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**#ACXchange**

# TRIPBOOK

**THE 5th AMERICAS COMPETITIVENESS  
EXCHANGE ON INNOVATION  
AND ENTREPRENEURSHIP**



Organization of  
American States

More rights  
for more people

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# THE AMERICAS COMPETITIVENESS EXCHANGES ON INNOVATION AND ENTREPRENEURSHIP

## ABOUT

The Americas Competitiveness Exchanges on Innovation and Entrepreneurship (ACE) are design to build networks around the Hemisphere, and the world to create better Innovation & Entrepreneurship Ecosystems. The ACEs create unique opportunities among high-level officials from the public, private and academic sector to advance commerce, accelerate business opportunities, and promote collaboration for all stake holders.

Leaders and decision makers experience firsthand successful projects and experiences in countries of the Americas, including advanced technology centers, innovation hubs, successful public-private partnerships projects, and strategic investments in various sub regions and cities in specific clusters, such as manufacturing, medical devices, water, agriculture, energy, and information and communication technology.

The ACEs are one on the main activities of the Inter-American Competitiveness Network (RIAC) that is design to facilitate the collaboration on the more than 200 successful experiences that OAS Member States shared in the 2012-2015 Signs of Competitiveness Americas Reports [www.riacnet.org](http://www.riacnet.org)

## OBJECTIVE

Increase commerce and trade between participating economies, accelerate business opportunities, develop partnerships for joint-research initiatives and transfer of innovative models, and foster collaboration opportunities/networks for all stakeholders, including participants and host sites.

## PARTICIPANTS

Decision Makers: Ministers/Vice Ministers or equivalent, members of Congress/Legislature/Parliament, Private Sector Leaders, Mayors or Senior Leaders from cities, Chancellors/Presidents/Vice Presidents of Universities, Presidents of Competitiveness Councils, Senior leaders of regional economic development partnership groups, or other key public or private sector individuals, among others.

## EDITIONS

**I ACE:** March 31 – April 4, 2014, States of Georgia, South Carolina and North Carolina, United States



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**II ACE:** August 11 – 15, 2014, Mexico DF, Aguascalientes and Guadalajara, Mexico



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**III ACE:** April 19 – 24, 2015, States of Minnesota, Wisconsin and Illinois, United States



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**V ACE:** April 10 – 16, 2016, Arizona and California, United States



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**IV ACE:** October 26 – 29, 2015, Province of Cordoba, Argentina

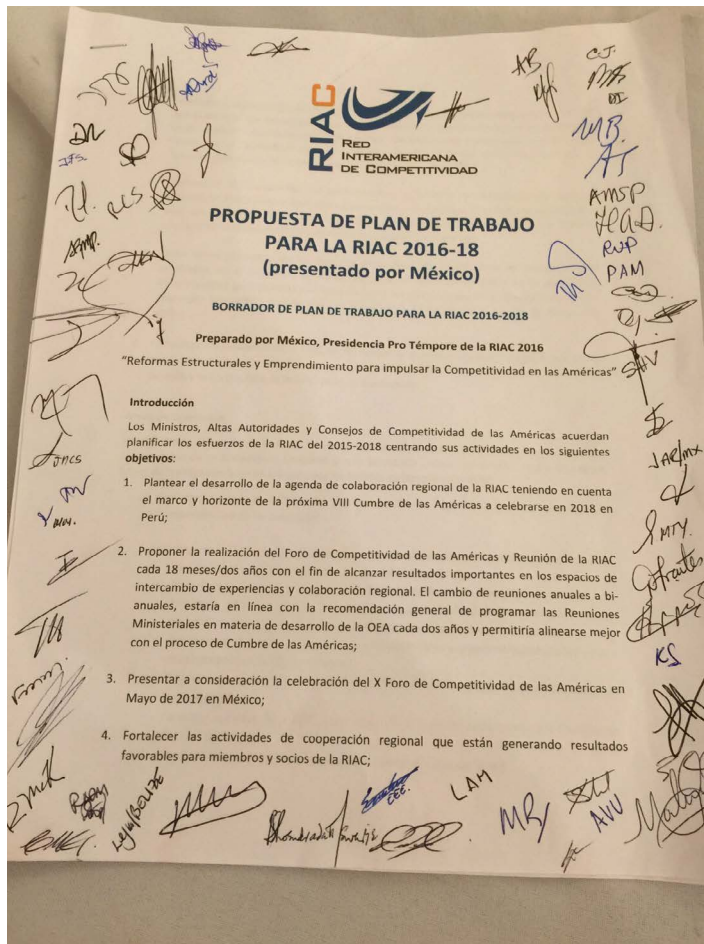


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**Canada will host the VI ACE in the fall of 2016**  
Dates to be confirmed.

# THE 5TH EXCHANGE AND ITS OBJECTIVES

The Fifth Americas Competitiveness Exchange on Innovation and Entrepreneurship (ACE) is an activity included in the Inter-American Competitiveness Network (RIAC) Work Plan for 2016-2018; signed by the Ministers, Viceminister and High-Level Representatives from the OAS Member Countries, in the month of November during the RIAC Annual Meeting 2015 in Guatemala City, during the IX Americas Competitiveness Forum.



This week tour will showcase catalytic drivers such as advanced technology centers, innovation hubs, public-private partnerships, and strategic investments in the U.S. States of Arizona and California, including the cities of Phoenix, AZ; Chandler, AZ; Gilbert, AZ; Oracle, AZ; Tucson, AZ; Yuma, AZ; Imperial Valley, CA; and San Diego, CA.

The ACE is the ideal opportunity for decision makers to establish long-term global/regional partnerships and to see the results and best practices of economic development in the Americas that seek to strengthen innovation and entrepreneurship ecosystems.

# CONVENING INSTITUTIONS

The V ACE is convened by the Inter-American Competitiveness Network (RIAC), the Government of the United States, through its U.S. Department of Commerce (the International Trade Administration (ITA) and the Economic Development Administration (EDA)); the U.S. Department of State-Permanent Mission of the United States to the OAS; the Government of Mexico, as Chair Pro Tempore of RIAC 2016-2018 and the Organization of American States (OAS) as the RIAC Technical Secretariat.

# PARTICIPANTS

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# Sandra Avanella Joseph



**Permanent Secretary**



**Ministry of Trade, Commerce and Industry**



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**Antigua & Barbuda**

**Sandra Joseph** is the Permanent Secretary of the Ministry of Trade, Commerce and Industry, Sports, Culture and National Festivals. In that capacity, Sandra has responsibility for the technical and administrative functioning of the Ministry and reports directly to the Minister. Based on the Administration's policy objective of robust, national economic growth, the Ministry's mandate is to facilitate investment (both foreign and domestic) and entrepreneurship and assist SMEs in becoming more competitive. Sandra has been in that position for just over a year and has already successfully staged the National Trade EXPO in 2015, which showcased over seventy (70) SMEs, ranging from light manufacturing to Creative Industries. Currently, the Ministry is in the process of planning a second EXPO based on the Creative Industries, while simultaneously building a platform to help definite and measurable takeoff of this sector. The Ministry is also in the process of developing a formal policy and strategy as major tools to service relevance and economic diversification. Prior to her appointment as Permanent Secretary in the Ministry of Trade, Sandra served as Permanent Secretary in the Ministry

of Foreign Affairs for approximately three (3) years. Sandra has an undergraduate degree (double major) in Sociology and Political Science and a Master's Degree in International Trade Policy.

## Interest in the tour:

Further the Ministry's entrepreneurship and innovative agenda with an emphasis on sustainability. The Prime Minister has articulated a policy to promote youth and women entrepreneurs. A specific fund was also instituted to facilitate innovative startups.

## Bernardo Tinti



Assistant to the Subsecretary of Federal and Sectorial Articulation



National Ministry of Production, Argentina



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Argentina

**Bernardo Tinti** is currently assistant to the Subsecretary of Federal and Sectorial Articulation at the National Ministry of Production, Argentina. An economist, he graduated from the National University of Córdoba, Argentina, where he served as assistant to the Minister of Industry, Trade, Mining and Science during 2014 and 2015. Previously, he worked in the private sector as a Junior Economist at the Institute for Economic Investigations at Córdoba Stock Exchange, and as a research assistant for the Institute of Economics and Finance of the National University of Córdoba. He has publications in the area of international trade in journals such as “Boletín Informativo Techint” and “Informe Macroeconómico para el Desarrollo – Universidad Católica de Argentina”.

### Interest in the tour:

Especially interested in sites related to manufacturing and energy, since those are key areas for Argentina's development in which the Ministry has influence. His contribution will be focused on providing a southern Latin reference to other participants, and offering the possibility to host institutions to get to know similar institutions in Argentina and establish links.

# Lejia Melanie



**Enterprise and Innovation**



Belize Trade and Investment Development Service (BELTRAIDE)



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**Belize**

**Lejia Melanie Gideon** is the General Manager for Enterprise and Innovation Division at the Belize Trade and Investment Development Service (BELTRAIDE). Within the division, she oversees three technical units, which are EXPORTBelize, Small Business Development Centre (SBDCBelize), and Belize Training and Employment Centre (BTEC). The EXPORTBelize fosters an environment that promotes diversification and competitiveness of Belize's export sector through promotion of Belizean products and services, along with needs-based, capacity-building initiatives and services. SBDCBelize provides customized needs-based services to entrepreneurs, start-ups, and established businesses to facilitate their competitiveness through growth. BTEC provides on-demand industry-specific job preparedness trainings to first-time workforce entrants and those who would like to be retrained in a new field.

## Interest in the tour:

The tour's exposure to S&T and R&D facilities in the US will better guide the implementation of existing policies and initiatives in the country. For example, BELTRAIDE has just broken ground on an enterprise and innovation institute, in partnership with the University of Belize. The facility will have the country's first business incubators, agro-processing and digital incubator. This institute is the first phase of a great Innovation Hub to also be developed at the University, allowing for R&D and S&T activities.

# Nilda Riverol



**Manager**



Small Business Development Center (SBDCBelize)  
Belize Trade and Investment Development Service



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**Belize**

**Nilda Riverol** is Manager of Belize's First Small Business Development Center, Belize (SBDCBelize) which was launched in October 2012. The Centre falls under the Enterprise and Innovation Division of the Belize Trade and Investment Development Service (BELTRAIDE). Among her responsibilities, Riverol plans, manages and executes enterprise development programs, develops strategies to strengthen programs, engages in strategic planning, exploring networking and partnership opportunities. One successful illustration of her work is the development of SBDCBelize's model, which was a result of many strategic partners' involvement, and currently has been used as a best practice in many other CARICOM countries. Nilda holds a Bachelor of Science in Management, and a Master's Degree in Business Administration –Technology Management. Currently she is postulating for a Master's in Project Management.

## Interest in the tour:

In 2015, following attendance in the 3rd Americas Competitiveness Exchange (ACE), BELTRAIDE launched its Belize Enterprise and Innovation Institute (BEI2), which will host not only SBDCBelize, but a number of incubators, a Research Centre, and an International Trade Center. V ACE can surely offer exposure to us as it relates to best practices, models currently being implemented and streamlined to the environment of Belize. Sites of interest are incubators that have a focus on agribusiness-agroprocessing or other related services/products.

# Luis Guillermo Pou Munt Serrano



**Chairman**



National Chamber of Exporters of Bolivia,  
& Majority Shareholder and General Manager, Business Group Pou Munt



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**Bolivia**

**Guillermo Pou Munt Serrano** is, since 1993, the majority shareholder and General Manager of the Business Group Pou Munt, a private venture dedicated to developing solutions to address complex problems in the export industry. Starting as a small business, the business is now 21 years old. Two of the group's companies, EOCE and CEAS, are well known and recognized by their extensive experience in advising the largest Bolivian companies in sectors such as mining, agriculture, agro-industry, textiles, leather, wood, plastics, pharmaceutical, logistics, free zones and other sectors. More than 83 companies have been operated and advised during these 21 years.

Mr. Pou Munt is also the Chairman of the National Chamber of Exporters of Bolivia, a Chamber established in 1969 and which is the major representative of companies focused on exporting, with over 1200 members from all over the country. Its main objectives are to promote exports, defend SME's interests and facilitate their participation in the economic and social development processes. This responsibility has allowed Mr. Pou Munt to build an important networking and maintain interactions with businesses and government authorities in order to propose and adopt key policies for increasing and improving Bolivian exports.

## Interest in the tour:

Mr. Pou Munt is interested in the areas of water, agriculture and energy. He believes that the combination of these three elements is key to sustainable development in companies, towns, cities and countries. For this reason, he works to develop biotechnologies that involve these three scopes of entrepreneurship.

# Jorge Almeida Guimarães



 **President**

 EMBRAPII (Brazilian company on research and industrial innovation)

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**Brazil**

**Jorge Almeida Guimarães** currently is the President of EMBRAPII, Brazilian Enterprise for Industry and Innovation Research. He holds a Ph.D. from Federal University of São Paulo and a post-doctoral in Biochemistry from the National Institute of Health (NIH) – USA. Previously, he has held several teaching and research positions in different Brazilian Universities, including the Federal University of Rio de Janeiro, Federal Fluminense, and Rio Grande do Sul. He also worked as a Visiting Research Fellow at the Henry Ford Hospital, Cornell University Medical College and at the University of Arizona. He has published 170 scientific articles in international journals and two dozen other texts about science policy in Brazil. He has been Chief Executive Officer at the Science and Technology Government Agency of Brazil. He is recipient of several prizes and awards, including the Brazilian National Great Cross of the Order of Scientific Merit.

## Interest in the tour:

As the Head of a major company fostering Science, Technology and Innovation in Brazil, Mr. Guimarães believes the ACE to be of great value for understanding the state-of-the-art technologies and looks forward to make new acquaintances and connections with relevant leaderships in the field of innovation.

EMBRAPII is funded by the Brazilian Ministry of Science, Technology and Innovation and the Ministry of Education of Brazil.

# Marli Elizabeth Ritter Dos Santos



 **Director of the Technology Transfer Office**

 Pontifical Catholic University of Rio Grande Do Sul

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**Brazil**

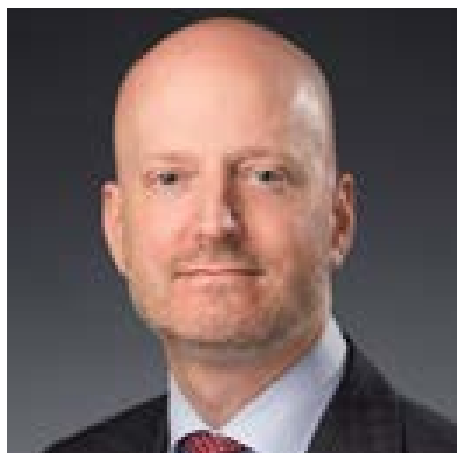
**Marli Elizabeth Ritter dos Santos** is the Director of the Technology Transfer Office at the Pontifical Catholic University of Rio Grande Do Sul, Brazil. She is in charge of the implementation of institutional policies and procedures concerning intellectual property and technology transfer management. She holds a Ph.D. in Administration Sciences (2005) from the National Autonomous University of Mexico, and has over 15 years of experience in innovation and technology transfer management. Mrs. Ritter dos Santos has given courses and lectures on intellectual property and academic technology transfer management in Brazil and abroad. She has also published numerous articles on the topic and has actively participated in international seminars and workshops sponsored by WIPO in Cuba, India, Mexico, Chile, Rio de Janeiro, Curitiba, Montevideo, Mexico and Peru, among others. She is a member of the Association of University Technology Managers (AUTM); member of the Board of Directors of the Brazilian Association of Innovative Enterprises (ANPEI); and has been President of the Brazilian Forum of Innovation and Technology Transfer Managers (FORTEC). In February 2015, she

was assigned to the Innovation Management Committee of the Ministry of Science, Technology and Innovation of the Government of Brazil.

## Interest in the tour:

Mrs. Ritter dos Santos is interested in providing knowledge and strategic partnerships to two Brazilian Associations: 1) the National Forum of Innovation and Technology Transfer Manager, and 2) the National Association of Innovative Companies.

# Mitch Davies



**Assistant Deputy Minister**



Strategic Policy Sector, Innovation, Science and Economic Development



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**Canada**

**Mitch Davies** is the Assistant Deputy Minister, Strategic Policy Sector, responsible for providing policy leadership and advice to the Deputy Minister and Minister of Innovation, Science and Economic Development (formerly Industry Canada) on microeconomic policies driving Canadian prosperity and policy direction for Canada's innovation policy, marketplace framework policies, including with regard to telecommunications, foreign investment, intellectual property, internal trade, competition policy, and corporate law and insolvency. In addition, Davies is responsible for the department's regional offices.

Prior to his current position, Davies concurrently served as Assistant Deputy Minister of Investment Review, responsible for policy development and administration related to the Investment Canada Act, and as Associate Assistant Deputy Minister of the Science and Innovation Sector, providing policy support on, and delivering programs under, Canada's science and technology strategy, including the delivery of the Strategic Aerospace and Defense Initiative (SADI).

Prior to joining Industry Canada, Davies was Director General of the Corporate Secretariat at Human Resources and Social Development Canada and held a number of other executive positions in the federal government.

## Interest in the tour:

Participation in the ACE is an opportunity to experience the success of advanced technology centers, innovation hubs, public-private partnerships and strategic investments in key U.S. sectors, and establish relationships with key counterparts, to further the department's mandate objectives: to help businesses grow, innovate and export so that they can create good quality jobs and wealth for Canadians.

## Jennifer Miller



**Director,**



Emerging Technologies, Manufacturing and Life Sciences Branch  
Innovation, Science and Economic Development Canada



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**Canada**

**Jennifer Miller** is the Director of Emerging Technologies in the Manufacturing and Life Sciences Branch of Innovation, Science and Economic Development Canada. Prior to taking on this role, she was the Director of Policy Innovation at the Privy Council Office (PCO), where she established the Central Innovation Hub and led the secretariat supporting the Deputy Ministers' Committee on Policy Innovation. Previous positions at PCO included Chief of Staff (Plans and Consultations), Senior Analyst (Economic portfolio, Priorities and Planning), and Analyst (Social Development Policy). She also worked on various issues related to post-secondary education over several years at Employment and Social Development Canada. She holds a BA (High Honours) from the University of Saskatchewan and an MA from Dalhousie University.

# Mark Warren Lehman



 **Executive Director (Ontario)**

 Strategic Policy Sector Innovation, Science and Economic Development

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**Canada**

**Mark Lehman** holds the position of Executive Director for Innovation, Science and Economic Development Canada (ISED), responsible for the Ontario region. In this role, he maintains relations with ISED stakeholders across the province, engages with the Ontario Government on issues and priorities related to the Department, and promotes ISED policy and program initiatives.

