geography CESAR Lab, Center for Microbial Science
  - Tech Transfer, Collaboration Offices at all UC/CSU Schools
- Entrepreneurial/Business Support
  - -- Entrepreneurial Management Center, CCAT – SDSU
  - -- Rady School of Management, von Liebig Center

Regional Example: San Diego

- Federal R&D Laboratory
  - Space and Naval Warfare Systems Command (SPAWAR) – Systems Center San Diego
- Research Universities/Institutes
  - -- University of California San Diego (UCSD)
    - Cal IT2 Institute, Center for Molecular Genetics, Supercomputer Center
  - -- San Diego State University
    - Geography CESAR Lab, Center for Microbial Science
  - Tech Transfer, Collaboration Offices at all UC/CSU Schools
- Entrepreneurial/Business Support
  - -- Entrepreneurial Management Center, CCAT – SDSU
  - -- Rady School of Management, vonLiebig Center

CIC Portal on Connectory.com

California Innovation Corridor (CIC) Portal

Leveraging Connectory.com
Virtual Platform for
Innovation Asset Mapping

What is Connectory.com®?

- Regional, Internet Buyer-Supplier Network
  - Began in San Diego's East County
  - Expanded to San Diego-Imperial-Baja region
  - Began statewide expansion in Mid-2002
    - Initial focus on aerospace, alliance with California Space Authority
- Tapped by Defense Department to identify sources of technology, products
- Chosen as "virtual platform" for CA WIRED Initiative
- Proven business development tool
  - Promotes companies; fosters business interaction
  - All at NO COST to company
  - Grows through portals, partnerships

What Sets Connectory.com® Apart?

- Level of detail in company profiles
  - Products/Technologies/Services
  - Core Capabilities/Competencies & Capacities
  - Contact/Demographic Info
    - Company names, locations, key personnel, SIC/NAICS codes, web site, email links, size and revenue ranges
- Cuts across all industry/technology clusters at every level of supply chain
- Regional in scope, global in reach
- Includes automated update functionality

Connectory.com® Industry/Technology Categories

Across all Industry Clusters

At every level of Supply Chain

Manufacturing

- Product
- Contract/Build to Spec

Industrial Suppliers

Technical Services

Technology/R&D

Construction & Trades

Raw Materials

- Agribusiness
- Mining/Quarrying

Connectory as CIC Virtual Platform – Why?

- Infrastructure in place to input, search, display, sort, maintain company profiles
- Built on Economic Development premise that underlies Asset Mapping
  - Know your assets, how they relate, before you act
  - Profiles built as modules of discreet capabilities information
  - Searchable across full content as well as field specific
- Segregate Innovation Assets from Big Connectory
  - Still move between CIC Portal and Big C
  - Allow BIG C to be source of new Innovation Assets

CIC Portal: What's Different from Big C?

- Accommodate Non-Company Asset Profiles
  - Design accommodates Federal Labs, University, Private Research Institutes/Centers
  - Input, Display, Search
- Make Innovation Determination: Yes/No?
  - Non-Company Assets, by Inclusion
  - Companies, by Determination
- Permit Partners Admin Capabilities for Assets within their part of CIC (Limited)
- Add "Protected" Sections to Foster Partner-Asset Relationships
- Include Static, Dynamic Reports

CIC Portal: Innovation Test

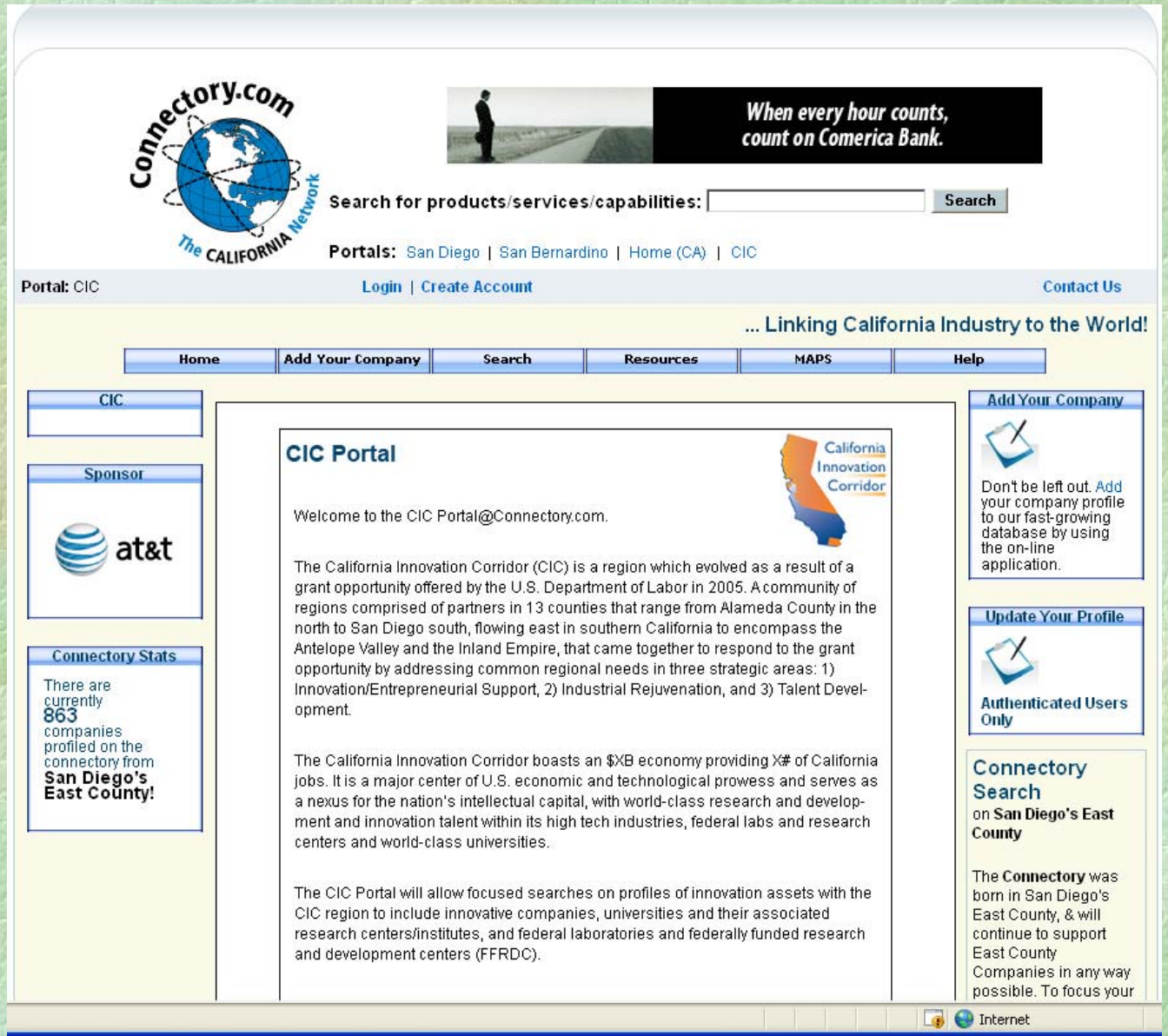
- CIC Innovation Portal – Inclusion Criteria
- Is the Asset involved in:
  - Development, Commercialization, fielding of New Technology?
  - Application of Existing Technology in Innovative Way?
  - Diffusion of Innovative Technology/Service/Process throughout an Industry/Industries?
- Currently a Toggle Switch in Partner/Admin Area
- If “Innovation Algorithm” Emerges, Can Partially Automate