Mark's previous position was Director of Canadian Intergovernmental Relations at the Government of Ontario, where he was responsible for leading Ontario's intergovernmental agenda including the Premier's participation in the Council of the Federation, joint Ontario-Quebec Cabinet meetings, and bilateral, multi-lateral negotiations and key files including trade, labor mobility, and health care since 2008.

In 2006, Mark served as Senior Manager of Federal-Provincial Relations. Prior to this, he held several positions at the Ministry of Public Infrastructure Renewal and played a leadership role in the development of the Growth Plan for the Greater Golden Horseshoe

and led development of capital projects. From 1993 to 2000, Mark held positions at TerraLink Technologies Ltd, a leading multi-national technology systems integrator, as Finance Director, and Executive Director.

Mark has a B.A. in Environmental Studies, a B.A. in Sociology, and a Master of Arts in Political Science from the University of Toronto.

## Interest in the tour:

The ACE provides the opportunity to develop relationships with counterparts so as to advance Canada's objectives regarding business growth, innovation and exports.

# Gerald Edward Salembier



**Assistant Deputy Minister**



Western Economic Diversification  
Government of Canada



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**Canada**

**Gerry Salembier** is Assistant Deputy Minister for Western Economic Diversification Canada (WD) in British Columbia (BC) and Co-Chair of the BC Federal Council. The only federal department headquartered in Western Canada, WD promotes the development and diversification of the western Canadian economy, coordinates federal economic activities in the West, and reflects western Canadian interests in national decision-making.

Salembier holds an Honors Bachelor of Commerce degree and an M.A. in International Affairs. He began his career with the Institute for Research on Public Policy. He subsequently joined the Department of Finance where he provided advice on Canada's trade policy. In 1991, he was seconded to Geneva to work on the Uruguay Round of trade negotiations, resulting in the creation of the World Trade Organization, and has served on trade dispute settlement panels.

On his return to Ottawa, Salembier held executive positions covering a range of policy issues including transport, infrastructure, innovation and telecommunications.

## Interest in the tour:

Tour sites of particular interest are innovation hubs including incubators and accelerators, life sciences centres such as the genomics research institute, and other institutes focused on renewable energy or clean technology solutions. Also of importance are marine and coastal topics, along with visits to organizations focused on leveraging technological applications to the natural resource sectors.

Western provinces constitute 38 percent of Canada's GDP, and the BC region serves as a primary gateway to international trade. The tour will provide insight into successful models of intergovernmental collaboration, and emerging areas of innovation in international markets.

# William George Mantel



**Assistant Deputy Minister**



Research, Commercialization and Entrepreneurship  
Ontario Ministry of Research and Innovation



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**Canada**

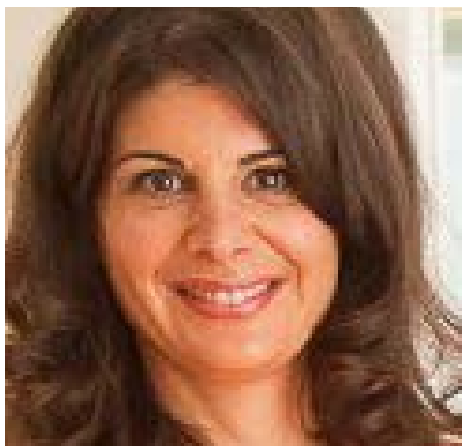
**William George Mantel** is the Assistant Deputy Minister for Innovation in the Province of Ontario, Canada's largest and most populated province. Ontario has over one third of the country's inhabitants, about 40 percent of the national GDP, and half of Canada's research and development capacity and annual turnover. In this capacity, Mantel manages Ontario's investments in research – both basic and applied, commercialization and entrepreneurship – and has responsibility for connecting these investment portfolios together, to architect Ontario's innovation system, the Ontario Network of Entrepreneurs. The system is made up of 44 universities and colleges, 18 Regional Innovation Centers, 57 Small Business Enterprise Centers, and 13 business advisory offices. The centers include the burgeoning start up and technology regions of Waterloo and Toronto. Since 2013, the Ontario Network of Entrepreneurs has assisted the startup and growth of 11,000 companies that have garnered \$3.0 billion in risk capital resulting in 30,000 jobs for the province. Mantel, along with his passionate team, is always looking to stay at the cutting edge of technology-based business acceleration and growth strategies. He is now developing strategies to support the

scale-up of companies from \$5M annual revenues to \$100 M and beyond. He has been the leader of these strategies since 1999, and helped to create North America's first Ministry of Research and Innovation in 2005, when the then-Premier of Ontario became the first Minister of Research and Innovation.

## Interest in the tour:

Mr. Mantel target is to bring back one or more of the following: new strategies and tactics for accelerating the innovation capacity, validating which of the current strategies is working or not, building out a network of experts to use as sounding boards and collaborators.

# Lissa Bridget Matyas



**Director of International Partnerships**



**MITACS**



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**Canada**

**Lissa Matyas** is the Director of International Partnerships at Mitacs, a Canadian not-for-profit whose mandate is to build partnerships between academia, industry and the world to create a more innovative Canada. She has twenty years of experience in the fields of graduate education, policy and professional development, graduate student recruitment and retention (both international and domestic), university strategic planning, stakeholder relationship management, marketing and public relations. She comes to Mitacs from McGill University where she held the position of Director of Graduate and Postdoctoral Studies and prior to this, Director of Graduate Enrollment Management. Matyas holds a Greenbelt in Lean Six Sigma from Fujitsu Canada, as well as a Master of Science in Administration degree with a concentration in Marketing and a Bachelor of Fine Arts degree, both from Concordia University. She sat on the Board of Directors for the Canadian Association of Graduate Studies.

## Interest in the tour:

Given that Mitacs has the mandate to strengthen innovation and entrepreneurship ecosystems in Canada, the tour will provide the opportunity to share best practices with colleagues from the Americas with similar mandates within their country and cultivate global innovation networks on behalf of Canada. Further, Ms. Matyas plans to identify and partner with appropriate organizations to facilitate the mobility of young researchers to undertake applied research projects in both directions.

Mitacs is in a unique position as it represents all Canadian universities, and is funded by both the federal government and the provinces, and work with over 3000 Canadian companies. Mitacs has developed a unique model to solve business challenges with research expertise, matching funds and one-to-one support.

## Eric Hogeterp



**Senior Policy Analyst, International Affairs**



Innovation, Science and Economic Development



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**Canada**

**Eric Hogeterp** has worked in the Strategic Policy Branch at Innovation, Science and Economic Development Canada since 2007, where he helps coordinate departmental engagement on Canada-US, Canada-US-Mexico and other international initiatives. Prior to this, he worked as a policy advisor to the Minister of Industry and as a legislative assistant on Parliament Hill. Eric has a BA from Redeemer University College and an M.A. in political science from Carleton University. He lives in Ottawa with his wife and three sons.

# Alvaro Amaya



**General Director**



Colombian Sugarcane Research Center, Cenicana



[aamaya@cenicana.org](mailto:aamaya@cenicana.org)



**Colombia**

**Alvaro Amaya** is at present the Director General of the Colombian Sugarcane Research Center, CENICANA, in Cali, Colombia. His responsibilities include: 1) the coordination of the research activities for the development or validation of technology required for the Colombian sugar industry. 2) technology transfer and training; 3) project prioritization; 4) management of financial resources. Alvaro Amaya has a BS degree in Agronomy from the Colombian National University, a M.Sc. degree in plant genetics from Kobe University, Japan, and a Ph.D. with a major in genetics and plant breeding from the University of Florida, USA. His entire career has been in plant research and research management. His research work has contributed to significant advances in productivity for cane and sugar in Colombia.

Amaya's responsibilities also deal with the coordination of projects related to sustainability issues. Water use in cane fields has been reduced to half because of improvements in irrigation systems and genetic selection of varieties that demand less water in the growing cycle.

Part of Alvaro's responsibilities deal with the permanent interaction with stakeholders and the community, which has been the driver for defining policies, funding, and evaluation of the progress accomplished. This joint work is reflected in the social and economic impact of the sugar industry that generates employment and welfare in the region where sugarcane and sugar is produced.

## Interest in the tour:

Among the target clusters, Mr. Amaya is interested in water, agriculture and energy. As a first priority, water with a focus on use efficiency and irrigation systems for agriculture.

Being a research center open to ideas and partnerships, we can participate in collaborative projects. We can be a host organization for visiting scientists or researchers interested in participating in our projects. CENICANA keeps close interaction with most of the research organizations of sugar industries worldwide.

# Daniel Quintero



**General Manager**



iNNpuls Colombia  
Main Government Agency for Innovation and Entrepreneurship



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**Colombia**

**Daniel Quintero Calle** is CEO at iNNpuls Colombia. He is an Electronic Engineer from the University of Antioquia, has an MBA from Boston University, and has a specialty in Finance from the Universidad de los Andes. He has also studied Public Finance Administration at Harvard University as well as Government and Public Administration at the Universidad Javeriana, Colombia. His experience and track record as an entrepreneur and innovator in the IT sector led him to start, in March 2015, iNNpuls Colombia, the Government agency for the support of entrepreneurship and innovation. He is also a renowned peace activist in Colombia.

iNNpuls has 3 focuses: 1) change the cultural mindset, which means changing the way people think about innovation, entrepreneurship and productivity through awareness campaigns and events; 2) increasing by 15% the productivity of SMEs in Colombia; this can be accomplished by developing open calls for proposals for SMEs, focused on scaling-up their productivity and preparing them for exports in new markets; and 3) financing early-stage companies, open innovation programs and capacity-building programs.

iNNpuls is constantly participating and giving as many possible inputs on all the national policies regarding innovation, entrepreneurship, and business development.

## Interest in the tour:

Currently iNNpuls is undergoing a restructuration process and a strategic and a service model change. Mr. Quintero would like to validate the new strategies with the host sites and get as much feedback as possible from experts and leaders. He is also interested in learning from the different initiatives that the public and private sectors are developing in the sites.

## Juan Carlos Alvarez



**Strategic Advisor**



iNNpuls Colombia



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**Colombia**

**Juan Carlos Alvarez** holds aMBA from the Monterrey Technological University, Mexico, with a degree in Administration and Management Project from the same University. In his career path, he has experience in both Market Intelligence and International Business Incubation and Business Acceleration. In 2014, he returned to his country and joined iNNpuls Colombia as a strategic advisor to the management team.

# Carlos Mora



**Vice Minister**



Ministry of Economy, Industry and Commerce



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**Costa Rica**

**Carlos Mora**, Vice Minister of the Economy, Industry and Commerce of Costa Rica, focused on improving competitiveness of the productive sectors so they may face fewer market accessibility barriers. He monitors fluency in the goods and services markets through studies and economic research. He is responsible for the Competition Promotion area, aimed at preventing anti-competitive practices in the market. He is currently working on generating Productive Development policies.

The position allows Vice Minister Mora to participate in the country's Economic Council and its Competitiveness Council as well where major economic policies on these subjects are adopted. On the other hand, he represents Costa Rica in the Inter-American Competitiveness Network (RIAC), which gives him firsthand knowledge of these topics.

## Interest in the tour:

To experience first-hand successful projects and good practices in the U.S. Southwest of advanced technology centers, innovation hubs and other places to help entrepreneurs in an economy like Costa Rica's.

# Carlos Miguel Peña Quintana



**Founder Director**



Costa Rica Emprende Foundation



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**Costa Rica**

**Carlos Peña**, Founder Director of Costa Rica Emprende Foundation. is; a social enterprise that endorses, coaches and supports 600 enterprises in the country. Peña oversees the contracts of the office and follows up each enterprise results. Before founding Costa Rica Emprende Foundation, Peña worked as a paralegal and later associate lawyer in the best law firms in the country. Moreover, at the age of 21 he was hired as a Congress adviser in the area of political communication and economic advising, learning all the networking skills currently used.

As Founder Director he has access to politicians and influence new ideas that can turn into new policies. His goal is creating a deeper effort on reducing red tape, increasing credit access and innovating at lower costs based on the experience acquired. He has close relations with officers such as Geaninna Dinarte (Viceministry of Economics), Manuel Gonzalez (External Affairs Ministry) or his former boss Mayi Antillón (Former Minister of Economics).

Peña has offered trainings in Honduras and Mexico and has a vast network in all Latin America due to his former position as President of Costa Rican Young Arbitrators. Costa Rica Emprende has a great relationship with universities in the USA who send interns during the year and they conduct high impact work.

## Interest in the tour:

The particular interest is to learn about other incubators and how other countries are conducting entrepreneurship. With the knowledge acquired, Peña will seek drafting new entrepreneurship policies for Costa Rica and increase Costa Rica Emprende's impact in the community.

# Esther M. Thomas



**Permanent Secretary**



Ministry of Commerce,  
Enterprise and Small Business Development



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**Dominica**

**Esther M. Thomas**, since 2014, is the Permanent Secretary of the Ministry of Commerce, Enterprise and Small Business Development. She holds development studies from the University of Cambridge (UK), and graduated in Economics at the Summa Cum Laude Tuskegee University (Alabama, USA). The Ministry is the focal point for the development of the private sector, enterprise, factories, manufacturing, and industries in Dominica. As Permanent Secretary, she provides daily technical and administrative advice and guidance to the Ministry's operation, and is responsible for the implementation of the budget of the Ministry and the administrative manager for a staff of ten (technical and administrative). Prior to this position, PS Thomas was the Permanent Secretary of the Ministry of Social Services, Community Development and Gender Affairs and the Ministry of Tourism and Legal Affairs. She was instrumental in the execution of Community Tourism in at least nine of the communities and the advancement of social safety net programs at the Ministry of Social Services.

From 1998-2001, she served as Second Secretary at the Organisation of Eastern Caribbean States (OECS) Mission in Brussels.

## Interest in the tour:

The diverse participants' experiences that will be shared during the Exchange will enable PS Thomas to derive best practices that are adaptable for improving the development of entrepreneurs in Dominica.

The development of Micro, Small and Medium Enterprises is a priority for the Government of Dominica, and each financial year (July 1 to June 30 of the following year) funds are allocated for providing assistance (technical and financial) to people all over the island who are seeking to expand MSMEs and develop themselves as established/formal entrepreneurs.

# Sandra Marina González



**Executive Director**



Investment Climate and Competitiveness  
Ministry of Economy, Planning and Development



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**Dominican Republic**

**Sandra Marina González** is a professional with over 10 years of experience in strategy planning, public policy design, monitoring and evaluation, including private sector development, business climate and competitiveness.

She joined the Ministry in 2006 as the advisor of the Minister of Economy, in the area of public policy evaluation and indicators. There, she coordinated the U.S. Government Developing Program “Millennium Challenge Corporation”, in which she was responsible for the design and implementation of an agenda of policy reform strategy to improve the country’s underperformance indicator in the governance, social and economic freedom category. She has the capacity to propose political reforms to improve the investment climate and competitiveness in coordination with others institutions in charge of implementing economic policies. For example, facilitate financial incentive to entrepreneurs who use the single window shop for new business, in the Chamber of Commerce and Production in coordination with the Ministry of Commerce.

Ms. González is a key actor in the coordination with 22 government institutions for the analysis and implementation of 64 reform policies related to the Business Climate and competitiveness to promote the business start-ups, access to financing, promote international commerce, and improve the legal framework related to insolvency. She contributed to the award granted to the Dominican Republic by the IFC as one of the ten top reformer countries in the world, according to the 2009 Doing Business Report. The Dominican Republic was also named one of the top three reformer country in Latin America and the Caribbean, in the 2015 Doing Business Report, improving 33 positions in its global ranking.


## Interest in the tour:

All the visits are of interest, but she is particularly eager to learn best practices on business climate, business incubators, agriculture centers, mineral extract policies, and economic development.

# Marlon Antonio Brevé



 **Academic Vice President**

 Technological University of Central America (UNITEC)

 marlon.breve@unitec.edu



**Honduras**

**Marlon Antonio Brevé** is Academic Vice President of the Technological University of Central America (UNITEC). As such, Dr. Brevé is not only part of the Academic Council, but also holds a seat in the Executive Committee, regularly holding an influential vote in important decision-making processes.

Dr. Brevé oversees the operation of four Schools (Engineering and Architecture, Business and Social Sciences, Health Sciences, and Graduate Studies), which altogether offer 22 undergraduate and 13 graduate programs in three campuses (Tegucigalpa, San Pedro Sula and La Ceiba). One main pillar of UNITEC's educational model is Entrepreneurship, an area which is under the Academic Vice Presidency, and which has become a priority in the last few years, as all undergraduate programs now include two classes on Entrepreneurship, student participation in campus-wide and national entrepreneurship fairs and contests, a student-managed entrepreneurship club (HUB UNITEC), and, in the near future, the creation of a technology-based business incubator.

UNITEC strongly believe in alliances among Government, Private Industry and Universities. As an example, the San Pedro Sula campus is within a business technology park, which attracts foreign investment in the areas of ICT.

Dr. Brevé's background, has a B.S. in Civil Engineering, a M.S. in Agricultural Engineering, and a Ph.D. in Biological and Agricultural Engineering. Dr. Brevé has held the positions of Professor and Dean of Academic Affairs at EARTH University in Costa Rica (1993-2006), Minister of Education of Honduras (2007-2009) and Dean of the Graduate School and Academic Vice President of UNITEC (2010-present).

## Interest in the tour:

Through the years, UNITEC has taken advantage of the educational programs offered by the Organization of American States. The upcoming ACE opportunity is particularly relevant, as it has arisen at a most propitious moment in UNITEC's prospective projects. This is because the University is developing large-scale plans into the next couple of years to expand opportunities in its Entrepreneurship Program, including the creation of a technological and innovation center in partnership with the private industry.

# Adriana Tortajada



## General Manager



Entrepreneurship Program and Financing  
National Entrepreneurship Institute (INADEM)  
Secretariat of Economy, Government of Mexico



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Mexico

**Adriana Tortajada** is currently Advisor to the Mexican Government on innovation entrepreneurship, through her work at the National Institute of the Entrepreneur (INADEM), where she is in charge of increasing the young innovation ecosystem and coordinating the guarantees program for financing SME's through the National Development Bank. Tortajada is a member of Class 16 of the Kauffman Fellows Program (KFP) at the Center for Venture Education in Palo Alto, California. The mission of the KFP is to develop the next generation of leaders in Venture Capital over the world.

She is a founding member of the first public capital fund for technology and scientific entrepreneurs, where she leads diverse internal and external groups in the evaluation, negotiation, and closing of 44 investments (US\$20 million) in seed and venture transactions throughout Mexico. In addition, she collaborated in the design of the strategy to create the venture capital industry in the country.

Tortajada received her Bachelor's degree in finance at the University of Guadalajara, and received her MSc. in public administration from the Ortega y Gasset University of Madrid, Spain. In 2009, she attended the "Open Innovation and Corporate

Entrepreneurship Course" at the University of California, Berkeley, Hass School of Business. In 2006, she was recognized as one of the 30 professional promises in their 30's in Mexico, ranking by the business magazine EXPANSION ("30 promesas en los 30"), being the youngest in the list and the only public executive.

## Interest in the tour:

The ACE will broaden Tortajada's capacity to define the way to strengthen and collaborate with main entrepreneurship and venture capital initiatives, as well as to improve her abilities and knowledge about designing new and more effective public policies, that will strengthen Mexico's entrepreneurship ecosystem. As coordinator of the Mexican-United States Entrepreneurship and Innovation Council (MUSEIC), participating in the ACE will be a great opportunity to learn about best practices to foster innovation and entrepreneurship and create the adequate connections to define new mechanisms of collaboration between Mexico and the U.S.

# Liliana Cedillo Díaz



**General Director**



Competitiveness and Innovation Center, State of Aguascalientes



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**Mexico**

**Liliana Cedillo Díaz** is currently in charge of the General Direction for the State of Aguascalientes Competitiveness and Innovation Center, a State Government Agency oriented towards planning, implementing, monitoring and evaluating actions in the field of business competitiveness and innovation. The Center promotes productivity and employment in the State of Aguascalientes in three strategic areas: Business Development, Linking and Strategic Information, and International Competitiveness and Information Technologies.

Liliana has more than 15 years of experience in Economic Development, Regional Competitiveness, Business Innovation, Industrial Clusters Development Policies, International Trade, Training and Business Development. She holds a Bachelor's degree in Organizational Communications (Honorific Mention) from the Autonomous University of Aguascalientes (UAA); a Bachelor's degree in International Commerce from the IPN; a Master's Degree in Social Communications from the Panamerican University (UP); and a Master's Degree in Corporate Events Management (Protocol, Logistics and Security) from the Universidad Complutense de Madrid (UCM). She recently concluded a Diploma in High Public Management from CIDE (Economics and Educational Research Center), México.

She also has skills related to project management, corporate communications consulting, high-level logistics and events protocols, social responsibility, media and government communications.

## Interest in the tour:

As a result of learning the best practices for economic development in the U.S., the Center is looking forward to strengthen the State of Aguascalientes' innovation and entrepreneurship ecosystem and to establish initiatives and good practices for economic development in the region.

For more than five years, Ms. Cedillo has been working on developing public policies and designing the State of Aguascalientes' Center for Competitiveness and Innovation. Ms. Cedillo has participated in past editions of the ACE and has supported the realization of the 2nd ACE in Mexico by organizing and coordinating the visits in Aguascalientes.

# Eugenio José Reyes Guzmán



**Director**



World Trade Center Monterrey and Mexican Association of SBDCs (AMCDPE)



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**Mexico**

**Eugenio J. Reyes Guzmán** is the Director of the World Trade Center Monterrey and Executive Director of the Mexican Association of SBDCs ([amcdpe.org](http://amcdpe.org)). He currently wears two hats; one that deals with trade missions, trade training and SMEs development, and the second has to do with growing the Mexican Association of SBDCs. The WTC Monterrey is probably the most active Center throughout Mexico offering trade services and training. The Association of Mexican SBDCs has grown from 130 to 176 members and has been engaged in obtaining funding from the Mexican Federal Government through INADEM. Reyes Guzmán and team have participated in most of the MUSEIC bilateral meetings and one of the deliverables was an MOU signed between INADEM and the U.S. State Department with the intent of fostering SBDCs growth in Mexico. In his professional experience stands CEMEX, VITRO, MONSANTO, COCA-COLA in Mexico, USA, Italy and Japan.

By being President of the Mexican SBDCs Association, the WTC Monterrey is part of a network of networks always searching for better ways to help Mexican SMEs. “We operate in more than 25 countries in the Americas and aid over 2 million SMEs”.

Reyes Guzmán holds two Master’s degrees; one from Thunderbird and one from Singapore, and recently obtained a Ph.D from the Universidad Autónoma de Nuevo León.

## Interest in the tour:

Learning about how clusters and hubs have conducted successful stories will enable him to search for means and ways to share them with the Mexican SBDCs.

# Ricardo Ludlow



**General Director**



Hidalgo Institute of Competitiveness



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**Mexico**

**Ricardo Ludlow** is the General Director of the Institute of Competitiveness in the State of Hidalgo, Mexico. His job consists in reinforcing the entrepreneurship ecosystem of Hidalgo throughout the design and evaluation of consulting practices, human talent development programs, financing and entrepreneur capital funds, competitive intelligence tools, design and product development techniques, as well as innovative projects that State government can promote and implement.

To this date, the fund under Mr. Ludlow's responsibility has supported 123 projects benefitting 7970 entrepreneurs and 7539 small and medium-size businesses.

Mr. Ludlow holds a Master's degree in Applied Public Management, Strategic Prospective Planning and Regional Development from the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Campus Hidalgo; Management courses at the Université Catholique de Louvain (UCL), Louvain-la-Neuve, Belgique; and a Bachelor's degree in Industrial & Systems Engineering from the Universidad Iberoamericana in Mexico City.

## Interest in the tour:

His main interest in the 5th ACE is to exchange perspectives about the role of the state government in the entrepreneurship ecosystem. He is also interested in learning how the entrepreneurial community can achieve development while preserving the environment. Renewable energy is one of Mr. Ludlow main interests during this program.

*"I participated in the ACE in 2013 and it was really helpful. I remember very well that experience because I visited the Manufacturing Solution Center in Conover, North Carolina and I decided to buy equipment I saw there for the Laboratory of Design I opened here in my city, and many decisions I made were because of all I learned during that trip. One year later one of my colleagues participated in the ACE 2014, and this year we are opening a food maker space. So many solutions, relationships, activities, etc., have been contributed to building and reinforcing this project thanks to the ACE. In my own opinion, that is what a network is all about, and we are very committed to helping and encouraging better practices in our countries in LATAM."*

**Ricardo Ludlow**

# Mildred Leines



## Executive Director



Director of Entrepreneurship & the Hidalgo Business Network (EMPRERED)  
Ministry of Economy, Government of Hidalgo



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Mexico

**Mildred Leines** is the Director of entrepreneurship in the Government of the State of Hidalgo. She has been working for more than 12 years in the economic development branch of the Government, first as exports promoter, and then as coordinator of Trade Commissions of the State of Hidalgo. In her current position, she oversees the State of Hidalgo's business network, contributes to reinforce the entrepreneurship ecosystem; and provides productivity tools for the strategic industrial sectors of Hidalgo, thus encouraging the increase of the State's competitiveness index on the global market.

As the Director of entrepreneurship, Mildred and team have designed 8 projects in 4 years obtaining more than 50 million pesos in financing from federal and state funds, all of them with the main goal to reinforce capabilities, infrastructure, productivity, and increase economic development. The knowledge learned during the past ACE site visits are at the core of many of Mildred's projects, and at least in two of those projects involved collaboration with people I from past ACEs as well.

Mildred holds a Master's Degree in International Business and Business Administration from the Universidad Nacional Autónoma de México –UNAM. In 2015, she participated and successfully completed

the Minerva Program at the George Washington University in DC, which main goal is to strengthen the public sector management in Latin America.

## Interest in the tour:

The strategic sectors in the State of Hidalgo are: agro-industrial, textile, automotive and renewable energies. She is very interested in creating networks in all those sectors and to learn more about initiatives that encourage entrepreneurship.

*"The Americas Competitiveness Exchanges have provided me knowledge and networks, as well as a deeper understanding of good practices all of which I acquired while talking to people involved in economic development with the same challenging goals. We are very happy to see how the network works, during two years we have learned and reinforced our relationships in all the Americas through the ACEs; sharing and helping each other is the only way to improve faster and better our own ecosystem and build a better world for everyone."*

**Mildred Leines**

# Claire Marie Ségolene Barnouin



**Technical Secretariat Coordinator**



The George E. Brown U.S.-Mexico Foundation for Science (FUMEC)



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**Mexico**

**Claire Barnouin** coordinates the Technical Secretariat of the US-Mexico Foundation for Science (FUMEC) in Mexico City. She works on bi-national projects in Science, Technology and Innovation between the two countries, mainly in the context of the bilateral initiatives Mexico-US Entrepreneurship & Innovation Council (MUSEIC) and the Bilateral Forum on Higher Education, Research and Innovation (FOBESII). She successfully implemented the first Innovation-Corps Pilot Program in Mexico, with support from the National Science Foundation (NSF), the Department of State and the Mexican National Council for Science & Technology (CONACYT). Prior to joining FUMEC in 2013, she was Managing Director of the Aerospace Cluster of the State of Nuevo León (Northern Mexico), and before that, she was part of the Foreign Investments Attraction team for the Economic Development Secretariat of Nuevo León. Claire has a Master's degree from the Université d'Avignon (France) in "Economies and Exchanges of the Southern Hemisphere Countries" and is trilingual (French-English-Spanish).

Her position in FUMEC involves budget coordination and providing direct support to the President and CEO of the Foundation, in the definition of strategies and the facilitation of funding opportunities to our operating programs. Particularly, present collaboration with the

States of AZ and Southern CA is of the highest importance for FUMEC, which make these visits very relevant for the completion of the goals related to the Border Strategy.

## Interest in the tour:

The visits that are organized in AZ and CA are important to facilitate interactions with Mexican groups from the States of Baja California, Sonora and Chihuahua, where FUMEC has worked for over ten years, facilitating bi-national collaboration in innovation and entrepreneurship. The US-Mexico Border is a priority for FUMEC; one of our goals is to foster inter-connectivity between the Border States (not just in a North-South dynamic, but also East-West). FUMEC participates in the Tech Commercialization subcommittee of MUSEIC, and anticipates that the majority of contacts in AZ and CA could be valuable prospects to join the subcommittee.

# Octavio Cabrera Lazarini



**Dean**



Manufacturing Engineering Department  
Polytechnic University of Queretaro



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**Mexico**

**Jose Guadalupe Octavio Cabrera** is the Dean of Manufacturing Engineering at the Polytechnic University of Queretaro (UPQ, for its Spanish acronym). In that position, Octavio generates synergies with the automotive and aerospace local industry to develop the supplies chain through the regional SMEs. He works with local industries on implementing continuous improvement technics in a project with Japan International Cooperation Agency (JICA). Octavio can propose policies at the local Government in Queretaro (Education Ministry), and has some connections at the state of Queretaro and municipality of Apaseo to advance economic development priorities.

Octavio has over 15 years of Higher Education Management experience. Prior to join the UPQ, he was Development Manager of CETRO, which provides consulting services for SMEs and worked as a consultant for CRECE in San Juan del Río (Queretaro). Originally from Guanajuato, Octavio earned his B.Sc. degree in Mechanical and Industrial Engineering at Celaya Institute of Technology in Guanajuato in 1991 and graduated with a M.Sc. in Manufacturing Systems Engineering & Management from the University of Bradford, UK in 1995. In 2015, Octavio graduated

with a Ph. D. in Technology Management and Innovation from the Autonomous University of Queretaro.

## Interest in the tour:

Mr. Cabrera is interested in the 5th ACE in relation to his work with the Apaseo el Grande municipality on a project of regional development from the point of view of human talent. He participated in the ACE in 2015 and claimed it was a very useful experience for his work. His top specific sites of particular interest are the Universities in Arizona and California, local motors and energy source.

# Miguel Ángel Esbri



## Executive Secretary



Secretariat of Economic Affairs and Competitiveness  
Presidency of Panama



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Panama

**Miguel Angel Esbrí** is the Executive Secretary to the Secretariat of Economic Affairs and Competitiveness. Some highlights of his professional experience are: Advisor to the Vicepresident and Chancellor, Ministry of Foreign Affairs of Panama (2009-2011); Director of Foundations on International Cooperation in Latin America; Project Manager, sponsored by the Government of Panama (IDB-FIS), in public institutions in Europe, USA, Panama, and in the foreign private sector (2000). He was Professor of Roman Law at USMA, Panama; Manager for educational projects to Panama, Nicaragua, Costa Rica, Dominican Republic, Puerto Rico and Miami (1997-2000), Law practice, Medical College of Murcia, Spain (1986-1996).

The Secretariat of Competitiveness and Logistics has the power to propose projects, programs and policies aimed at improving the country's competitiveness relative to all ministries of the Executive Branch.

Mr. Esbrí holds a Ph.D in Civil and International Law from the Universitat Jaume I, Castellón, Spain; a Bachelor of Law of the University of Valencia and Murcia, Spain; an MBA of the University Francisco de Vitoria, Madrid, Spain; and a Master of International Business, Universitat Internacional de Catalunya, Barcelona, Spain.

## Interest in the tour:

Acquire new experiences, as well as to get to know some results of best practices in both economic development and competitiveness issues in the Americas, to achieve the implementation of strategies to strengthen competitiveness in Panama.

## Jorge Alfredo Huarachi



**Director, Center of Innovation (INNOVAE)**



Catholic University Saint Toribean of Mogrovejo



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**Peru**

**Jorge Alfredo Huarachi** is Director of the Center of Innovation (INNOVAE) of the Catholic University Saint Toribean of Mogrovejo, Peru. The Center's main objective is to promote innovation and entrepreneurship not only with the stakeholders but also with regional enterprises and the civil society. The Center aspires to make a very significant contribution to the society, helping to bring together a fruitful interaction among academia, the private sector and the public sector. INNOVAE promotes capacity building and organizes workshops, seminars and courses related to entrepreneurship and innovation processes. Currently, the Center is working with entrepreneurial organizations such as the Regional Exporters (AREX) and the National Industry Association (SNI). With AREX the center is conducting a research to describe the process of innovation in the agribusiness sector as well as in the industrial sector.

Additionally, Mr. Huarachi is working with the regional government as well as national institutions such as the Agricultural Innovation Institute to evaluate agribusiness projects.

### Interest in the tour:

Particular interest in initiatives related to agribusiness and technological sectors. The agribusiness is one of the economic sectors in Peru that experienced a 15% growth even though the economy as a whole has slowed down. Both states of Arizona and California are agribusiness areas where great experiences can be found to adapt to the north coast of Peru.

# Emma Hippolyte



**Minister**



Ministry of Commerce, Business Development,  
Investment and Consumer Affairs



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**St. Lucia**

**Emma Hippolyte** is the Minister for Commerce, Business Development, Investment and Consumer Affairs of St. Lucia and a member of Parliament for the Constituency of Gros Islet. As Minister and member of the Cabinet, Minister Hippolyte develops and proposes commerce, business development and investment policies and strategies to the Cabinet for consideration and adoption. She influences strategy and legislative changes that impact every sector of the economy.

Emma and the Trade Minister alternate the attendance at the Regional meetings of COTED, which is the regional grouping of Trade Ministers of CARICOM. At these meetings, decisions and policies on regional and international trade are made. Her Ministry works with national business organizations to ensure growth and development.

Emma has over 30 years of experience in Public and Private Sector Auditing, Governance, Management, Business, Finance and Social Security. Hippolyte served as Director of Audit of St. Lucia, Senior Auditor and later consultant of The Food and Agriculture Organization, Italy, and served on the External Board of Auditors of the OAS. She was Executive Director of the National Insurance Corporation - the country's Social Security system from 1998 - 2007. She was Member of the Senate and of the National Economic Council, and was Chairperson of the Universal Health Care Programme.

She serves on several boards and was actively involved with the NGO sector for over twenty-five years. In 1990, together with others, she founded the Concerned Citizens for Deprived Children in Soufriere, her hometown.

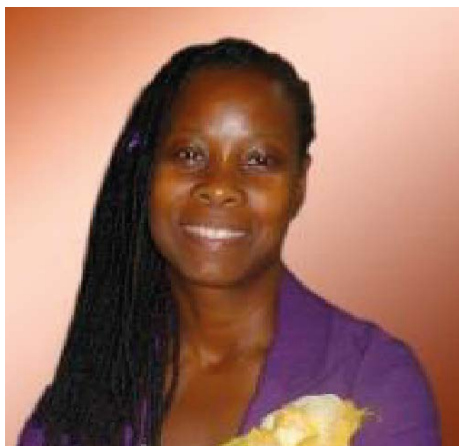
In recognition of her contribution to the Government and people of St. Lucia, Emma was awarded the OBE by Her Majesty Queen Elizabeth II.

## Interest in the tour:

The ACE is an opportunity to engage decision makers and business owners with a view to inviting them to partnering with or investing in St. Lucia businesses. Main interest: manufacturing, ICT, Agriculture, Energy and medical devices sectors.

The tour would allow Minister Hippolyte to visit companies that are at the cutting edge of technology and meet decision makers who could partner with St. Lucia in the areas of technology, trade, business development and investment. This would result in a win/win situation, for St. Lucia receipt of cutting edge technology and know-how, better skilled personnel resulting in greater competitiveness, increase in FDI and economic growth and a wide pool of technical persons for collaboration. For the U.S., growth in foreign trade, return on investment and stronger friendship with neighboring countries.

# Barbara Innocent-Charles



**Director**



Small Business Development Centre (SBDC)  
Ministry of Commerce, Business Development,  
Investment and Consumer Affairs



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**St. Lucia**

**Barbara Innocent-Charles** is the Director of the Small Business Development Centre (SBDC), previously known as the Small Enterprise Development Unit (SEDU), a department within the Ministry of Commerce, Business Development, Investment and Consumer Affairs.

From 2011 to 2013, she worked in collaboration with the Government of the Republic of Argentina to promote the cluster concept in Saint Lucia. This involved capacity building for technical officers, advancing the textile industry, ICT sector and farmers groups. Between 2012 and 2014, she spearheaded the drive to adopt the US SBDC Model because it presented two critical elements - the ability to record and measure economic impact and work more strategically with Academia, Private Sector, such as financial institutions.

Innocent-Charles was instrumental in launching the SBDC in Saint Lucia in November 2014, with the assistance of the Organization of American States and the University of Texas at San Antonio (UTSA). Mrs. Innocent-Charles has been at the helm of the department for the past four years, and possesses 17 years of experience in the field of micro and small enterprise (MSE) development, which includes entrepreneurial development training. She is also the Registrar of Micro and Small Businesses as per the Micro and Small Scale Business Enterprises Act Chapter 13.19 of the Revised Laws of Saint Lucia (MSE Act). Further, her interest in the Business Incubation Industry led her to develop her Master's thesis on the subject, "Exploring the Development of a Business Incubator in Saint Lucia using New Zealand

as the Case Study." Mrs. Charles believes that everything she has done prior to working with the Ministry of Commerce has prepared her for promoting the MSE sector.