CIC Profile Development

Developed 286 Partner-Produced Profiles

- 22 Federal Labs/Test Facilities
- 84 Universities, University Center/Research Institutes
- 180 Companies
  - -- For-Profit and Non-Profit Research Centers combined
  - -- Does not include >2500 innovation company profiles to "transfer" from Big Connectory

CIC Portal: Home Page



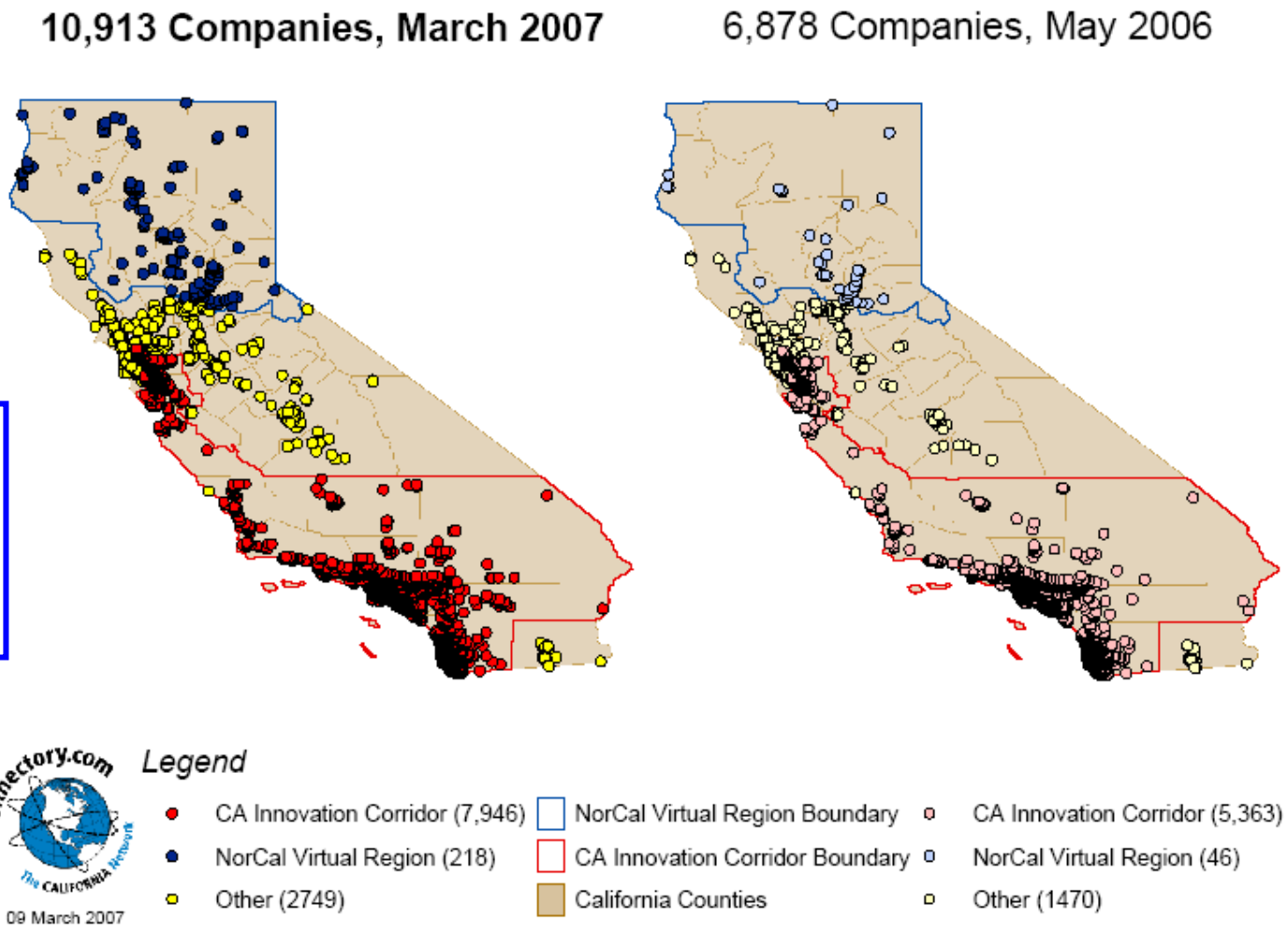
CIC Portal: Supports EDO/WIB Functions

- Company Contact Outreach/Management
- Site Surveys/Trade Shows
- Business Attraction, Retention & Expansion
- Trade Show Support
- Company/Community Inquiries
- Workforce Development
- Tech Sector Talent Needs Assessment
- Consortium/Alliance Development
- Strategic & Program Planning
- Inclusion of Underserved Areas
- Cluster/Subsector/Gap Analysis