## Interest in the tour:

Mrs. Innocent-Charles is particularly interested in enforcing partnerships that would foster entrepreneurial development, learning how academia is used to promote inclusive economic growth, and understanding the business incubation programs that exist, inter alia.

Recently, the head of the Trade Export Promotion Agency (TEPA) and she crafted a proposal to the Cabinet for the merger of the SBDC and TEPA (a Network partner), to create one entity, a "one-stop-shop" for business support services throughout the business growth cycle continuum, to improve effectiveness and achieve value chain optimization. The ACE will be key in knowledge and experience for this possible joint entity.

She hopes to be exposed to policies that address gender issues and that seek to enhance the competitiveness of women, initiatives for private sector involvement, and strategies to accelerate businesses and leverage ICT for economic development.

# Fiona Leigh Hinkson



**Executive Director**



National Competitiveness and Productivity Council



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**St. Lucia**

**Mrs. Fiona Leigh Hinkson** is currently the Executive Director of the Secretariat attached to the National Competitiveness and Productivity Council. As the Executive Director, Mrs. Hinkson is responsible for ensuring that the mandate of the Council in recommending reforms to enhance productivity and competitiveness is fulfilled. She is an Economist and Statistician by profession and has worked within the public sector setting over eighteen (18) years. She holds a Bachelor's Degree in Economics and Statistics from the University of the West Indies and a Master's Degree in Economic Policy and Management from Columbia University of New York. Mrs. Hinkson has had many years of experience in examining reforms relating to the private sector, public sector and has performed in many positions in the fields of research and economic development. She also held the position of Unit Head for the National Accounts and Balance of Payments Unit within the Statistics Department of Eastern Caribbean Central Bank. She recently served as the Economic Analyst within the Department of Planning and National Development.

## Interest in the tour:

Saint Lucia has been plagued with low productivity and competitiveness based on the 10 General Competitiveness Principles (established and approved by RIAC in 2011). Currently, the country in collaboration with the National Competitiveness and Productivity Council (NCPC) is finalizing the research that will inform the design of a comprehensive entrepreneurship program. Therefore, there is a great interest in looking at best practice models and learning from business and agencies that have been successful. Mrs. Hinkson would like to learn from best practices especially in the areas of innovation hubs, clusters and public-private partnerships.

# Reina Tamara A. Raveles



**Permanent Secretary**



Ministry of Trade and Industry



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**Suriname**

**Reina Raveles** is Acting Permanent Secretary of the Ministry of Trade and Industry of Suriname. In the past 5 years she worked at the National Assembly (Parliament) as a Project manager for institutional strengthening. She has also functioned as Policy Advisor at the Cabinet of the President addressing private sector issues and has piloted an innovation center program under the Office of the Vice President. In addition, she is part-time lecturer at UNASAT College ICT's Department on Intellectual Property, Innovation and Entrepreneurship. Before working for the Government, she worked in the private sector as a business development consultant.

As a business consultant for 7 years, she supported several businesses in startup or growth phase many of them technologybased or focused on natural resources. In terms of policy, she has given advice in the housing industry, gold mining industry as well as making resources available for industrial and product development.

Ms. Raveles come from a school of innovation and entrepreneurship (University of Twente in the Netherlands) and have followed that path throughout her career. For the past four years she has been involved in policy and government programs on innovation.

## Interest in the tour:

Ms. Raveles is interested in learning from successful policies and programs on innovation and entrepreneurship and wants to network with the various stakeholders involved in order to identify collaboration opportunities for both Suriname and the U.S.

# Edison Leroy Sumner



**Chief Executive Officer**



The Bahamas Chamber of Commerce and Employers' Confederation



esumner@thebahamaschamber.com; edisonsumner@gmail.com



**The Bahamas**

**Edison Sumner** is the CEO of The Bahamas Chamber of Commerce and Employers' Confederation. He is responsible for the daily operations of the organization, which boasts a membership of over 1000 businesses in The Bahamas. As head of the Chamber of Commerce, he was responsible for the establishment of the SME Help Desk, started the National Conclave of Chambers of Commerce in The Bahamas and served as Co-Chair of the Private Sector Education Task Force for the implementation of Value Added Tax in The Bahamas.

He also serves as the President and CEO of IP Solutions International, Ltd., a communications company in The Bahamas. He is one of the founding shareholders and is responsible for the daily operations and management of the company, as well as for business development and strategic planning. Mr. Sumner also serves in several other capacities such as Deputy Chairman of the Bahamas Entrepreneurial Venture Fund, Deputy Chairman of the Bahamas Bureau of Standards and Quality, and member of the National Tripartite Council. These are all statutory bodies in The Bahamas.

Hereceived education and training in the UK and holds a MBA in telecommunications from Telecoms Academy in London, England.

## Interest in the tour:

Mr. Sumner is particularly interested in exploring new business opportunities for The Bahamas, as well as examining any business incubator and business mentoring programs.

Participating in this tour will allow him to take all of the innovative ideas back to The Bahamas, assist in the establishment of the national innovation council, and implement successful strategies for the collaboration between the Chamber of Commerce and the Government.

# Lisa Simone Herr



 **Executive Director**

 The 7 Rivers Alliance

 [lisa@7riversalliance.org](mailto:lisa@7riversalliance.org); [info@7riversalliance.org](mailto:info@7riversalliance.org)



**United States**

**Lisa Herr** is Executive Director of The 7 Rivers Alliance in La Crosse, Wisconsin. In this capacity, she is responsible for growing businesses, creating supply chain relationships, and business recruitment and retention initiatives in 14 counties throughout Southwest Wisconsin, Southeast Minnesota and Northeast Iowa. She works closely with business and community leaders and elected officials to foster public-private partnerships that grow business sectors and enhance communities. Ms. Herr connects businesses to explore vendor-supplier relationships as well as partnership opportunities. Currently, she is working to create a regional export strategy and planning international business-to-business trade visits to support the manufacturing, food processing and healthcare clusters for the Upper Midwest of the United States. Prior to leading The 7 Rivers Alliance, Ms. Herr was the Global Solutions Officer for a workforce development organization that provides workforce training for 52 companies. She was also a Dean of Economic Development at several colleges. She earned her Bachelor's Degree from Western Washington University, her Master's Degree from the University

of Puget Sound and her Doctorate from the University of Washington. She is fluent in English and French and is studying Spanish.

## Interest in the tour:

She is interested in learning about the international business recruitment and export strategies that have been implemented in the greater Phoenix and San Diego areas; how these regions have grown foreign direct investments and built industry clusters; and how the economic development agencies worked together to make world class operations, such as PhoenixMart, a reality. Ms. Herr will seek to build relationships with economic development professionals from Canada, the Caribbean, Central and South America and explore opportunities for future reciprocal trade visits between our companies and countries.

# Patrick Charles Schaefer



**Executive Director**



Hunt Institute for Global Competitiveness  
University of Texas at El Paso



pcschaefer@utep.edu; patrickcschaefer@gmail.com



**United States**

**Patrick Schaefer** is the Executive Director of the Hunt Institute for Global Competitiveness at the University of Texas at El Paso, a research institute that provides comparative quantitative and regulatory analysis of the economic conditions that underlie the cross-border Paso del Norte region, encompassing Northern Chihuahua, Southern New Mexico, and West Texas. He leads an interdisciplinary team of economists, lawyers, and political scientists, who work to provide data, analysis, sector mapping, and transboundary economic impact models in order to improve the competitiveness of this cross-border economy. His work at the Institute draws on his expertise and focus on comparative Ibero-American commercial, financial, and natural resource law, with a particular emphasis on Mexico, Brazil, Spain, and Portugal. He received his J.D. from the University of New Mexico School of Law and his LL.M. from the Universidade Católica Portuguesa, where he was a Fulbright Scholar. His publications have centered on international bankruptcy and trans-boundary natural resource management. Prior to his appointment at the Hunt Institute, Mr. Schaefer held positions at the law firm of Uría Menéndez, the Inter-American Development Bank, and, most recently, the World Bank Group. He is also an active member of the New York and New Mexico bar, as well as the American Society of International Law and the International Law Association.

## Interest in the tour:

The interest in the tour arises from both practical and institutional reasons. Practically, the trade corridor that this trip will focus on, through Arizona and Southern California, is one of the Paso del Norte region's historic and most strategic trade routes. El Paso and Ciudad Juárez, the principal cities of the Paso del Norte, have longstanding ties to this corridor and are currently and actively involved in furthering regional cooperation with the institutions and individuals scheduled for this trip. Institutionally, the Paso del Norte region and the Hunt Institute in particular have been developing collaborations with the Economic Development Administration and the International Trade Administration at the US Department of Commerce, both locally in the region and at their headquarters in Washington, D.C. Finally, Mr. Schaefer has been able to participate in the most recent IX RIAC Americas Competitiveness Forum in Guatemala and very much wish to continue supporting the efforts of the Organization of American States (OAS) in this regard.

# Tristan J. Fiedler



**Vice President**



Federal Government Relations  
Florida Tech Office of Research



fiedler@fit.edu



**United States**

**Tristan J. Fiedler** erves as Federal Government Relations liaison for Florida Tech; a leading national university for science, engineering, mathematics, technology and the arts (STeAM). Dr. Fiedler has responsibility for managing the communications and research outreach to the federal elected official and agencies, including the EDA, FAA, NSA, NSF, NSA, and all branches of the Department of Defense. Dr. Fiedler holds the rank of Associate Vice President for Research, and joined the university in 2007. Florida Tech was awarded a \$1.4 Million grant by the Economic Development Administration (EDA) in 2015 to enhance the Center for Advanced Manufacturing & Innovative Design, a 100,000 square-foot innovation hub. Dr. Fiedler works closely with the CAMID team who convened in 2014 top Florida Tech leaders, the Secretary of Commerce, and key EDA officials in Washington, DC, to ignite this industrial-academic-regional center offering the latest in digital simulation to enhance manufacturing operations and product lifecycle management. With 31 percent of its 8,000 students currently hailing from 101 foreign countries, Florida Tech is the #1 national university for fostering international student experiences. Prior to joining Florida Tech, Dr. Fiedler conducted bioinformatics research at the Cold Spring Harbor Laboratory, Long Island, NY. He earned his BS in Marine Biology from the University of Miami, a MS in Marine Biology focusing on Biochemistry from the Rosenstiel School of Marine & Atmospheric Science, Virginia Key, FL, and his PhD in Biochemistry & Molecular Biology from the Miller School of Medicine at the University of Miami.

## Interest in the tour:

Dr. Fiedler would like to facilitate the development of regional and international relations, promote economic development, and generate innovative technologies for American companies as well as international trade partners. As incoming University President, he would greatly benefit from executive-level interaction with ACE V participants including the Presidents of Arizona State University, the University of Arizona, and the biomedical/biotechnology firms that align with Florida Tech's biomedical engineering, premedical, and biotechnology graduate programs. Florida Tech's CAMID (described above) leverages the Economic Development Administration (EDA) funding and will capitalize on the Department of Commerce executive leadership in attendance at ACE to maximize productivity.

Florida Tech focuses on national critical need STEM disciplines. As such, the Florida Tech Office would benefit directly from the ACE contacts in renewable energy, biotechnology, software development and automotive research represented on the program.

# Catherine Krauss



**Director**



Center for Competitiveness  
Catholic University of Uruguay



ckrauss@ucu.edu.uy



**Uruguay**

**Catherine Krauss** is Director of the Center for Entrepreneurial Development at the Catholic University of Uruguay (NEXO). She is responsible for coordinating all activities related to the promotion of entrepreneurship, support students transforming their ideas into enterprises, as well as providing the necessary tools for strengthening the new startups. Ms. Krauss has published more than 8 publications. Her research focuses on entrepreneurship education and woman entrepreneurship, playing a relevant role as leader on diverse teams.

She holds a Ph.D in Economics and Business Management of Deusto University in Spain. Ms. Krauss has participated not only as mentor for different entrepreneurs and projects but also on diverse international and national contests as a member of the jury and tribunals. She is also part of several evaluation committees for entrepreneurs in incubators.

Uruguay has been focusing on the promotion of entrepreneurship as a way of developing the economy. The Universidad Catolica del Uruguay (Catholic University of Uruguay), has been one of the pioneers in joining the entrepreneurial ecosystem by organizing activities for the entrepreneurs as well as supporting them not only with knowledge but also financially.

During this visit Catherine will be representing not only Nexo but also the Competitiveness Institute and the Engineering Innovation Center of the Catholic University of Uruguay.

## Interest in the tour:

*"Last year I was lucky to be selected to participate on the ACE III and was greatly impressed by the experience, the site visits and the many and interesting things I learned during the program. It really opened my mind to see new trends and tendencies in the world. I look forward to continue learning and exchanging knowledge with the countries in this VACE!"*

**Katherine Krauss**

Dr. Krauss is particularly interested in Arizona State University (The Biodesign Institute and the Research, Tech Transfer) Business Incubator; San Diego State University (The Center for regional sustainability, renewable energy and energy source); and the University of California (The tech transfer and innovation Center) as well as Iboss Cybersecurity.

"Getting to know different experiences through the ACE and understanding new ways of doing things, not only opens the mind but it also allows me as a professional, and the Catholic University of Uruguay as an institution, to provide better support to our entrepreneurs."

## Liisa Oviir



**Minister of Entrepreneurship**



Ministry of Economic Affairs & Communications



iisa.oviir@mkm.ee; marti.matas@mkm.ee



**Estonia**

**Liisa Oviir** is the Estonian Minister of Entrepreneurship since September 15, 2015. Her duties as Minister of Entrepreneurship include participation in the elaboration of policies aimed at supporting the development of entrepreneurship, export development, involvement of foreign investment, technological development activities and innovation, co-ordination of the implementation of such policies and planning the required funding. The Minister is responsible for drafting economic analyses and forecasts for coordinated sectors and spheres. The Minister participates in the European Union decision making process and international cooperation, related to the Ministry of Economic Affairs and Communications and the governmental authorities within its area of government.

Tallinn, Oviir graduated from the Faculty of Law of the University of Tartu in 2000. In 2008-2015, she worked as the Leading Lawyer in Eesti Energia AS, an international energy company operating as the leading provider of high-quality mini-cruise and passenger transport services in the northern Baltic Sea region, as well as the provider of ro-

ro cargo services. In 1997-1998, Oviir worked in the Estonian Embassy in London. She is a member of the Estonian Women's Association and has two sons. Her mother tongue is Estonian and she is fluent in English.

### Interest in the tour:

At present the Ministry of Economic Affairs and Communications is planning to carry out some structural reforms in order to make the system of export promotion more user-friendly for the companies. In this regard it will be useful for the Minister to get an overview of the relevant U.S. system, especially focusing on innovation and job growth that is the backbone of the Estonian economy. At the same time, Ms. Oviir will be interested in exploring the details of the U.S. innovative economy, particularly its ecosystem supporting the companies. In the U.S. there is very good coordination between the universities, companies and researchers to cooperate in finding

solutions to some problems. One of the best examples is the system of national labs (Department of Energy). It would be good to know more about the U.S. experience in commercialization of some inventions (e.g., disruptive technologies).

As the Minister is actively involved in the developments of TTIP negotiations (she also deals with external trade), it would be worthwhile to have some cooperation projects with the U.S. companies even before the conclusion of the VACE.

Estonia is beneficiary of the European Union structural funds (the current program covers the years 2014-2020), and it foresees certain measures for enhancing Estonian companies export capacity and technological capacity. For this regard some vital strategies have been elaborated (e.g., Estonian Entrepreneurship Growth Strategy 2014-2020 or Smart Services Infrastructure focusing more on ICT development). These documents are the basis for the Enterprise Estonia, a governmental agency for the implementation of these programs as it offers, e.g., export grants for creative industries, startup grants and innovation vouchers. More information is available at the web site [www.eas.ee/services](http://www.eas.ee/services).

# Constantinos Petrides



**Deputy Minister to the President**



Presidency of the Republic of Cyprus



constantinos.petrides@presidency.gov.cy; under.secretary@presidency.gov.cy



**Cyprus**

**Constantinos Petrides** is the Deputy Minister to the President of the Republic of Cyprus since March 1st, 2013, having been appointed by President Nicos Anastasiades. In addition to his other duties, he has recently been assigned by the President the leading role for Growth Reform, including Civil Service Reform.

Prior to his appointment as Deputy Minister, Mr. Petrides was the Director of the Office of the President of the Democratic Rally. He also worked as an economist at the Directorate General for Agriculture and the Directorate General for Competition at the European Commission.

## Interest in the tour:

*"Cyprus' economy was in chaos when my Government assumed office in 2013. We have reformed and consolidated the economy and are now laying the foundations for a new viable growth model, with emphasis on implementing structural reforms, including reforms that aim to improve the business environment and trade. This tour will thus provide a unique opportunity to be informed first-hand about effective solutions that have been implemented in the U.S. in order to take away best practices to be applied in Cyprus."*

In February 2015, Cyprus' Cabinet of Ministers approved Mr. Petride's team proposal of an Action Plan for Growth. The plan includes a number of specific actions with deadlines (actions that need to be implemented not only by the Presidency Reform Unit but also by various line Ministries). These actions cover various sectors of the economy and upon completion will significantly enhance the competitiveness and the growth potential of the economy. Participating in the ACE will be a unique opportunity to better support the implementation of the Action Plan by being informed about the most state-of-the-art/best practices for economic development, through creating entrepreneurship ecosystems, as well as connecting with key stakeholders across the field and with various regions/countries to cooperate on a global level.

# Elena Lissa Damianous



 **Head of the office of the Deputy Minister to the President**

 Presidency of the Republic of Cyprus

 edamianou@presidency.gov.cy



**Cyprus**

**Elena Damianous** is Head of the Office of the Deputy Minister to the President. With that capacity on behalf of the Minister, works in hand with hand with the Administrative Reform Unit and the line Ministries for developing and implementing reform initiatives. A recent notable project was the development and the approval by the Cabinet of Ministers an Action Plan on Growth that includes activities across various Ministries aiming to put the economy of Cyprus on a sustainable path. Prior to her secondment at the Presidency, Elena worked as a Head of the Office of the Minister of Labour and Social Insurance as well as at the Head f the Office of the Permanent Secretary of the Ministry. Elena earned his B.A. degree in University of Cyprus in 2000, on Social and Political Sciences and holds a Master degree in Public Sector Management from the Cyprus International Institute of Management in 2008.

## Interest in the tour:

Cyprus is undergoing a transformation process and the Government's priority now is to put forward reforms that will enable economic growth. Within this framework, promoting the creation

of a more viable and competitive business environment, as well as the development of entrepreneurship based on knowledge, new technologies and innovation, can significantly contribute to job creation which is of utmost important for my country. It will also the country's benefit to be informed first-hand about initiatives that embrace economic reform and to be able to connect with people behind these reforms, facilitating future mutually beneficial cooperation.

"The recently signed MoU by Cyprus' President and the Estonian PM on promoting e-government, pivotal to economic growth, is an example of the policies we are pursuing, , together with developing the National Policy Statement on the development of the Entrepreneurial Ecosystem in Cyprus and the Law for a Single Licensing Authority to facilitate investments."

## Jeong Il Kim



**Director**



Ministry of Trade, Industry and Energy  
Republic of Korea



**Korea**

**Jeong Il Kim** is Director of the Americas Division at the Ministry of Trade, Industry and Energy of the Republic of Korea. He obtained both his B.A. and M.A. degrees from Seoul National University in Korea. Later, he earned an MBA. at the University of California, Berkeley, in the U.S., where he studied management strategy, including marketing finance, and attained a high level of fluency in business English. Since he entered public service at the Ministry of Trade, Industry and Energy in 1995, he has been responsible for a wide range of tasks critical to the nation's real economy in areas such as trade, investment, industry, and energy. After serving as a Minister's secretary and an administrative secretary at the Presidential Office, he was appointed to his current position in charge of policies related to trade and investment in the Americas.

# Mun Kee Choi



**Professor, Management Science**



KAIST (Korea Advanced Institute of Science and Technology)  
Republic of Korea



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**Korea**

**Mun Kee Choi** is a professor of Technology Management at the Department of Business and Technology Management at Korea Advanced Institute of Technology. In his current capacity, Dr. Choi is working with federal government, municipalities, government labs, universities, and industries in developing regional innovation strategies. Previously, Dr. Choi was the Minister of Science, ICT, and Future Planning. In that capacity, he was the lead cabinet member in charge of national innovation policy, national science and technology research encompassing biotechnology, nanotechnology, robotics, ICT, and energy, responsible for Korea's entire Federal R&D budget. Prior to his cabinet-level position, Dr. Choi was the president of ETRI (Electronics and Telecommunication Research Institute), a federal research organization that has developed a series of technologies that revolutionized Korea's information and communication industry, such as CDMA, WIBRO, DRAMs, and artificial intelligence, among others. Dr. Choi earned his B.S. degree in Applied Mathematics from Seoul National University in Korea, graduated with an M.S. in Industrial Engineering from Korea Advanced Institute of Technology, and earned his Doctoral degree in Operations Research from North Carolina State University in the U.S.

## Interest in the tour:

While Korea has been successful in implementing national-level, top-down approaches in advancing technological development for the last several decades, future growth would be limited without fostering innovations from

the bottom up. Mun Kee is currently working with public and private innovators in the Daejeon region (the primary research cluster in Korea), the first innopolis where 90 percent of the national labs are still located. While previous initiatives focused on the government-led policies of innovation, KAIST is facilitating public-private-academic partnerships to drive high-tech based entrepreneurship. Creating partnership with U.S. entities would greatly help on these efforts.

Korea is pursuing collective efforts among federal and local governments, businesses, entrepreneurs and universities to create an open innovation ecosystem. The "creative economy" policy is the number one economic priority of President Madame Park. As the first minister of the Ministry of Science, ICT, and Future Planning (MSIP, an agency equivalent to White House OSTP, NSF, NASA, and part of DOE, NIST, NIH), one of my top responsibilities has been creating connections with international partners in creating open innovation platforms. I hope to find potential partnerships with the U.S. and international participants, with whom we can initiate discussions on collaborations across multiple industries.

# Keon Yeong Jeong



**Deputy Director**



Ministry of Science, ICT and Future Planning



jky5218@gmail.com



**Korea**

**Keon Yeong Jeong** is a Deputy Director of the Ministry of Science, ICT and Future Planning of the Republic of Korea. He has been working for the Korean Central Government for 10 years mainly in the fields of planning and managing R&D policies, innovation and strategy, new growth engine and the creative economy. Now, he is in the first year of the Columbia graduate school, SIPA.

In 2006, he started his public-policy career as deputy director in the Bureau of International Science and Technology Cooperation of the Ministry of Science and Technology (MOST), where he supported developing countries through planning and managing “The Techno Peace Corps” and participated in the OECD Innovation Project. He was in charge of the role of the Executive Secretary to the Deputy Prime Minister of MOST from 2007 to 2008 and to the Minister of Science, ICT, and Future Planning from 2013 to 2014. And at the Presidential Transition Committee in 2013, he participated in designing new government organizations and planning the key national agenda and “National Innovation Strategies for Creative Economy” for the new president and government.

Keon Yeong has planned and coordinated crucial national projects to boost the Korean economy and create new driving forces: “Bio-Vision 2016, which was aimed at developing Korea’s biotechnology to achieve a goal of realizing a sound ‘health life’ and creating a ‘prosperous bio-economy’, “Korea CCS2020 Project” and “BioRefinery” to expedite low-carbon green growth indispensable to sustain the nation’s industrial and economic development and “Revitalizing Local Universities,” which was aimed at stimulating industry-local university cooperation and cultivating abundant quality human resources.

## Interest in the tour:

To boost the creative economy is the overriding policy in Korea. Creating partnerships and developing close ties with excellent key leaders in the world is a momentous opportunity to the Korean government. I really hope that Korean central and local governments have a valuable chance to deepen and facilitate practical collaboration with innovative countries and enterprises through participating in the ACE.

# Rakhim Oshakbayev



**Vice Minister**



Ministry for investment and development  
Republic of Kazakhstan



rakhim@oshakbayev.kz



**Kazakhstan**

**Rakim Oshakbayev** is the Vice Minister for Investment and Development of the Republic of Kazakhstan. He graduated from the Economic Department of M.V. Lomonossov Moscow State University, and served military obligations in the Armed Forces of the Republic of Kazakhstan (1999-2000). Mr. Oshakbayev started his career in a financial leasing company “KazAgroFinance”, and has experience as Chief Accountant, Managing Director, Vice-Chairman of the Board for Credit and Leasing activity. He has been an entrepreneur and CEO of a private company. In October 2003, he became the Project Manager for Leasing Development in Kazakhstan in International Finance Corporation (IFC) under the World Bank.

Other relevant professional experience of Vice Minister Oshakbayev include: Director General of the Analytical Center for Economic Policy in Agro-Industrial Complex under the Ministry of Agriculture of the Republic of Kazakhstan; Managing Director of “SWF “Samruk-Kazyna” JSC; Head of the Information/Analytics Department of the Fund; First Deputy Chairman of the National

Economic Chamber of Kazakhstan “Atameken “Union”. Specifically, he has been in charge of agribusiness, sectorial government programs, taxation, and public relations. He is the founder of “Atameken Startup” – a national program for the development of young entrepreneurs.

Prior to his current position, Mr. Oshakbayev was Deputy Chairman of the “Atameken” National Chamber of Entrepreneurs of Kazakhstan, in charge of issues related to integration, customs and technical regulation, agribusiness, food industry, new technologies and green economy.

## Interest in the tour:

The Comprehensive Economic Development Strategy (CEDs) contributes to effective economic development in America’s communities and regions through a locally-based, regionally-driven economic development planning

process. Economic development planning – as implemented through the CEDS – is not only a cornerstone of the U.S. Economic Development Administration's (EDA) programs, but successfully serves as a means to engage community leaders, leverage the involvement of the private sector, and establish a strategic blueprint for regional collaboration. The ultimate goal of the Vice Minister participation is to learn more about the CEDS best practices and figure out the specific mechanisms of strengthening cooperation between Kazakhstan and the United States.

Currently Kazakhstan is realizing a State program of industrial-innovative development for 2015-2019. One of the components of the Program is an innovative development. As shown by previous experience in the implementation of the Program for 2010-2014, innovative development affects the development of industry and SMEs in the country. After studying the US experience, the Vice Minister hopes to be able to apply this knowledge into his own country.

"I look for inspiration. My past experience taught me that participation in such events charges me with energy and boosts my motivation to work harder."

## Irakli Kashibadze



**Chairman**



Georgia's Innovation and Technology Agency



ikashibadze@gita.gov.ge



**Georgia**

**Irakli Kashibadze**, has a wide range of experience in the field of Innovation and Technology.. Irakli established and was the Chairman of the Young ICT Experts association. He also worked in different managing positions at the Ministry of Transport and Communications and the Ministry of Economy and Sustainable Development of Georgia. For a long time, he was Head of the Division on Information Technologies Development for the Department of Communications and Information Technologies. Furthermore, he is the founder of the only Georgian Magazine about ICT and Science – the “Navigator.” Irakli Kashibadze is also the Chairman of Georgia’s Innovation and Technology Agency.

Irakli has published over 100 scientific and technological articles about a variety of topics including: the Internet, communications, computer technologies and the information society. Irakli has issued a lot of different initiatives for promoting innovation and mindset in Georgia. He was involved in the creation of the Information Society in Georgia. As a result, the Presidential Council on Information Technologies was created. With Irakli’s

input, the Agency has put forth a lot of different projects and seminars, such as : the Seminar “Internet Business Georgia”, the Competition of young web-designers, the National Internet Competition, the “Business Marathon 20=200”, the IT Innovation Week, the First Hackathons of Georgia and more.

### Interest in the tour:

The V ACE creates the perfect opportunity to present the potential of Georgia in innovation, the visit to the sites also creates an important window to gain experience, connect with key players in the knowledge economy and share our ideas. The interaction between decision makers willalso help to build bridges that can bring our countries together to create endless considerations for future cooperation.

As a member of the Senior management of Georgia and Chairman of Georgia’s Innovation and Technology

Agency, Irakli will have the power to conduct negotiations and generate high-level recommendations in relation to the future of innovation in Georgia. Also, the Agency is assigned to coordinate and mediate an important role in the country in terms of innovation and technology development, to provide legal framework for innovation, support knowledge and innovation commercialization process, provide access to finance and create infrastructure for innovation.

# ITINERARY OF VISITS & DRESS CODE

## ▶ **SATURDAY, APRIL 9** (OPTIONAL)

**7:00 PM-** ON YOUR OWN DINNER. GROUP RESERVATIONS WILL BE MADE AT A LOCAL RESTAURANT.

**LOCATION** - ARRIVE INTO PHOENIX SKY HARBOR, ARIZONA, SCOTTSDALE MARRIOTT AT MCDOWELL MOUNTAINS.

**NOTES** - RECOMMEND THAT ALL GROUPS ARRIVE ON SATURDAY TO ACCOMMODATE ANY FLIGHT DELAYS

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## ▶ **SUNDAY, APRIL 10** (OPTIONAL)

**7:30 AM-** MEET IN LOBBY, SCOTTSDALE MARRIOTT AT MCDOWELL MOUNTAINS.

**LOCATION** - HOTEL LOBBY AT PHOENIX, ARIZONA

**NOTES** - PLEASE DRESS CASUAL WITH “CLOSED TOE” SHOES. (ATHLETIC SHOES ARE FINE). PLAN ON HIKING PARTS OF THE GRAND CANYON

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**8:00 AM-** DEPART TO GRAND CANYON

**SPEAKERS** - ARIZONA-SPONSORED EVENT FOR DIGNITARIES INTERESTED IN ARRIVING EARLY.

**NOTES** - MEET IN HOTEL LOBBY

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**12:00 PM-** ARRIVE AT THE GRAND CANYON NATIONAL PARK

**SPEAKERS** - ARIZONA-SPONSORED EVENT FOR DIGNITARIES

**NOTES** - GRAND CANYON NATIONAL PARK RIM

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**3:30 PM-** DEPART GRAND CANYON

**8:00 PM- ON YOUR OWN DINNER. GROUP RESERVATIONS WILL BE MADE AT A LOCAL RESTAURANT.**

**LOCATION** - PHOENIX, ARIZONA

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## ► **MONDAY, APRIL 11**

**7:15 AM- MEET IN LOBBY**

**LOCATION** - HOTEL LOBBY, PHOENIX, ARIZONA

**NOTES** - ATTIRE FOR THE DAY - SMART BUSINESS - (FOR EXAMPLE: COAT WITH NO TIE FOR MEN)

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**7:30 AM- DEPART TO PHOENIX – UNIVERSITY OF ARIZONA MEDICAL SCHOOL  
VIRGINIA G. PIPER AUDITORIUM**

**LOCATION** - BUILDING 2 (VIRGINIA G. PIPER AUDITORIUM/TELEMEDICINE PROGRAM)

550 E. Van Buren Street - Phoenix, AZ 85004

**NOTES** - LIGHT BREAKFAST

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**8:30 AM- KICK OFF AND INTRODUCTION TO THE AZ-CA MEGAREGION WITH AN ECONOMIC  
DEVELOPMENT PRIMER**

**SPEAKERS/HOST** -

-THE HONORABLE DOUG DUCEY, GOVERNOR OF ARIZONA

-AMBASSADOR NEIL PARSAN, EXECUTIVE SECRETARY FOR INTEGRAL DEVELOPMENT,  
ORGANIZATION OF AMERICAN STATES (WELCOMING REMARKS)

-ANTWAUN GRIFFIN-DEPUTY ASSISTANT SECRETARY FOR U.S. DOMESTIC OPERATIONS  
US DEPARTMENT OF COMMERCE (BRIEF REMARKS)

- TOM GUEVARA, DEPUTY ASSISTANT SECRETARY FOR ECONOMIC DEVELOPMENT  
US DEPARTMENT OF COMMERCE (PRIMER)

- SANDRA WATSON, ARIZONA COMMERCE AUTHORITY

MC : DR. BARRETT HAGA –ACE PROGRAM

**LOCATION** - VIRGINIA G. PIPER AUDITORIUM, UA MEDICAL SCHOOL, 550 E. VAN BUREN STREET PHOENIX, AZ 85004

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## **9:30 AM- BIOACCEL'S TECHNOLOGY ADVANCEMENT PROGRAM**

**SPEAKERS** - MARYANN GUERRA, CEO OF BIOACCEL

**LOCATION** - VIRGINIA G. PIPER AUDITORIUM, UA MEDICAL SCHOOL

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## **9:55 AM- TRANSLATIONAL GENOMICS RESEARCH INSTITUTE (TGEN) PRESENTATION**

**SPEAKERS** - DR. JEFFREY TRENT, PRESIDENT AND RESEARCH DIRECTOR AT TGEN

**LOCATION** - VIRGINIA G. PIPER AUDITORIUM, UA MEDICAL SCHOOL

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## **10:20 AM- LOCAL MOTORS PRESENTATION (DEVELOPING A PRODUCTION LINE FOR THE FIRST FULLY 3D-PRINTED CAR IN THE WORLD)**

**SPEAKERS** - ELLE SHELLEY - CHIEF MARKETING OFFICER

**LOCATION** - VIRGINIA G. PIPER AUDITORIUM, UA MEDICAL SCHOOL

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## **10:45 AM- US PATENT OFFICE**

**SPEAKERS** - JOHN CABECA – DIRECTOR OF THE SILICON VALLEY –UNITED STATES PATENT AND TRADEMARK OFFICE

**LOCATION** - VIRGINIA G. PIPER AUDITORIUM, UA MEDICAL SCHOOL

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## **11:00 AM- NETWORKING BREAK**

**SPEAKERS** - REPRESENTATIVES OF LOCAL INCUBATORS, LOCAL BUSINESSES, MAYORS, CHAMBERS OF COMMERCE, OTHER

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## **11:45 AM- MOVE TO LUNCH (TBD)**

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## **12:00 PM- LUNCH AND WALKING TOUR OF DOWNTOWN PHOENIX CAMPUSES**

### **SPEAKERS/HOST**

- THE HONORABLE GREG STANTON, MAYOR OF PHOENIX (BRIEF REMARKS)
- JULIE LENZER- DIRECTOR - OFFICE OF INNOVATION AND ENTREPRENEURSHIP AND SENIOR ADVISOR TO THE SECRETARY
- US DEPARTMENT OF COMMERCE (BRIEF REMARK) - U.S. CONGRESSIONAL DELEGATION

**LOCATION** - BUS PICK UP - HOTEL PALOMAR 2 E JEFFERSON ST, PHOENIX, AZ 85004

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## **1:30 PM- DEPART FOR ARIZONA STATE UNIVERSITY-BIODESIGN INSTITUTE**

**LOCATION** - ARIZONA STATE UNIVERSITY BIODESIGN INSTITUTE 1001 S MCALLISTER AVE, TEMPE, AZ 85281

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## **2:00 PM- WELCOME TO ARIZONA STATE UNIVERSITY**

### **SPEAKERS/HOST**

- DR. MICHAEL CROW, PRESIDENT OF ARIZONA STATE UNIVERSITY
- DR. SETHURAMAN PANCHANATHAN,
- SENIOR VICE PRESIDENT OF KNOWLEDGE ENTERPRISE DEVELOPMENT, ARIZONA STATE UNIVERSITY

**LOCATION** - ARIZONA STATE UNIVERSITY AUDITORIUM

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## **2:15 PM- CREATION OF A FLEXIBLE HEALTH DIAGNOSTIC**

### **SPEAKERS/HOST**

- DR. KAREN ANDERSON, - ASSOCIATE PROFESSOR, BIODESIGN'S VIRGINIA G. PIPER CENTER FOR PERSONALIZED DIAGNOSTICS & JOSEPH SMITH, PROCESS ENGINEER PRINCIPAL, ASU FLEX ELECTRONICS AND DISPLAY CENTER

**LOCATION** - ARIZONA STATE UNIVERSITY AUDITORIUM

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## **2:30 PM- WATER REMEDIATION IN MEXICO**

### **SPEAKERS/HOST**

- DR. BRUCE RITTMANN, - DIRECTOR, BIODESIGN INSTITUTE SWETTE CENTER FOR ENVIRONMENTAL BIOTECHNOLOGY

**LOCATION** - ARIZONA STATE UNIVERSITY AUDITORIUM

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## **2:45 PM- BREAK**

**LOCATION** - B LOBBY

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## **3:15 PM- LAB TOURS**

### **SPEAKERS/HOST**

-GUIDES: JULIE KURTH, MANAGER, BIODESIGN MARKETING AND COMMUNICATIONS; JUNO SCHASER, EVENT COORDINATOR, BIODESIGN MARKETING AND COMMUNICATIONS

**LOCATION** - BIODESIGN INSTITUTE VIRGINIA G. PIPER CENTER FOR PERSONALIZED DIAGNOSTICS & BIODESIGN INSTITUTE SWETTE CENTER FOR ENVIRONMENTAL BIOTECHNOLOGY

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## **4:30 PM- DEPARTURE**

## **5:00 PM- NIGHT TIME NETWORKING (TBA)**

## **7:30 PM- RETURN TO HOTEL**

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# **TUESDAY, APRIL 12**

## **7:30 AM- MEET IN LOBBY AND CHECK OUT**

**LOCATION** - HOTEL PHOENIX, ARIZONA

**NOTES** - ATTIRE FOR THE DAY - SMART BUSINESS- (FOR EXAMPLE: COAT WITH NO TIE ) PLEASE WEAR "CLOSED TOE SHOES" FOR SAFETY TODAY.