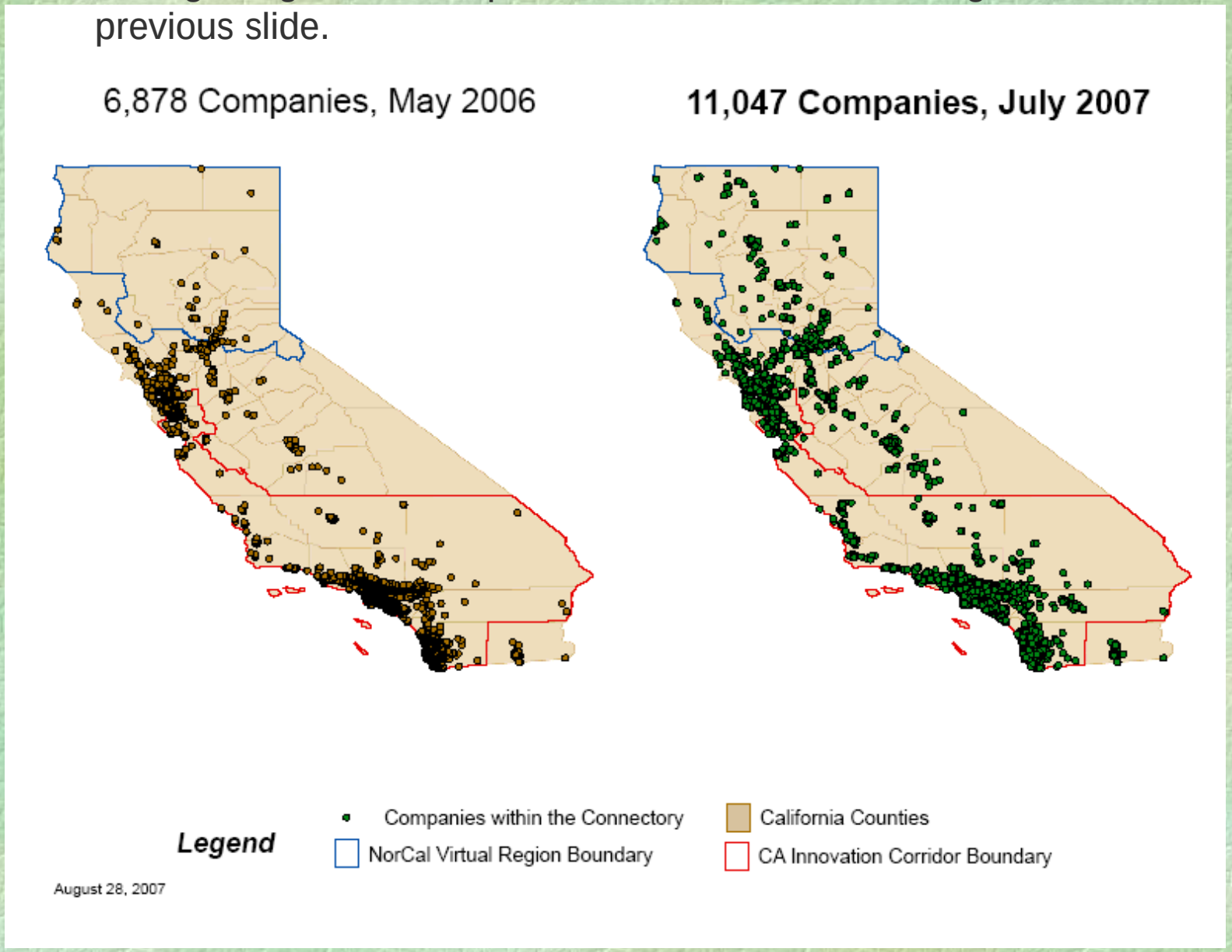
Connectory Population Growth Pre-/Post-WIRED Year 1

Companies – ONLY

Does not include Labs, Universities



I am getting a further update from this one that will go in previous slide.



How to Grow / Support Technology Clusters, Investors, and Sponsors

Jon Gregory
President and CEO
Golden Capital Network

The Small Business and Entrepreneur Continuum: Differing Needs and Stages

Innovative Growth Ventures in Large Markets

(***Technology, process, business model, intellectual property***)

↑

SME – Mature Industry

(***Textile, wood, fab – Est. manufacturers & resellers***)

↑

Local/Regional Small Business

(***Regional ISP, Restaurant, Gas/Food Market***)

↑

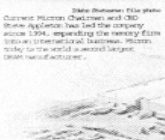
Self Employment/ Microenterprise

(***Cleaning Service, Local Artisan, Independent IT Consultant***)

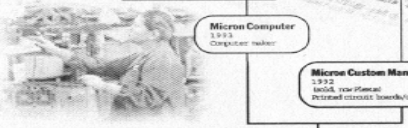
Sampling of GCN Innovation Alumni Presenters

Micron's founders started in Texas

Micron Technology was founded in 1978 by three engineers: Ward Parkinson, Dennis Wilson and Doug Pitman who worked for Mostek Corp. in Texas. The company initially provided engineering services to other firms, but founders quickly decided to go into manufacturing and built the southeast Boise plant that is now the area's largest employer.



Current Micron Chairman and CEO Steve Appleton has led the company since 1994, expanding the memory firm into an international business. Micron, today, is the world's second largest chip manufacturer.



A Micron PC operator assembles configured-to-order desktop personal computers ordered over the Internet and by phone.

Crucial Technology, a division of Micron Technology that is based in Meridian, sells computer memory directly to consumers via the Internet.

Challenges to growth have changed

It's easier to launch a new business today than 10 years ago, when HP moved into Boise, Parkinson says. There was less opportunity then because of the lack of infrastructure, said Ray Stefcik, who was responsible for bringing HP to the Treasure Valley in 1973 and who retired in 1994 after 10 years as vice president and general manager of the company's new storage group.

Now chairman of Extended Systems and president and CEO of The Network Group in Boise, he is another example of the area's entrepreneurial culture.

When it first got started in 1969, the Silicon Valley was less developed than it is here now, said Stefcik. But as infrastructure evolves, you get the rest of the things that go with it. It all helps foster this type of growth. We're seeing the beginnings of this now.

Of course, a critical difference between the start-up of other established tech centers and the boise of today is that two decades ago a technology revolution was surging forward. Today, very tech companies are in ruins, seeking merger opportunities or a sale, and most industry experts predict a slower, more conservative growth in tech spending.

While more infrastructure exists now – everything from better banking opportunities to better transportation services – no one thinks Boise will turn into another Silicon Valley anytime soon.

It's a severely different world, said David Nicol, president of Digivation Inc., a Meridian-based business research firm. The whole market is challenged in ways that didn't exist 20 years ago.

Julie Howard

Micron Construction* (sold, now Kentech) 1992 Building design/construction

Spektek* 1996 Component recovery/sales

Micron Systems Integration* 1993 Semiconductor equipment maker

Arrowrock 1998 Information technology services

PixTech* 1992 Flat-panel monitor maker

Micron Investments* 1993 Investments in related technologies

Crucial Technology* 1997 Memory module sales

Logical Solution 1998 Network software coding

Micron Technology* Founded in Boise 1978 Semiconductor – memory chip manufacturer

Edge Technologies* 1991 Personal computer manufacturer

Memory Applications Group* 1990 Made specialty memory and video cards for computers

Micron Computer 1993 Computer maker

Microe Custom Manufacturing Services* 1992 (sold, now Flextar) Printed circuit boards/component recovery

Micron Electronics* 1995 Computer maker

*Denotes partly or wholly owned subsidiary/affiliation of Micron Technology.