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## **7:45 AM- DEPART HOTEL FOR WILLIAMS GATEWAY AIRPORT AND ASU POLYTECHNIC CAMPUS**

**LOCATION** - BUILDING 2 (VIRGINIA G. PIPER AUDITORIUM/TELEMEDICINE PROGRAM)  
550 E. Van Buren Street - Phoenix, AZ 85004

**NOTES** - LIGHT BREAKFAST

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**8:30 AM- NEXUS PROGRAM PRESENTATION – COMBINES THE ASSETS OF GATEWAY AIRPORT AND ASU POLYTECHNIC AND SURROUNDING BUSINESS AND RESEARCH. (ALGAE FIELDS INCLUDED) PRESENTATION FROM INTEL ON WATER REUSE**

**SPEAKERS/HOST -**

- WELLINGTON “DUKE” REITER, ASU OFFICE OF THE PRESIDENT
- CHRISTA MCJUNKIN - –SALT RIVER PROJECT

**LOCATION** - LIGHT BREAKFAST

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**10:45 AM- DEPART FOR BIOSPHERE 2**

**LOCATION** - BIOSPHERE 2, 32540 S BIOSPHERE RD, ORACLE, AZ 85739

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**12:00 PM- LUNCH HOSTED BY TOWN OF ORO VALLEY AT BIOSPHERE 2**

**SPEAKERS/HOST -**

- MAYOR SATISH HIEMATH, TOWN OF ORO VALLEY
- TOM GUEVARA – DEPUTY ASSISTANT SECRETARY FOR ECONOMIC DEVELOPMENT - US DEPARTMENT OF COMMERCE

**LOCATION** - 32540 S BIOSPHERE ROAD, ORACLE, ARIZONA 85739

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**1:00 PM- TOUR OF BIOSPHERE 2**

**SPEAKERS/HOST -** DR. JOAQUIN RUIZ, DIRECTOR OF BIOSPHERE 2

**LOCATION** - 32540 S BIOSPHERE ROAD, ORACLE, ARIZONA

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**2:15 PM- DEPART FOR THE UNIVERSITY OF ARIZONA**

### **3:30 PM- UNIVERSITY OF ARIZONA (TOUR OF RICHARD. F CARIS MIRROR LABORATORY AND RESEARCH AND INNOVATION MINITALKS)**

#### **SPEAKERS/HOST**

- THE HONORABLE JONATHAN ROTHSCHILD, MAYOR OF TUCSON -DR. ANN HART, PRESIDENT OF THE UNIVERSITY OF ARIZONA
- GROUP A – TALKS AND TOUR OF THE RICHARD F. -CARIS MIRROR LAB WITH DR. DENNIS ZARITSKY, AND MR. JEFF KINGSLEY
- GROUP B – ILC 119 INNOVATION MINITALKS :INNOVATIONS/WELCOME BY : DR. KIMBERLEY ESPY OR DR. JENNIFER-BARTON
- FLEXIBLE ELECTRONICS PRESENTATION BY: DR. PERRY SKEATH • GENOMICS AND GENETICS CORE FACILITY: DR. MICHAEL HAMMER OR DR. RYAN SPRISLER • VISUAL AND AUTONOMOUS EXPLORATIONS SYSTEMS: DR. WOLFGANG FINK.

**LOCATION** - TUCSON, ARIZONA

**NOTES** --INITIAL PRESENTATION IN STADIUM CLUB THEN TOUR RICHARD CARIS MIRROR LAB

-INTEGRATED LEARNING CENTER CLASSROOM ROOM 119

-UTILIZE STUDENT AMBASSADOR ESCORTS TO TALK ABOUT THE UA HISTORY/POSITION TO DATE DURING TRANSITION TIME

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### **4:35PM- CONTINUING TOUR OF RICHARD F. CARIS MIRROR LABORATORY AND RESEARCH AND INNOVATION MINI-TALKS**

**SPEAKERS/HOST**- GROUP A—DEPART FOR ILC 119 FOR INNOVATION MINI-TALKS: INTRODUCTIONS/WELCOME BY: DR. KIMBERLY ESPY OR DR. JENNIFER BARTON

- FLEXIBLE ELECTRONICS PRESENTATION BY: DR. PERRY SKEATH
  - GENOMICS AND GENETICS CORE FACILITY: DR. MICHAEL HAMMER OR DR. RYAN SPRISLER
  - VISUAL AND AUTONOMOUS EXPLORATIONS SYSTEMS: DR. WOLFGANG FINK.
- GROUP B—DEPART TO UA STADIUM CLUB FOR TALKS

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### **5:30PM- DEPART FOR STUDENT UNION SOUTH BALLROOM**

#### **SPEAKERS/HOST -**

- MAYOR SATISH HIEMATH, TOWN OF ORO VALLEY

- TOM GUEVARA – DEPUTY ASSISTANT SECRETARY FOR ECONOMIC DEVELOPMENT - US DEPARTMENT OF COMMERCE

**LOCATION** - 32540 S BIOSPHERE ROAD, ORACLE, ARIZONA 85739

## **5:45 PM- NETWORKING RECEPTION**

### **SPEAKERS/HOST**

- SENIOR LEADERSHIP FROM UA AND TUCSON
- DENNIS R. MINANO, CHAIRMAN OF SUN CORRIDOR INC.
- JAY WILLIAMS – U. S ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT (BRIEF REMARKS)
- JOHN ANDERSEN, DEPUTY ASSISTANT SECRETARY FOR THE WESTERN HEMISPHERE (TPP REMARKS)
- ALEJANDRA Y. CASTILLO- NATIONAL DIRECTOR OF THE MINORITY BUSINESS DEVELOPMENT AGENCY (KEYNOTE)
- MC: DR. MARYSE ROBERT- DIRECTOR, DEPARTMENT OF ECONOMIC DEVELOPMENT- ORGANIZATION OF AMERICAN STATES

**LOCATION** - STUDENT UNION MEMORIAL CENTER, SOUTH BALLROOM (THIRD FLOOR)

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## **8:30 PM- DEPART TO HOTEL AND CHECK IN**

**SPEAKERS/HOST**- JW MARRIOTT TUCSON STARR PASS RESORT & SPA 3800 W STARR PASS BLVD, TUCSON, AZ 85745

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## **WEDNESDAY, APRIL 13**

### **7:15 AM- MEET IN LOBBY / CHECK OUT OF HOTEL**

- NOTES** - ATTIRE FOR THE DAY – SMART BUSINESS – (FOR EXAMPLE: COAT WITH NO TIE FOR MEN)
- BREAKFAST ON YOUR OWN AT THE HOTEL DUE TO SECURITY AT RAYTHEON
- 

### **7:30 AM- DEPART HOTEL FOR RAYTHEON MISSILE SYSTEMS FACILITY**

**LOCATION** - 1151 E. HERMANS RD., TUCSON AZ 85756

ENTRY THRU SOUTH GATE AND PARKING IN THE BLDG 807 LOT.

SPACES WILL BE ASSIGNED FOR THE VISIT. THE DESIRED TOUR WILL INCLUDE TWO BUS TRANSPORTS, FROM BLDG 807 TO BLDG 801, AND BLDG 801 TO BLDG 800

**NOTES** - - ATTIRE FOR THE DAY – SMART BUSINESS – (FOR EXAMPLE : COAT WITH NO TIE)

-RAYTHEON SECURITY WILL BE MEETING THE DELEGATION AT THE HOTEL, PLEASE HAVE YOUR PASSPORT HANDY AS THEY WILL CHECK YOU IN AS WE BOARD AND AGAIN AS WE ENTER RAYTHEON

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## **8:00 AM- TOUR OF RAYTHEON MISSILE SYSTEMS FACILITY**

**SPEAKERS** - ROBERT FITZPATRICK, RMS VICE PRESIDENT FOR BUSINESS DEVELOPMENT

**NOTE** - PLEASE NOTE THAT DUE TO SECURITY YOU NEED TO STAY WITH THE GROUP AT ALL TIMES AND PHOTOGRAPHY WILL BE LIMITED

-DUE TO FACILITY SECURITY, THERE IS NO WI-FI AVAILABLE ON RAYTHEON GROUNDS

-PLEASE LEAVE ALL CELL PHONES UNLESS ON THE BUS UNLESS DIRECTLY NECESSARY. THIS IS A SECURED FACILITY.

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## **10:15 AM- DEPART FOR YUMA**

## **12:00 AM- BREAK IN GILA BEND**

**SPEAKERS-** MAYOR OF GILA BEND

**LOCATION** - RAMADA/COMMUNITY PARK

**ADDRESS-** 202 N. EUCLID, GILA BEND, AZ 85337

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## **8:00 AM- TOUR OF RAYTHEON MISSILE SYSTEMS FACILITY**

**SPEAKERS** - ROBERT FITZPATRICK, RMS VICE PRESIDENT FOR BUSINESS DEVELOPMENT

**NOTE** - PLEASE NOTE THAT DUE TO SECURITY YOU NEED TO STAY WITH THE GROUP AT ALL TIMES AND PHOTOGRAPHY WILL BE LIMITED

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---

## **10:15 AM- DEPART FOR YUMA**

## **12:00 AM- BREAK IN GILA BEND**

**SPEAKERS-** MAYOR OF GILA BEND

**LOCATION** - RAMADA/COMMUNITY PARK

**ADDRESS-** 202 N. EUCLID, GILA BEND, AZ 85337

## **2:30 PM- YUMA AGRICULTURAL CENTER**

### **SPEAKERS -**

- DR. SHANE BURGESS (DEAN OF THE UA COLLEGE OF AGRICULTURE AND LIFE SCIENCES),
- VIC SMITH (PRESIDENT, JV FARMS, INC.),
- PAUL BRIERLEY (EXECUTIVE DIRECTOR, YUMA CENTER OF EXCELLENCE FOR DESERT AGRICULTURE),
- DR. JEFF SILVERTOOTH (DIRECTOR, UA COOPERATIVE EXTENSION SERVICE).

**LOCATION** - 6425 W 8TH ST, YUMA, AZ 85364

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## **4:00 PM- YUMA AIRPORT TOUR**

**LOCATION** - YUMA INTERNATIONAL AIRPORT 2191 E. 32ND ST. SUITE 218 YUMA, AZ 85365

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## **5:30 PM- DEPART TO DINNER**

## **6:00 PM- DEPART FOR YUMA**

### **SPEAKERS**

- THE HONORABLE DOUGLAS NICHOLLS, MAYOR OF YUMA
- JOHN ANDERSEN, DEPUTY ASSISTANT SECRETARY FOR THE WESTERN HEMISPHERE (KEYNOTE)
- JAY WILLIAMS U.S ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT (BRIEF REMARKS)
- SANDRA WATSON, ARIZONA COMMERCE AUTHORITY
- JULIE ENGEL, GREATER YUMA ECONOMIC DEVELOPMENT CORP
- JENNY TORRES, COMMUNITY DEVELOPMENT DIRECTOR

**LOCATION** - YUMA QUARTERMASTER DEPOT STATE HISTORIC PARK 201 N. 4TH AVENUE YUMA, AZ 85364

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## **8:15 PM- BEGIN TO LOAD BUS**

## **8:30 PM- DEPART**

## **9:15 PM- ARRIVE INTO IMPERIAL VALLEY**

## **9:30 PM- LATE NIGHT CASUAL COCKTAILS AT IMPERIAL PALMS RESORT AT BARBARA WORTH**

**SPEAKERS** - EUSEBIO ARBALLO, CHAIRMAN OF IVEDC

TIMOTHY E. KELLEY, PRESIDENT/CEO OF IVEDC

**LOCATION** - 2050 COUNTRY CLUB DRIVE, HOLTVILLE, CALIFORNIA

**NOTES** - OPTIONAL

## **THURSDAY, APRIL 14**

### **7:15 AM- WAKE UP COFFEE/CHECK OUT OF HOTEL**

**LOCATION** - GOLF COURSE PATIO

**NOTES** - ATTIRE FOR THE DAY: SMART BUSINESS (FOR EXAMPLE: COAT WITH NO TIE FOR MEN)

PLEASE WEAR "CLOSED TOE SHOES" FOR SAFETY TODAY

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### **7:20 AM- OVERVIEW OF IMPERIAL VALLEY**

**SPEAKERS** - TIMOTHY E. KELLEY, PRESIDENT / CEO OF IVEDC

**LOCATION** -GOLF COURSE PATIO

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### **7:45 AM- CHECK OUT AND DEPART IMPERIAL PALMS RESORT**

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### **8:15 AM- CALEXICO EAST PORT OF ENTRY**

**SPEAKERS** - TIMOTHY E. KELLEY, PRESIDENT/CEO OF IVEDC

**LOCATION** -1699 CARR RD. CALEXICO, CALIFORNIA

**NOTES** -DRIVE-BY TOUR (35 MINS FROM ALL AMERICAN CANAL)

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### **8:35 AM- BRUNCH HOSTED AT IMPERIAL REGIONAL CENTER**

**SPEAKERS** - MICHAEL KELLEY, BOARD OF SUPERVISORS, COUNTY OF IMPERIAL

- MATT DESSERT, BOARD OF DIRECTORS, VICE PRESIDENT, IMPERIAL IRRIGATION DISTRICT

**LOCATION** - BETWEEN HWY 98 AND I8 ON 111

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**9:00 AM- PRESENTATIONS ON ECONOMIC ASSETS OF IMPERIAL VALLEY AND NETWORKING**

**SPEAKERS** - TIMOTHY E. KELLEY, PRESIDENT/CEO OF IVEDC AND OTHER KEY LEADERS FROM IMPERIAL VALLEY

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**9:45 AM- DEPART FOR IMPERIAL VALLEY COLLEGE**

**10:05AM- IMPERIAL VALLEY COLLEGE - TOUR OF CTE BUILDING/APPLIED SCIENCE EXPO/  
NATIONAL SKILLS PROJECT**

**SPEAKERS** - PRESIDENT VICTOR JAIME

-JAY WILLIAMS, U.S. ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT (BRIEF REMARKS ON SKILLS)

**LOCATION** - IMPERIAL VALLEY COLLEGE 380 E ATEN RD. IMPERIAL, CA 92251

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**11:15 AM- DEPART TO SDSU**

**11:30 AM- SAN DIEGO STATE UNIVERSITY**

- TOUR OF CAMPUS
- CENTER FOR REGIONAL SUSTAINABILITY
- RENEWABLE ENERGY

**LOCATION** - SAN DIEGO STATE UNIVERSITY , 560 CA-87 BRAWLEY, CALIFORNIA

**NOTES** - DRIVE THROUGH TOUR

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**12:00 PM- ENERGY SOURCE**

- GEOTHERMAL
- MINERAL EXTRACTION

**SPEAKERS/HOST** - VINCE SIGNOROTTI, VP RESOURCE ESTATE ASSETS

**LOCATION** - 321 S. WATERMAN EL CENTRO, CALIFORNIA

**NOTE** - SNACKS/LIGHT REFRESHMENTS

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## **1:45 PM- SALTON SEA OVERVIEW FROM ENERGY SOURCE**

**SPEAKERS** - KEVIN E. KELLEY, GENERAL MANAGER OF THE IMPERIAL IRRIGATION DISTRICT

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## **2:15PM- REPRESENTATIVES LEAVE TO SAN DIEGO, CALIFORNIA**

## **3:00 PM- DRIVE THROUGH CAMPO KUMEYAAY WIND FARM**

## **4:15 PM- ARRIVE SAN DIEGO**

**LOCATION** - THE DOWNTOWN LIBRARY, 330 PARK BLVD, SAN DIEGO, CALIFORNIA 92101

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## **4:30 PM- PRESS CONFERENCE - SIGNING CEREMONY- MEMORADUM OF COOPERATION BETWEEN THE ORGANIZATION OF AMERICAN STATES AND THE US DEPARTMENT OF COMMERCE**

### **SPEAKERS**

- KEVIN FALCONER, MAYOR OF SAN DIEGO
  - AMBASSADOR NEIL PARSAN- EXECUTIVE SECRETARY FOR INTEGRAL DEVELOPMENT- ORGANIZATION OF AMERICAN STATES
  - JAY WILLIAMS - U.S. ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT
- 

## **5:00 PM- WELCOME RECEPTION: THE BINATIONAL REGION AS GATEWAY TO LATIN AMERICA AND SINGING OF COMMERCE/OAS MOC**

### **SPEAKERS**

- AMBASSADOR NEIL PARSAN - EXECUTIVE SECRETARY FOR INTEGRAL DEVELOPMENT- ORGANIZATION OF AMERICAN STATES (KEYNOTE)
- JAY WILLIAMS - U.S. ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT (KEYNOTE)
- JOHN KNUBLEY - DEPUTY MINISTER OF INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA
- ANTWAUN GRIFFIN- DEPUTY ASSISTANT SECRETARY FOR U.S. DOMESTIC OPERATIONS, US DEPARTMENT OF COMMERCE
- KEVIN FALCONER, MAYOR OF SAN DIEGO
- JORGE ASTIAZARAN, MAYOR OF TIJUANA (INVITED)
- JOE BEERY, SVP AND CIO, THERMOFISHER SCIENTIFIC
- ELIZABETH BROWN, CHIEF COMMERCIAL OFFICER, CROSS BORDER XPRESS
- PETER COWHEY, DEAN, UCSD SCHOOL OF GLOBAL POLICY AND STRATEGY

**SPEAKERS** - THE DOWNTOWN LIBRARY

**7:00 PM- DEPART FOR HOTEL**

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**7:30 PM- CHECK INTO HOTEL**