Human Oxygen 2001 HR recruiting/consulting

Contact Advertising 2000 Advertising agency

Webmillion 1999 Online lottery

Fiberpipe 2002 Web hosting/software

Design-Genetics 2001 Design engineering

Veratron 2001 Software

HostPro 1999 Web hosting/services

HR Precision 2001 HR consulting

EnerX Developments Inc. (sold) Software development for energy industry

Silent! 2001 E-commerce/Web development

Blackfin Technology 2000 Technology consulting/services

MicronPC 2001 Computer maker

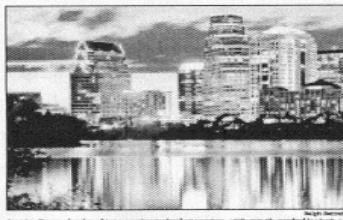
Interland 2001 (merger) Web hosting/services

etailgroup 1999 (closed) Online gift pro shop

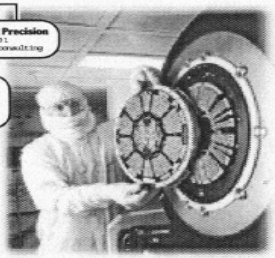
Austin, Boise: A tale of two high-tech cities

With so much in common, the cities could be cousins

By Julie Howard
The Idaho Statesman



Austin, Texas, developed into a major technology center, with growth sparked by just a few large tech firms. Boise, in Boise is such consanting compare the growing Treasure Valley to an Austin of 20 years ago.



An employee at Micron Technology's Southeast Boise plant, tests memory chips.

When Rob Hoeser moved to the high desert to lead a versatile high technology company, he looked around and observed a small city with an emerging tech community.

That was Austin, Texas, in 1978. The company – at the time known primarily for its low-tech typewriters – was IBM.

Today, Austin is one of the country's leading technology centers – the birthplace of Dell Computer, for instance – and boasts a leading technology-centered university.

Meanwhile, still calls Austin home, as a frequent visitor to Boise and as struck by the similarities of the two cities. He quickly draws a parallel between the histories of Boise and the Austin he first saw 24 years ago.

There is a similarity, and it comes in two flavors: there is a striking physical similarity and historically state capitals and Austin 20 years ago was a relatively provincial place, says Hoeser, 66, who retired as general manager of IBM's Austin facility in 1987.

In addition, two decades ago, Austin had just a few very large tech companies – Motorola, IBM, Texas Instruments – and those companies played a significant role in the building up of the University of Texas, Austin and the seeding of new start-up firms.

There is a multiplier effect that takes place downstream, said Hoeser of how a tech community a family tree develops.

This is a cyclical business, and Austin had the peaks and valleys. People have to do something when demand drops off for high-tech jobs, he said.

Hoeser's son Jeffrey, 32, is an example of that effect in Boise.

Jeffrey Hoeser moved to Boise in 1996 to work for Micron Computer, the predecessor to the eventual Micron Electronics.

The younger Hoeser stayed with the Micron family (when as Micron Electronics evolved, finally leaving a year ago when it was clear his job as chief technical officer and a senior vice president at Micron was threatened in the company lineup.

Teaming up with four other former MicronPC managers, Jeffrey Hoeser now is president and CEO of the start-up Design-Genetics, a firm that does high-tech design.

I had always wanted to do this, he said. The timing wasn't right before but the stars just aligned. Now there's a satisfaction of doing this on our own.

Jeffrey Hoeser remembers the Austin of his youth well. Like very in Boise is emerging tech worker, born to help but draw the comparison.

When I first moved here it reminded me so much of Austin, he said. There's a lot of diversity here with people moving in from all over the world. Austin had all the little towns around the outside of town.

Like Meridian and Nampa – and then in Austin it all grew together.

He sees a groundswell beginning as start-up proliferate through the valley.

This is a really dynamic market and there's a lot flying under the radar here, said Jeffrey Hoeser.

One glaring difference between the two cities is Boise's geographic isolation.

One of the disadvantages is the lack of direct access to other tech centers. Austin is a quick drive to Dallas, Houston or San Antonio, but if you want to leave Boise for Portland or San Francisco, you have to hop on an airplane, Jeffrey Hoeser said.

Boise, and his Boise, he's a long way to go to catch up with Austin. And, he adds, that's a not necessarily a bad thing.

There's a relatively low unemployment in Austin – there is a realistic industry second only to Nashville and the university has 50,000 students – he boasts. But growth has also added traffic, the infrastructure has not kept up with the growth and the town has lost the smaller town. It's still a very nice place to live – of course, it all depends on your point of view.

Jeffrey Hoeser remembers the Austin of his youth well. like very in Boise is emerging tech worker,

Tech has an effect on other companies

Call them Micron cousins.

For companies directly related to Micron or HP, there are very others that have indirect links.

There is quite the degree of separation between any of the companies in this valley, said Jefferson Lesell, managing director of Gladeth Technology in Boise. There are links to people at Hewlett-Packard, Cisco Labs, and the health care companies here.

As the job market broadens and more skills are imported into the community, there is more overlap between tech and non-tech companies, with executives from one industry moving to another.

In the end, as the tech sector grows, the entire community benefits, Lesell says.

If a broader set of skills and opportunities has resulted, strengthening the local economy, said Brad Hoyle, executive director of economic development for the Boise Metro Chamber of Commerce.

If Boise a reputation as an emerging technology area helps companies located here in marketing efforts abroad and exporting from this region to outside investors.

If as the area grows, more infrastructure is built that supports all industries – a stronger labor market, better universal typograpies, more educational opportunities.

Julie Howard

Six degrees of separation between Micron/HP, rest of Valley

If Micron and HP were to hold a family reunion, the entire Treasure Valley might need to be invited. It seems just about everyone has a link to the Micron/HP family tree.

We played the six degrees of separation game – the theory that everyone on Earth is connected by six degrees of separation – with some Treasure Valley residents approached at random at the Boise Town Square mall.

It didn't take long for participants to find a connection to HP or Micron. In fact, none needed to go beyond a second degree of separation.

Here's how they responded:

"My husband works as a technician at Micron, and all our friends work there."

Rachael Ober, Boise, 1 degree of separation

"My grandson works at MicronPC, and I have a nephew who works at HP."

Alberta Peden, Nampa, 2 degree of separation

"A friend of a friend of mine works at Micron. I don't know what he does, though."

Mike Brown, Boise, 2 degree of separation

"My son works out at HP. He doesn't work for HP but for one of their contractors at the HP site."