**LOCATION** - BAHIA RESORT HOTEL 998 WEST MISSION BAY DRIVE, SAN DIEGO, CALIFORNIA 92109

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## ► **FRIDAY, APRIL 15**

**7:30 AM- MEET IN HOTEL LOBBY/ DEPART FOR SCRIPPS**

**NOTES** - ATTIRE FOR THE DAY – SMART BUSINESS – (FOR EXAMPLE : COAT WITH NO TIE FOR MEN)

**LOCATION** - HOTEL LOBBY, SAN DIEGO, CA

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**7:45 AM- DEPART FOR NOAA FISHERIES SOUTHWEST**

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**8:30 AM- TOUR OF SCRIPPS INSTITUTE OF OCEANOGRAPHY & NOAA SOUTHWEST FISHERIES SCIENCE CENTER**

### **SPEAKERS**

-HOSTED BY SIO

-SCRIPPS DIRECTOR MARGARET LEINEN TO PROVIDE OVERVIEW ON SCRIPPS

-SCIENTISTS COVERING BIOCHEMISTRY, MARINE PHARMA AND ALGAE BIOTECH

**LOCATION** -NOAA FISHERIES SOUTHWEST FISHERIES SCIENCE CENTER, 8901 LA JOLLA SHORES DR., LA JOLLA, CA 92037

**NOTES** -LIGHT BREAKFAST TO BE SERVED

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**11:00 AM- QUALCOMM**

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**SPEAKERS** - TBD, QUALCOMM

**LOCATION** - QUALCOMM GLOBAL HEADQUARTERS 5775 MOREHOUSE DRIVE SAN DIEGO, CALIFORNIA 92121

AUDITORIUM QUALCOMM MUSEUM SNAPDRAGON DEMO ROOM

**NOTE** - LUNCH PROVIDED

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**1:30 PM- DEPART FOR UCSD**

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**2:00 PM- UNIVERSITY OF CALIFORNIA – SAN DIEGO**  
**WELCOME & WALKING TOUR: TECH TRANSFER AND INNOVATION**

**SPEAKERS/HOST**

- SANDRA A. BROWN, VICE CHANCELLOR FOR RESEARCH
- PETER COWHEY, DEAN AND QUALCOM ENDOWED CHAIR IN COMMUNICATIONS AND TECHNOLOGY POLICY, SCHOOL OF GLOBAL POLICY AND STRATEGY (GPS)
- ALBERT P. PISANO, PROFESSOR AND DEAN, JACOBS SCHOOL OF ENGINEERING

**LOCATION** - 2202 SCHOLARS DR N, LA JOLLA, CA 92093 THE VILLAGE WEST, BUILDING 1, ROOMS ON FIFTEEN, 15-A

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**4:00 PM- DEPART FOR IBOSS**

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**4:30 PM- IBOSS CYBERSECURITY**

**SPEAKERS/HOST**

- PAUL MARTINI, CEO & CO-FOUNDER
- PETER MARTINI, CEO & CO-FOUNDER

**LOCATION** - 4110 CAMPUS POINT CT, SAN DIEGO, CA

**NOTE** - DRINKS/RECEPTION

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**7:30 PM- MAJOR LEAGUE BASEBALL GAME – SAN DIEGO PADRES VS ARIZONA DIAMONDBACKS**

**NOTE** - TICKETS AND NETWORKING ARE PROVIDED- MEALS WILL BE ON YOUR OWN AT THE STADIUM

**LOCATION** - PETCO PARK 100 PARK BLVD, SAN DIEGO, CA 92101

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## ▶ SATURDAY, APRIL 16

### 8:00 AM- MEET IN LOBBY

NOTES - BREAKFAST ON YOUR OWN

LOCATION - HOTEL LOBBY, SAN DIEGO, CA

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### 9:00 AM- UNITED STATES COAST GUARD SAN DIEGO

SPEAKERS - REAR ADMIRAL JOE SERVIDIO

LOCATION - UNITED STATES COAST GUARD SECTOR SAN DIEGO 2170 N HARBOR DR, SAN DIEGO, CA 92101

NOTE - LIGHT SNACKS

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### 11:00 AM- - NAVAL BASE POINT LOMA - PANEL DISCUSSION: MILITARY AS DRIVER OF TECHNOLOGICAL INNOVATION

SPEAKERS/HOST

- REAR ADMIRAL MARK RICH
- PAT SULLIVAN, EXECUTIVE DIRECTOR, SPAWAR
- JIM ZORTMAN, MD, NORTHROP GRUMMAN
- LINDEN BLUE, VICE CHAIRMAN, GENERAL ATOMICS

LOCATION - NAVAL BASE POINT LOMA, 140 SYLVESTER RD, POINT LOMA, SAN DIEGO, CA

NOTES - LIGHT SNACKS

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### 12:30PM- FINAL GOODBYES – GROUP PHOTO – CABRILLO MONUMENT/OVERLOOK OF SAN DIEGO BAY&CITY

SPEAKERS - MATT S. ERSKINE, U.S. DEPUTY ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT (TOUR CLOSING REMARKS)

NOTE - OPTIONAL EVENT

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# ARIZONA

Arizona is ranked #1 in the nation for projected annual job growth by Forbes, and #1 in the nation for Entrepreneurial Activity by Fast Company. Arizona is a top 10 state for manufacturing in the semiconductor, space & defense systems, and aircraft industries, and has among the lowest corporate and individual income tax rates in the nation. From an unsurpassed number of sunny days to snow skiing, Arizona's quality of life is second to none, with over 300 sunny days a year.

Arizona has 113,998 square miles of land, and shares a border with two of the largest economies in the world, California (#7) and Mexico (#15), as well as four other U.S. states. Arizona has a population of 6.8 million, with a population density of 60.1 per square mile. There are 2.4 million total households. The state capital is Phoenix.

## ► The Honorable Governor Doug Ducey - State of Arizona



Governor Doug Ducey is the 23rd governor of the state of Arizona. He was elected on November 4, 2014 and sworn into office on January 5, 2015 – inheriting a \$1 billion budget deficit.

With a mission to make Arizona the best state in the country to live, work, do business and get an education, Governor Ducey and state leaders got to work.

Today, Arizona's budget is balanced. Business is thriving. And public schools continue to improve.

The governor remains committed to what he has identified as his top priorities: growing the economy, creating and supporting 21st-century jobs, promoting educational excellence, protecting our communities and restoring fiscal responsibility – all without raising taxes on hardworking Arizonans.


A strong Arizona is an Arizona that ensures “Opportunity For All.” Governor Ducey has pledged to work every day to make that vision a reality.

Governor Doug Ducey was born in Toledo, Ohio. He moved to Arizona to attend Arizona State University's business school, where he earned his bachelor of science in finance in 1986. Governor Ducey and his wife, Angela, live in Phoenix with their three sons, Jack, Joe and Sam.

# HISTORIC ROUTE 66

<https://goo.gl/3QWfUI>





A tour along Northern Arizona's Route 66 and Interstate 40 which traces the original path of Route 66 is a nostalgic adventure as well as a geography and history lesson for the whole family. The tour passes through picture-perfect scenery including the cool pine country of Northern Arizona. Experience a plethora of scenic and historic attractions as you venture through small town America.

Known by several names throughout the years including the "Mother Road," "Main Street of America," and the "Will Rogers Highway," Route 66 served travelers for some 50 years, before totally succumbing to the "new and improved" interstate system.

Established in 1926, road signs began to be erected the following year, but, it would be several years before the 2,448 mile highway would be continuously paved from Chicago to Los Angeles.

Running through the states of Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California, the highway became one of the most famous roads in America. For decades, this historic path served thousands who were migrating west, especially during the Dust Bowl of the 1930's.

Over the years, the road underwent many improvements and realignments, changing its path and overall length, and moving its endpoint farther west to Santa Monica. Route 66 was officially decommissioned and the familiar highway markers came down.

But, it was not the end for this historic path. New generations wanted to travel this old road, signs began to go back up, and today, thousands enjoy these vintage peeks along the old highway.

SR 66 is the only part of old US 66 in Arizona to have state route markers. It still serves communities that the freeway avoids, including Valentine, Hackberry and Peach Springs; it enters the Hualapai Indian Reservation. Its western terminus is near Kingman at exit 52 on I-40 and its eastern terminus was originally near Seligman at exit 123 on I-40. The state highway designation currently covers just 66 miles (106 km) of a section east of Kingman. The road continues east into Yavapai County as a county-maintained road as the state turned over the easternmost 16.8 miles (27.0 km) of SR 66 (known as Crookston Rd) to Yavapai County in 1990 for maintenance.

Between Kingman and Seligman, I-40's more southerly and more direct path diverges from US 66 by approximately 16 miles (26 km), cutting off businesses on this section from highway traffic on the freeway's completion. Hackberry almost became a ghost town; at one point artist Bob Waldmire (owner of the Hackberry General Store from 1992-1998) was a resident. Members of the Grigg family have lived in Hackberry since the 1890s. Hackberry cemetery has seven generations of Grigg family members buried there.

The Grand Canyon Caverns, just east of Peach Springs, are among the largest of dry caverns in the United States.

Seligman is the birthplace of the first route 66 association, established by local barber Angel Delgadillo in 1987. This group obtained the first "Historic Route 66" designation, which the state initially placed on the segment of US 66 between Kingman and Seligman.

# SEDONA

[www.visitsedona.com](http://www.visitsedona.com)





## SEDONA


ARIZONA

Sedona is an Arizona desert town near Flagstaff that's surrounded by red-rock buttes, steep canyon walls and pine forests. It's noted for its mild climate and vibrant arts community. Uptown Sedona is dense with New Age shops, spas and art galleries. On the town's outskirts, numerous trailheads access Red Rock State Park, which offers bird-watching, hiking and picnicking.

# THE GRAND CANYON

[www.nps.gov/grca](http://www.nps.gov/grca)





Vast, magnificent and inarguably beautiful, the Grand Canyon is easily Arizona's most distinguishable landmark – and a natural wonder that you simply have to see to believe. The Grand Canyon is a steep-sided canyon carved by the Colorado River in the state of Arizona in the United States. It is contained within and managed by Grand Canyon National Park, the Kaibab National Forest, Grand Canyon-Parashant National Monument, the Hualapai Tribal Nation, the Havasupai people and the Navajo Nation. President Theodore Roosevelt was a major proponent of preservation of the Grand Canyon area, and visited it on numerous occasions to hunt and enjoy the scenery.

The Grand Canyon is 277 miles (446 km) long, up to 18 miles (29 km) wide and attains a depth of over a mile (6,093 feet or 1,857 meters). Nearly two billion years of Earth's geological history have been exposed as the Colorado River and its tributaries cut their channels through layer after layer of rock while the Colorado Plateau was uplifted. While some aspects about the history of incision of the canyon are debated by geologists, several recent studies support the hypothesis that the Colorado River established its course through the area about 5 or 6 million years ago. Since that time, the Colorado River has driven the down-cutting of the tributaries and retreat of the cliffs, simultaneously deepening and widening the canyon.

For thousands of years, the area has been continuously inhabited by Native Americans, who built settlements within the canyon and its many caves. The Pueblo people considered the Grand Canyon ("Ongtupqa" in the Hopi language) a holy site, and made pilgrimages to it. The first European known to have viewed the Grand Canyon was García López de Cárdenas from Spain, who arrived in 1540.

# NATIONAL PARK SERVICE

[www.nps.gov](http://www.nps.gov)





The National Park Service (NPS) is an agency of the United States federal government that manages all U.S. national parks, many American national monuments, and other conservation and historical properties with various title designations. It was created on August 25, 1916, by Congress through the National Park Service Organic Act and is an agency of the United States Department of the Interior. The NPS is charged with a dual role of preserving the ecological and historical integrity of the places entrusted to its management while also making them available and accessible for public use and enjoyment.

The National Park Service is celebrating its centennial in 2016.

# ARIZONA OFFICE OF TOURISM



**ARIZONA**®  
OFFICE OF TOURISM

[www.visitarizona.com](http://www.visitarizona.com)

The Arizona Office of Tourism (AOT) strives to enhance the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

AOT's goal is to provide precise, research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's tourism industry.

## ► Debbie Johnson - Chair, Arizona Lodging and Tourism Association President & CEO




Debbie has spent the last two decades working in the tourism industry in Arizona. She was appointed by Governor Doug Ducey as Director of the Arizona Office of Tourism in August 2015 to oversee the state's tourism marketing strategy. Prior to that, she served as president and CEO of the Arizona Lodging & Tourism Association (2002-2015) and Valley Hotel & Resort Association (1995-2015).

She serves on numerous local, state and national boards and committees dedicated to the industry and has been honored as Arizona's Tourism Champion of the Year, the Phoenix Visitor Industry Champion and was inducted into the Arizona Tourism Hall of Fame in 2011. She was named among the Valley's Most Admired CEOs by the Phoenix Business Journal in 2012 and the Top Business Leaders of 2013-2014 by AZ Business Magazine.

Debbie was born and raised in Wyoming, but she is a 25+ year Arizona resident and an Arizona State Sun Devil, where she received her degree in Marketing. In her spare time, she enjoys hiking, reading, quality time with her three children and, of course, traveling.

# CITY OF PHOENIX, ARIZONA

[www.phoenix.gov](http://www.phoenix.gov)



Phoenix is the capital, and largest city, of the state of Arizona. With 1,445,632 people (as of the 2010 U.S. Census), Phoenix is the most populous state capital in the United States, as well as the sixth most populous city nationwide.

Phoenix is the anchor of the Phoenix metropolitan area, also known as the Valley of the Sun, which in turn is a part of the Salt River Valley. The city is the 13th largest metro area by population in the United States, with approximately 4.3 million people in 2010. In addition, Phoenix is the county seat of Maricopa County and is one of the largest cities in the United States by land area.

Settled in 1867 as an agricultural community near the confluence of the Salt and Gila Rivers, Phoenix incorporated as a city in 1881. Located in the northeastern reaches of the Sonoran Desert, Phoenix has a subtropical desert climate. Despite this, its canal system led to a thriving farming community, many of the original crops remaining important parts of the Phoenix economy for decades, such as alfalfa, cotton, citrus and hay (which was important for the cattle industry). In fact, the “Five C’s” (Cotton, Cattle, Citrus, Climate, and Copper), remained the driving forces of Phoenix’s economy until after World War II, when high tech industries began to move into the valley.

The population growth rate of the Phoenix metro area has been nearly 4% per year for the past 40 years. While that growth rate slowed during the Great Recession, it has already begun to rebound. Phoenix is the cultural center of the Valley of the Sun, as well as the rest of Arizona.

## ► The Honorable Greg Stanton - Mayor – City of Phoenix



Since taking office in 2012, Mayor Greg Stanton has worked tirelessly to build a modern economy that works for every Phoenix family. By boosting trade with Mexico, investing in the biosciences, and lifting up local small business, Stanton is leading the way to create an innovation-based, export economy built to last.

Stanton is committed to making our community a more welcoming and open place. Under his leadership, Phoenix became the first U.S. city to end chronic homelessness among veterans. Phoenix also earned national recognition as a leader on LGBT issues, and became the first Arizona city to earn a perfect score on the Human Rights Campaign's municipal equality index.

Stanton attended Marquette University on the Harry S. Truman Scholarship, and earned a law degree from the University of Michigan. Before he was elected to his first term mayor in 2011, Stanton served nine years on the City Council and as Arizona's Deputy Attorney General.

In 2015, Stanton won reelection and also successfully led one of the most ambitious transportation initiatives in the country – a plan that will triple Phoenix's light rail system over the next 35 years. In his second term, Stanton will continue to shape an economy that works for everyone -- one rooted in innovation and focused on growing exports.

## ► Christine Mackay – Director of Community and Economic Development – Phoenix



Christine Mackay was named Community and Economic Development Director with the city of Phoenix in August 2014. She is responsible for leading the Business Development Team, including the areas of business attraction, business retention and expansion, small business and entrepreneurial efforts, downtown development, international, retail and workforce development.

Prior to coming to Phoenix, she was with the city of Chandler for 16 years as a member of the Economic Development Team, with the past six years in the position of Economic Development Director.

During the past five years, she has helped locate or expand more than 150 companies into the Region, brought 22,000 jobs, added nearly 3 million square feet to the industrial/office base and brought more than \$6 billion in capital investment in to the community. Some of the larger companies Christine has worked are Bank of America, eBay/PayPal, Marvell Technologies, Wells Fargo, Intel, Freescale, International Rectifiers, Isola, General Motors, Verizon Wireless, Orbital Sciences, Honeywell, Toyota Financial Services, Garmin, Pearson, CDW, Hensley, Air Products, Avnet, EDMC, Qualcomm and Ports America, to name a few.

In 2007, Christine was named the “Economic Developer of the Year, Large Community” by the Arizona Association for Economic Development (AAED). In 2010, she was named “Leader of the Year in Economic Development–Public Policy” by the Arizona Capital Times, and in 2011 she was named “Industry Leader of the Year – Economic Development” by Arizona Commercial Real Estate and in 2012 she was named “One of the 50 Most Influential Women in Arizona.”

She grew up in Scottsdale, but moved to Chandler in 1992, and has spent most of her career in commercial real estate in the Metro Phoenix area, including work at a private sector commercial real estate where Christine was the Research Director for a commercial brokerage firm.

# ARIZONA COMMERCE AUTHORITY

[www.azcommerce.com](http://www.azcommerce.com)





The Arizona Commerce Authority (ACA) is the leading economic development organization with a streamlined mission to grow and strengthen Arizona's economy. The ACA uses a three-pronged approach to advance the overall economy: recruit, grow, create – recruit out-of-state companies to expand their operations in Arizona; work with existing companies to grow their business in Arizona and beyond; and partner with entrepreneurs and companies large and small to create new jobs and businesses in targeted industries.

The ACA is overseen by a public-private sector board comprised of Arizona leaders in business and policy. The board is overseen by Arizona Governor Doug Ducey and co-chaired by Jerry Colangelo, partner of JDM Partners and chairman of USA Basketball. Joining them on the board is a group of prestigious private-sector business leaders, elected officials and university presidents.

The ACA's executive management team drives the organization's day-to-day operations, ensuring it maintains focus on the recruitment of quality companies and jobs to the state of Arizona. This team brings together the best and brightest in economic development, management and communications.

## ► Sandra Watson, President & CEO- Arizona Commerce Authority (602)845-1252 sandraw@azcommerce.com



Sandra Watson brings more than 20 years of economic development leadership experience to Arizona. She and her teams have successfully attracted to Arizona hundreds of companies that have invested billions of dollars in capital and created more than 75,000 quality jobs.

In her 17 years with the Arizona Department of Commerce, and now the Arizona Commerce Authority, Ms. Watson served in multiple positions with increasing responsibilities and results. She has led Business Development, Business Attraction, Workforce and Marketing. She has also served as Director of Innovation and Technology, and she continues to be a leading participant in these sectors.