Shirley Flygal, Nampa, 1 degree of separation

"I worked at MCMS (former Micron subsidiary) for three years until I was laid off last September. I know a lot of people that worked at MCMS who now are at Micron Technology."

Larry Wilcutt, Nampa, 0-1 degree of separation

"I own stock in Micron. We have friends who work there and there's several from our church who work there."

Marlys Bishop, Meridian, 1 degree of separation

To offer story ideas or comments, contact reporter Julie Howard, jhoward@idahostatesman.com or 377-6628.

Hewlett-Packard's family tree spreads

Ray Stefcik is credited with bringing the Hewlett-Packard Co. into the Treasure Valley in 1973. Stefcik retired from HP and now serves as chairman of one of HP spinoff, Extended Systems, and president and CEO of another HP spinoff, the Network Group.

Hewlett-Packard Co. started the technology build-up in the Treasure Valley with a serendipitous decision to locate its new plant in northwest Boise in 1973. Over the years, a number of employees have left to start their own companies, adding to the area's tech sector. Extended Systems and CRI Advantage are two notable offshoots of HP's presence here.

Advanced Precision Machining 1981 Electronic components

Stratus Global Partners 2002 Marketing consulting

Avenue Me 1999 Personal shopper technology

In-System Design (sold, now Cypress) 1994 Data storage electronics

Metalcraft 1984 Commercial components and machined parts

Zero Defects 1982 Electronic contract manufacturing

Peripheral Imaging Solutions 2000 High-end disk drive manufacturer

RidgeRun 2000 (closed) Smartphone software

Coretronics 1994 Tryptek computer manufacturer

Hewlett-Packard Closed in-house facility in 1998 Digitizers, printers, electronics products

CRI Advantage 1988 Technology consulting/software

The Network Group 1994 Information technology consulting

Extended Systems 1984 Middle devices software

Loya Machine Inc. 1990 High-tech machining

Computrol 1983 Risk finder manufacturer

Sawtooth Ventures 1998 Venture capital

Sympet 1987 (closed) Design/manufacture personal robots

Apexx Technology (sold, now Intell) 1992 Software

Akers Capital 1999 Venture capital firm

Positron Systems 2001 Non-destructive testing/equipment

Smolek & Assoc. 1996 Consulting

Design Concepts International 1989 Electronic monitoring systems

Portsmith Inc. (sold, now Division of Mikilnyl) 1999 Software/hardware

Corporate MIS 1993 Computer network consulting

ProClarity (founded as Proxyal) 1998 Business database software

Telemetric 1999 Remote monitoring systems for utilities industry

Family Tree

From page 1

indirect connection with HP and Micron.

Without Micron and HP, it is clear that the Treasure Valley would be quite a different place. According to the state Department of Labor, high-tech companies in the Boise metropolitan area employ 18,600 people. State Department of Commerce statistics show that at least 40 of every 1,000 private sector workers are employed by high-tech firms. In addition, Meln believes up to two jobs are created in the economy for every high-tech position.

I think there would be a tech community, but not nearly with the breadth and depth of today, said Pehn, of a scenario without Micron nor HP had located in Boise.

The cycle is described this way: HP and Micron have the clout to attract talent from around the world. Those talented workers locate in Boise and after awhile decide to start their own business or are recruited to lead another local business.

The smaller start-up seeks its own talented crew, drawing from other local companies and developing a more narrow work force. That creates a deeper pool of experience that the larger firms can select from instead of having to recruit from out-of-state.

It's a natural for all get together: then you see the significant amount of activity that has come from these anchor companies, said Tim Lutzenhiser, principal with Akers Capital and a former employee of Extended Systems, which spun out of HP as a Boise plant.

Lutzenhiser, whose venture capital company now helps other young start-ups get financing, said the role that HP and Micron have played in spawning technology growth here is a typical pattern experienced in other communities.

It seems consistent with what you see in other emerging tech areas, he said. You see trace similar family trees in Portland, Seattle, the Silicon Valley where there were anchor tenants and and initial entrepreneurs. Over time, there is a generational effect.

Two distinct trees

There is a big difference between the HP and Micron family trees. Many of the direct offshoots from Micron were started as wholly-owned subsidiaries or divisions, and then slowly divested from under Micron's control. The farther away from the parent company the tree grows, the more independent start-ups occur.

In HP's case, however, start-ups flourish at all levels – directly from the main company and also spinning out of spin-offs.

Micron Technology has had some wonderful successes – and most of them are wholly-owned subsidiaries, said Ken Birch, who started up and now runs Fiberpipe, a software and Web hosting business.

Birch is responsible for what was Micron's most successful and most volatile spinoff, Micron Electronics. He worked for Gateway Inc. in Texas before moving to Boise to work at Micron Technology. While at Micron, he and two other workers had an idea for starting a computer company. The three invested $5,000 and Micron added another $75,000, recalls Birch, and the embryonic business process that resulted in Micron Electronics and MicronPC was on its way.

This is the most prolific bunch of tech companies I've ever seen, then a clean start-ups traced directly out of Micron Electronics.

The reason few start-ups come directly out of Micron is simple enough, Birch says.

It's a rare employee in a semi-conductor environment – you're building state-of-the-art components, he said, explaining that semiconductor engineers aren't likely to start their own semiconductor company because of the huge expense in equipment and facilities involved in the industry.

In addition, semiconductor processes are more engineered with stringent rules to avoid free thinking and experimentation are unlikely to be encouraged once a process is set into place.

At Micron, engineers are focusing on how many more components you can get out of a silicon wafer, Birch. It doesn't breed an enfeam amount of entrepreneurial activity because it's not a dynamic environment.

The entrepreneurial spirit has centered at a higher level, where experimentation – such as starting a computer company (Micron Electronics) or an electronics module company (MCMS) or a company that sells memory to consumers (Crucial) – has usually caused divisions. Where a company like HP might say a friendly garage to explore, who businesses a product that doesn't fit the HP product line, Micron was open to seeing into and controlling adjunct areas of business.

They've pulled back on doing those companies, also we're getting out of hard, said Birch, who fobs off a laundry list of various divisions Micron opened, then closed, over the years. It's hard to equate why some have failed so badly.

But once in the family, always in the family. While Birch a level-headed assessment of Micron could be interpreted as critical, the a nor his former employer. He values it as a still a family tie.

He often discusses here at Fiberpipe to Micron employees because they're part of the family, he says.

In contrast, the HP family tree appears much more diverse. The spin directly to a widely known fact among HP employees that the door swings freely, into and out of the company, for talented workers.

Rich Redmond, a vice president and general manager at the Boise, has been workers come, go and return.

HP has a culture that promotes individual responsibility, and there's a spirit of inventiveness and ingratitudeness, said Redmond, an HP employee for 21 years. we tend to hire really high-tech talent in this every area, and we're only one of the more attractive parts to come in the world.

On-the-job training and experience at a Fortune 500 company provides a strong background for employees to launch their own company, he said.

Make no mistake about it, we work hard to keep them here. We don't push people out the door, and we don't relish the thought of talented people leaving, he said.

Here in the Treasure Valley a tech community over the long-standing nature toward former employees and being willing to hire back those who didn't find the grass greener somewhere else

Also Boise's entrepreneurialism.

We've hired dozens of people back who left to try something else, said Redmond. Most HP those I know of, they look at San Diego, Corvallis (Ore.), the Bay Area, you'll find another company of companies started by people who left HP.

Ripple effect

While the Treasure Valley tech community has reached what a knee as critical mass – a significant enough size to propel the economy forward – future growth isn't guaranteed.

The last thing that could happen to your economy would be if Micron collapsed and HP cut off a bunch of people, said David Birch, president of Injection Inc., a Massachusetts-based business research firm. That would create even a stronger force.

Huh?

You take a whole bunch of very creative people who can choose to remain in the area, leave the area or start their own company and many of those people will start their own companies, he said. It's like throwing pin in the start-tank it almost kills you, but afterwards it's a very positive thing.

As strange as that theory sounds, studies actually confirm that more companies are started during economic downturns. And when layoffs are frequent and workers are forced to consider their options. When Boeing laid off thousands of workers in Seattle in the '70s, hundreds of new businesses popped up, Birch points out.

There were 300 or so new companies that came out of that because people didn't want to lease Seattle, he said.

In the Treasure Valley, layoffs also translate directly into new work hard to keep them here, we

Demystifying Entrepreneurs

- 50,000 foot level talk is pervasive
- Immerse yourself “in the trenches”
- Understand the mindset – read “Atlas Shrugged” by Ayn Rand
- Most approaches related to entrepreneurship are too generic
- Recognize the distinctions; respond accordingly

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Reasons For Starting the Business

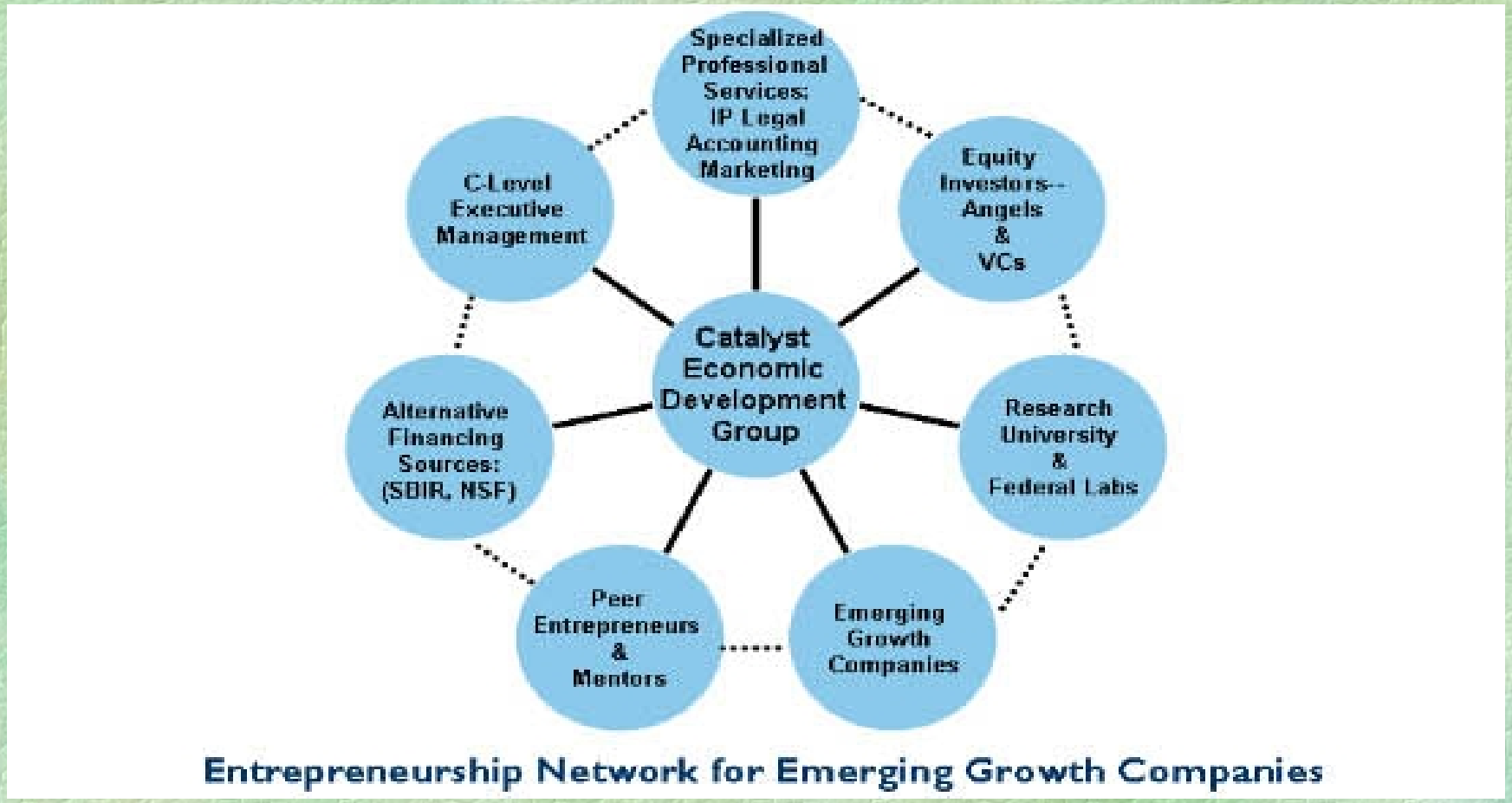
Microenterprise	Small Business	Growth Ventures
Self-Employment	Build profitable bus.	Change the World
Apply Basic Skills	Good Living	Get Wealthy
Improve Living Std.	Self-Starter	Feel superior to comp.
	Apply Experience	Challenge/Compet.

Market Size Distinctions

Microenterprise	**Small Business**	**Growth Ventures**
Neighborhood	**Mostly Local/Regional**	**National or Global**
Community	**Nat'l./Global Sm. Niche**	**Often $1B+ Mkt.**

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Entrepreneur Network



Most Common Nightmares

Microenterprise	Small Business	Growth Ventures
Tools Broke	Find/Retain Labor	Find Exec. Mgmt.
Client Won't Pay	Computer Crash	Find Investors
Employees Won't Show	New Competitor	Find Customers
	Managing Bus. While Away	Make Payroll
		Burn Rate
		Competitors
		Low-Cost Producer
		Hope Tech Works
		Security Breaches
		Get To Mkt. Faster

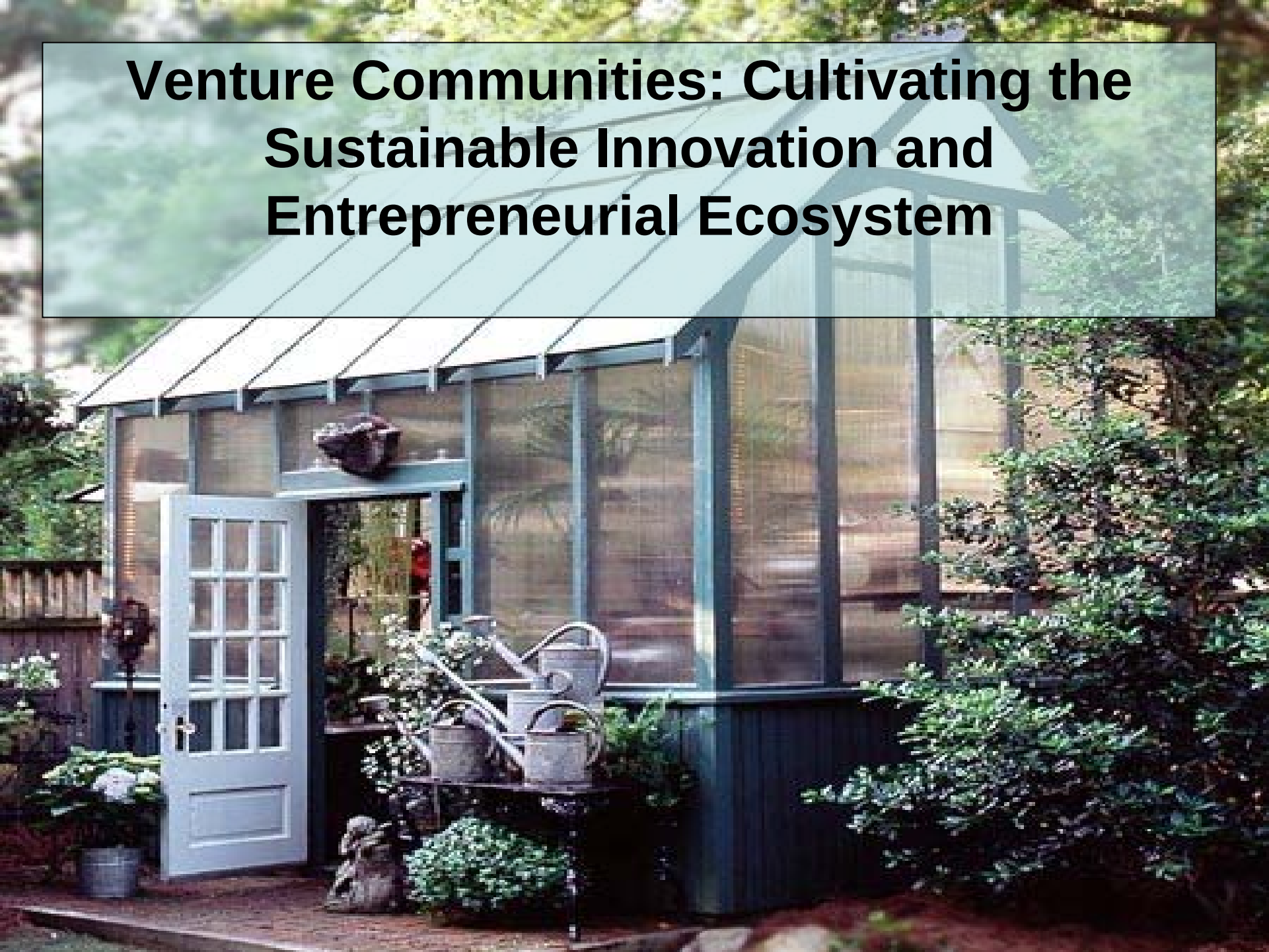
Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

TYPICAL OCCUPATIONS/STAFFING MODELS

Microenterprise	Small Business	Growth Ventures
Self-Employment	P/T Office Manager	Systems Test Engr.
Unskilled Labor	P/T Bookkeeper	Online Sales Manager
	Medical Biller	Software Engineer
	Dispatcher	Database Programmer
	Payroll Specialist	Web Developer
	Siding Installer	Data Quality Analyst
	Screen Printer	User Interface Engr.
	Kitchen Help	Research Scientist
	Advertising Sales	Clinical Consultant
	Counter Clerk	Workforce Manager
	Graphic Designer	Senior Test Engr.

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Venture Communities: Cultivating the Sustainable Innovation and Entrepreneurial Ecosystem



Eight Components Necessary to Build and Sustain the Eco-System

1) **Convene and Engage a Stakeholder Committee**
2) **Plan, Promote, Execute Kick-Off Event**
3) **Survey, Outreach, Classify, Capture**
4) **Growth Company and Entrepreneur Impact Plan**
5) **Angel Investor Impact Plan**
6) **Evaluation, Benchmarking, Reporting**
7) **Continue to Build “High Impact” Network**
8) **Change the Policy and Cultural Paradigm**

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Step #1: Stakeholder Committee

- Opinion leaders, local business icons
- Workforce investment, econ dev and chamber orgs
- Incubator/SBDC/SCORE and related reps
- Academics – Administrators and faculty -- Business, MIIS, Engineering Entrepreneurship
- Elected officials/policy leaders
- Venture capitalists
- Established CEOs/founders from industry
- Retired CEOs/executives from industry
- Startup and early stage growth entrepreneurs
- Angels and potential angels
- Private sector service providers
- Experienced advisors/mentors

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Stakeholder Committee: How Can They Help?

- **Promote**
  - Local champions to talk about your program
- **Help "Build" the Agenda for "Kick-Off"**
  - Speakers/Panelists
  - Serve as panel moderators
  - Local companies to Showcase
- **Recruit Sponsors to Cover Direct Costs**
- **Communication & Media Relations**
  - Newsletter, PR, E-blasts, advertisements
- **Advising and Mentoring**
  - Coaching the companies you will be showcasing

Advising/Mentoring

- Customer Pain/Problem Addressed
- Product/Solution/Technology
- Market Size/Addressable Market Segment
- Customers
- Competition/Competitive Advantage
- Management
- Financial Projections
- Execution/Go-to-Market Strategy
- Funding Stages/Milestones
- Capital Required/Exit Strategy

Elements of an Innovation Growth Entrepreneurship-Focused Event

- **Effective registration process**
- **Showcase innovation growth companies (and make it competitive)**
- **Hear from equity investors (angels and VCs)**
- **Feedback for Presenting Companies**
- **Executives, CEOs and other Heavy-Hitters panel**
- **Plenty of Networking**
- **Keynote if it adds the right value**

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

What CEOs Can Provide

- Tips and lessons learned for first-time entrepreneurs
- Insight on their future vision and goals
- Perspectives on strengths and weaknesses of the local business climate
- Most importantly, they add huge credibility!

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Step #2: Survey, Outreach, Classify, Capture

- Follow up e-mail with brief survey
- 3 different targets
- Key data for follow up (Action Category determination)
- Key data for measuring progress
- Build and grow continually

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

Step #3: The Growth Company & Entrepreneur Impact Plan

- **Assigning to an Action Category**
  - **Deal-Flow Stream**
  - **Communication Stream**
  - **Advising Stream**
  - **Networking Stream**

Golden Capital Network
GCN
Linking investors, entrepreneurs, professional services and capital

The Communications Stream

ArcWave Expands Sales Team and Opens New Office to Accommodate 60% Growth Rate for Wireless Last Mile Product for MSOs – Los Gatos

•KeyEye to Present Technical Paper at IEEE International Solid-State Circuits Conference – Sacramento

•Intellidot Announces Novation Contract – San Diego

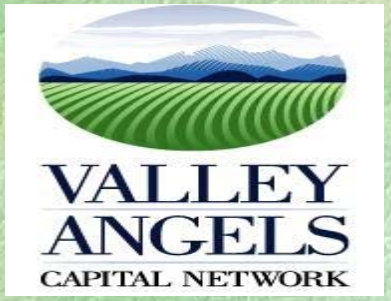
•WellDog Awarded $200k Grant to Develop Best Practices Guide for Coalbed Natural Gas Industry – Laramie, WY

•XCOR Announces $3.3M NASA Contract Through ATK, a $3.3B Aerospace Company – Mojave, CA

Step #6: The Angel Investor Impact Plan

- **Networking**
  - **Personal Relationships**
  - **Local Angel Group**
  - **External Groups**
- **Education**
  - **Risk Mitigation**
  - **Tax Implications**
  - **Valuation**
- **Investment Opportunities**
  - **Local**
  - **Extended**

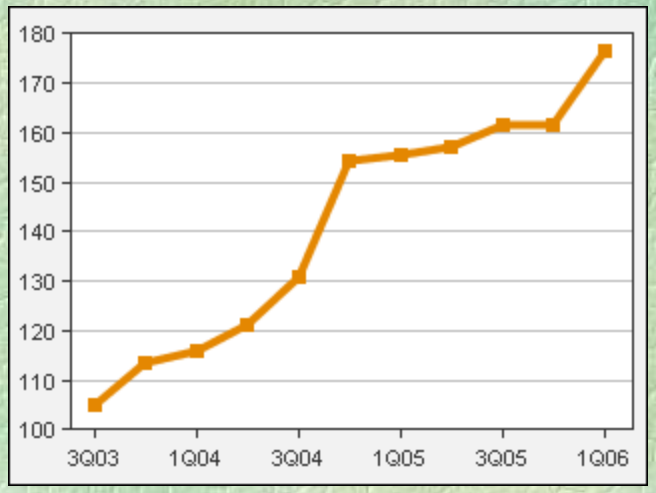
Angel Groups



Step #6: Evaluate, Benchmark and Report Progress!

The SARTA Technology Index™ is an innovative tool that measures the health of the regional technology economy by tracking the leading 50 high tech and life science companies driving its growth. Just as the S&P 500 acts as a bellwether for corporate America, the SARTA Technology Index™ is a barometer of how technology companies in the nine county greater Sacramento region are performing.

SARTA Tech Index - 1 Quarter - 2006



Contact Info for Venture Communities

Jon Gregory or Jim Mikles

Golden Capital Network

jon@goldencapital.net

jim@goldencapital.net

www.goldencapital.net

530-893-8828

How to Locate Industry Sectors / Individual Companies

Chuck Flacks

Policy Analyst

San Diego Workforce Partnership

What's In It For Us?

Should WIBs Become More Engaged?

- Innovative Clusters in Area
- New Collaborations
- New Sources of Revenue
- Searching for Workforce Answer

SAN DIEGO WORKFORCE PARTNERSHIP®

Innovative Clusters

In San Diego:

- Life Sciences and Biotech
- Wireless Communications
- High Technology

Powerful Intermediary Partners:

•BIOCOM, CONNECT, UC San Diego, EDC's, California Healthcare Institute

SAN DIEGO WORKFORCE PARTNERSHIP®

New Collaboration

- Bio-tech and Life Sciences
  - Web Portal
    http://www.biotechwork.org/
  - Biocom life sciences training program

    http://www.biocom.org/

SAN DIEGO WORKFORCE PARTNERSHIP®

New Revenue

- WIRED
- Competitive Grants from ETA
- Foundations
- Companies Themselves
- Local Economic Development Resources
- Fees For Services – in-house HR example

SAN DIEGO WORKFORCE PARTNERSHIP®

Workforce Answer?

- Research and Needs Assessment
- Best Practices Currently
- Examine Workforce Impacts if Not Too Early

SAN DIEGO WORKFORCE PARTNERSHIP®

Chuck Flacks

Policy Analyst
San Diego Workforce Partnership
3910 University Avenue, Ste. 400
San Diego, CA 92105-1326
619-228-2935
Chuckf@workforce.org
www.SanDiegoAtWork.com

Questions and Contact Us

Barbara Halsey
Executive Director
California WIB Investment Board
(916) 324-3425
barbara.halsey@cwib.ca.gov

Chuck Flacks
Policy Analyst
San Diego Workforce Partnership
619-228-2935
Chuckf@workforce.org

Jon Gregory
President and CEO
Golden Capital Network
(530) 893-8828
jon@goldencaptal.net

Jo Marie Diamond
Vice President
ECEDC, Connectory.com
(619) 258-3670
jo-marie.diamond@eastcountyedc.org

Raymond Wells
Manager, Tech Comm and Bus. Devpmnt
California Space Authority
ray.wells@californiaspaceauthority.org
(626) 440-0565 x105

Funding provided by Department of Labor, Employment & Training Administration: WIRED Initiative