Ms. Watson began her career in Canada and brings not only a wealth of knowledge on the regional, state and national levels but can execute effectively on an international scale.

Ms. Watson is a collaborative leader who excels in strategic thinking and relationship building. She worked tirelessly as a leader to implement the exciting new vision for the Arizona Commerce Authority (ACA), providing invaluable energy and stability during the transition from the Department of Commerce. Her leadership and strong relationships with Arizona's Governor and legislators has resulted in consensus in creating the ACA as well as the establishment of its aggressive business plan the organization is currently executing.

She earned an Honors Bachelor of Commerce degree, and she has completed the Global Leadership Certification program at the Thunderbird School of Management. In addition to sitting on numerous regional and statewide Boards of Directors, Ms. Watson serves on the National State Science and Technology Institute Board.

In 2014, the Phoenix Business Journal recognized Ms. Watson as one of the 25 "Most Admired Leaders in Business" and Az Business selected her for its 2014-15 Az Business Leaders publication spotlighting Arizona's most respected and influential business leaders. In 2013, Az Business also recognized Ms. Watson as one of the "50 Most Influential Women in Arizona Business." In 2012, the Phoenix Business Journal recognized Ms. Watson among the "Top 25 Women in Business" and in 2004, recognized her as an up-and-coming Arizona leader, with its "Forty Under 40" designation. Ms. Watson is also a two-time recipient of the Arizona Technology Council's Chairman's Award (2004 and 2010).

► **David Cobin - Manager of Strategic Engagement - Arizona Commerce Authority (ACA)**  
**(602)350-3637 davidc@azcommerce.com**



David Cobin is the Manager of Strategic Engagement of the Arizona Commerce Authority (ACA). In that capacity, David oversees strategic initiatives on behalf of the CEO (industrial development, partner building, legislative changes) and works hand-in-hand with the Business Attraction & Expansion team to diversify Arizona's economy through the attraction and expansion of new businesses. During David's four-year tenure with the ACA, he has successfully assisted in the attraction of hundreds of companies that have invested billions of dollars in capital and created more than 60,000 quality jobs in Arizona.

Prior to joining the ACA at the time of its inception in 2011, David worked as a business development manager for a consulting firm specializing in corporate social responsibility and supply chain management in Guangzhou, China.

Originally from Oregon, David earned his B.A. degree in Interdisciplinary Studies at North Greenville University in South Carolina in 2008 and graduated with an M.B.A. from the Universidad Nacional Andres Bello in Santiago, Chile in 2010. David is native in English and Spanish and speaks business-level French.

# UNIVERSITY OF ARIZONA MEDICAL SCHOOL

[www.phoenixmed.arizona.edu](http://www.phoenixmed.arizona.edu)



The University of Arizona College of Medicine – Phoenix opened its four-year medical education program in 2007. It is an expansion to downtown Phoenix of the UA College of Medicine program begun in 1992 that offered third- and fourth-year medical students the opportunity to complete their training at Phoenix-area hospitals.

As early as 1983, Phoenix-area medical students at the UA College of Medicine were taking required clerkships in internal medicine, pediatrics, neurology, obstetrics and gynecology and family practice, as well as clinical electives.

In August 2004, the Arizona Board of Regents approved an agreement to expand the operations of the UA College of Medicine – Phoenix to a four-year program. An unprecedented statewide collaboration of the Arizona Board of Regents, the City of Phoenix, the Translational Genomics Research Institute (TGen) and Phoenix-area teaching hospitals, guided by a governor-appointed commission, led to the establishment of the Phoenix Biomedical Campus in downtown Phoenix.

The property, donated by the City of Phoenix, was then the site of TGen and historic buildings that once housed Phoenix Union High School. Following extensive renovations, the buildings became home to the University Of Arizona College Of Medicine – Phoenix, which admitted its first class of medical students in July, 2007.

The Phoenix Biomedical Campus has grown quickly, now including the Arizona Biomedical Collaborative, a joint research facility with Arizona State University and expansions to the UA colleges of Pharmacy and Public Health. The Arizona Legislature allocated funds for the expansion of the biomedical campus in Phoenix, allowing for the construction of the Health Sciences Education Building which opened in 2012. That expansion allows the university to expand its class size and further address the critical need for physicians in Arizona. Looking toward the future, the campus will only continue to grow. The Cancer Center is scheduled to open in 2015, and the College just broke ground on the Biomedical Sciences Partnership Building in October of 2014.

# BIOACCEL

[www.bioaccel.org](http://www.bioaccel.org)





Founded in 2009, BioAccel is a leading 501(c)3 organization in the Southwestern United States that fulfills a mission “to drive economic development through providing early-stage funding and accelerating commercialization of bioscience technology and devices,” accomplishing three important goals: diversify Arizona’s economic growth; improve health and delivery of healthcare; and provide bioscience entrepreneurial training and mentorship.

Founded by MaryAnn Guerra and Ron King, BioAccel provides training, investor education and a competitive early-stage funding for qualified innovators focused on health informatics and medical devices, accelerating the translation of novel scientific advances and discoveries into commercially viable products and devices that profoundly improve patient care and advance public health.

While BioAccel uses philanthropic funding to bridge the high-risk Valley of Death stage of business development unique to bioscience innovation, our novel nonprofit status also allows the holding of equity in exchange for early-stage investments, which ensures our long-term sustainability.

BioAccel’s early-stage bioscience entrepreneur support is making a significant difference, helping to launch 17 bioscience firms since inception.

To date, BioAccel has invested \$3.5 million over the past five years in proof-of-concept projects that helped create and/or grow companies, helping to support high-paying jobs at an average wage of \$71,800, 61.8 percent over the Arizona average wage of \$44,370. BioAccel has also provided education and mentorship for more than 100 Arizona entrepreneurs.

BioAccel’s portfolio to date has resulted in a current book value of the portfolio that exceeds \$98.3M with a projected exit value of \$1.4B, achieving a 37 percent internal rate of return (IRR). This is significantly better performance than that of the nation’s most sophisticated angel investors according to The Kauffman Foundation’s Angel Investor Performance. BioInspire, a program of BioAccel, is located in Peoria, Arizona, and is designed in partnership with the City of Peoria to help support qualifying bioscience entrepreneur start-up companies while diversify the city’s economy. BioInspire is the only medical device incubator in Arizona providing wrap-around start-up resources to early-stage companies qualifying to participate in BioAccel’s commercialization programs.

## ► MaryAnn Guerra, CEO, Chair and Co-Founder of BioAccel



Ms. Guerra is Chief Executive Officer, Chairman of the Board and co-founder of BioAccel. Ms. Guerra brings more than 25 years of experience in business, health, cancer technology and genomics research management to BioAccel. Prior to joining BioAccel, Ms. Guerra served as President of TGen Accelerators, LLC and Chief Business Officer at the Translational Genomics Research Institute (TGen).

Ms. Guerra is well experienced in creating novel programs to accelerate the transfer of technology from the lab into useful products and new business opportunities. Ms. Guerra has spent much of her career managing and operating successful and progressive health, science and technology businesses. She is an expert at

business development and strategic planning initiatives that create organizations poised to deliver clinical and research outcomes. Ms. Guerra has also held various senior level positions at the National Institutes of Health, including: Deputy Director of Management at the NCI; Executive Officer of the National Heart, Lung, and Blood Institute; and Chief of the Technology Transfer and Intramural Management Branch at the National Institute of Allergy and Infectious Disease. As the Deputy Director for Management, National Cancer Institute (NCI), Ms. Guerra oversaw all the business operations of an organization with an annual budget in excess of \$4 billion in appropriated funds and a staff of over 5,000.

# TRANSLATIONAL GENOMICS RESEARCH INSTITUTE (TGEN)

[www.tgen.org](http://www.tgen.org)





Translational Genomics Research Institute (TGen) is a non-profit 501(c)(3) organization focused on developing earlier diagnostics and smarter treatments.

Translational genomics research is a relatively new field employing innovative advances arising from the Human Genome Project and applying them to the development of diagnostics, prognostics and therapies for cancer, neurological disorders, diabetes and other complex diseases.

For the first time in history, we now have the knowledge to unravel the genetic components of common and complex diseases. The increased understanding of molecular medicine is shifting clinical practice from treatment based on symptoms to treatment based on the underlying causes of disease. Physicians will be prescribing drugs that are designed more intelligently, work more effectively, and have fewer toxic side effects.

The mapping of the human genome was only the first step. Researchers are now working to translate variations in human genes to discover the underlying

cause of disease progression and resistance to therapy and why some individuals encounter debilitating diseases and others live healthy lives. Although all the puzzle pieces of our genetic make-up have been identified, scientists and clinicians now have the formidable task of interpreting how they fit together in order to apply the genome map to patient care.

TGen is on the cutting edge of translational research where investigators are able to unravel the genetic components of common and complex diseases. Working with collaborators in the scientific and medical communities, TGen believes it can make a substantial contribution to the efficiency and effectiveness of the translational process. TGen's vision is of a world where an understanding of genomic variation can be rapidly translated to the diagnosis and treatment of disease in a manner tailored to individual patients.

TGen is dedicated to the next revolution in health care. With the patient at its helm, TGen is guided by three core principles: integrate, translate and accelerate.

## ► Dr. Jeffrey Trent – President and Research Director



Dr. Jeffrey M. Trent is President and Research Director of the Translational Genomics Research Institute (TGen) in Phoenix, Arizona.

Prior to forming TGen in 2002, Dr. Trent served for 10 years as the Scientific Director of the National Human Genome Research Institute at the National Institutes of Health in Bethesda, Maryland. Under his guidance, NHGRI's Division of Intramural Research became an internationally recognized research center in human genetics. Dr. Trent's research has provided important insights into the genetic basis of cancer. He is the author of more than 300 manuscripts in the scientific literature, numerous book chapters, invited reviews, and has given hundreds of invited lectures. He has

received numerous honors and awards, and has sat on the editorial boards of a dozen scientific publications. He specializes in developing and integrating novel “omic” technologies, supporting studies of molecular changes related to cancer risk and progression. He continues to participate in studies of other complex diseases in humans, as well as leading TGen's canine hereditary cancer program.

Dr. Trent's previous faculty positions included: The University of Arizona, where he was Deputy Director and Director for Basic Science of the Arizona Comprehensive Cancer Center; the University of Michigan, where he held the E. Maisel Endowed Professorship in Cancer Genetics, Professor of Human Genetics and Radiation Oncology, Head of the Cancer Biology Division of the Department of Radiation Oncology, and Deputy Director and Director of Basic Research for the Michigan Comprehensive Cancer Center. He also is a Diplomat of the American College of Medical Genetics.

Work in Dr. Trent's laboratory focuses on the study of genetic changes related to cancer predisposition and progression. He has worked the majority of his career on melanoma, most recently serving as the Co-Principal Investigator of the Stand Up to Cancer Melanoma Dream Team. The focus on that project is using molecularly-guided therapy for patients with BRAF wild-type (BRAFWT) metastatic melanoma. In addition to continuing

work on germline genetic alterations associated with melanoma risk, his laboratory has been among the most active in identifying and understanding the somatic changes associated with canine melanoma. The canine is a critically important model of human disease, and in the case of melanoma the clear clinical association to the human is for the largely understudied mucosal melanomas.

Other work in his laboratory has been focused upon relating the recent advances in both molecular biology and cancer genetics of ovarian cancer. Specifically, he was one of the leaders of an international consortium which recently identified that Small Cell Carcinoma of the Ovary, hyper calcemic type, (SCCOHT) displays frequent inactivating germline and somatic mutations in SMARCA4. SCCOHT is an extremely rare, aggressive cancer affecting children and young women (average age of diagnosis 23yo compared to 63yo for the common epithelial ovarian cancers). Working with investigators headed by Dr. David Huntsman of the British Columbia Cancer Agency they identified germline and somatic inactivating mutations in this SWI/SNF chromatin-remodeling gene in nearly all SCCOHT. The genetic changes lead to SMARCA4 protein loss in >95% of SCCOHT tumors but in only 0.4% (2/485) of other primary ovarian tumors. These data implicate SMARCA4 in SCCOHT oncogenesis.

# LOCAL MOTORS

[www.localmotors.com](http://www.localmotors.com)





Local Motors' global co-creation community is made up of enthusiasts, hobbyist innovators and professionals. Local Motors is made up of designers, engineers, and makers. The company operates a growing global network of microfactories. Each destination is a place where innovators create amazing products and consumers come to marvel and shop. Local Motors offers its unique product development system to select partners who want to innovate at a similar speed.

Founded in 2007, Local Motors is headquartered in Phoenix, Arizona, and has two microfactories. Local Motors believes in driving community engagement above all else, and ensuring open dialogue and transparency with community members in order to facilitate innovation and empower the individual maker.

Local Motors believes in engaging and empowering global communities of designers, engineers, fabricators and automotive enthusiasts to solve local problems, locally, through distributed making. Local Motors believes in making transportation more sustainable globally by empowering maker profitability, defending and advancing the environment, and improving safety and well-being.

Local Motors strives to succeed in the face of failure; meet deadlines regardless of obstacles; exceed expectations in the design, development and distribution of critical tools, services and finished products.

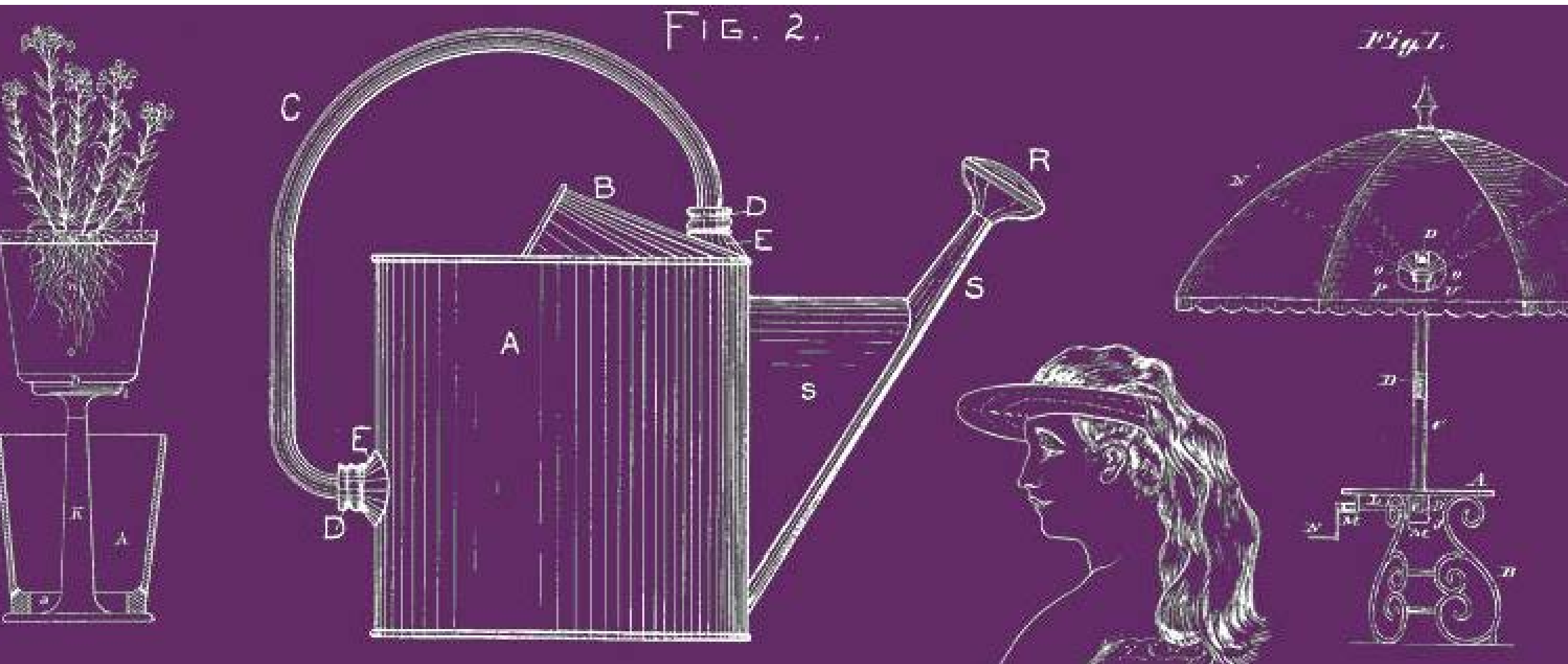
## ► Elle Shelley – Chief Marketing Office, Local Motors



Elle Shelley knows how to translate offline strategy to online success. A classically trained marketer, she has a deep understanding (and love!) of data and strategy. Over the past decade, she has managed integrated advertising initiatives, successfully marrying digital and social media, PR and traditional advertising. Well known for her signature enthusiasm and creativity, Elle spends her days at Local Motors dreaming up marketing strategies that drive growth and accelerate co-creation. A graduate of ASU's W.P. Carey School of Business, Elle is fluent in Spanish and has a particular interest in multicultural marketing and anything with coffee in it.

# UNITED STATES PATENT AND TRADEMARK OFFICE

[www.uspto.gov](http://www.uspto.gov)



**UNITED STATES  
PATENT AND TRADEMARK OFFICE**



The United States Patent and Trademark Office (USPTO) is the federal agency for granting U.S. patents and registering trademarks. In doing this, the USPTO fulfills the mandate of Article I, Section 8, Clause 8, of the Constitution that the legislative branch “promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.” The USPTO registers trademarks based on the commerce clause of the Constitution (Article I, Section 8, Clause 3). Under this system of protection, American industry has flourished. New products have been invented, new uses for old ones discovered, and employment opportunities created for millions of Americans. The strength and vitality of the U.S. economy depends directly on effective mechanisms that protect new ideas and investments in innovation and creativity. The continued demand for patents and trademarks underscores the ingenuity of American inventors and entrepreneurs. The USPTO is at the cutting edge of the nation’s technological progress and achievement.

The USPTO advises the president of the United States, the secretary of commerce, and U.S. government agencies on intellectual property (IP) policy, protection, and enforcement; and promotes the stronger and more effective IP protection around the world. The USPTO furthers effective IP protection for U.S. innovators and entrepreneurs worldwide by working with other agencies to secure strong IP provisions in free trade and other international agreements. It also provides training, education, and capacity building programs designed to foster respect for IP and encourage the development of strong IP enforcement regimes by U.S. trading partners.

## ► John Cabeca, Director of the Silicon Valley United States Patent and Trademark Office



As the Director of the Silicon Valley United States Patent and Trademark Office (USPTO), John Cabeca carries out the strategic direction of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and is responsible for leading the USPTO's west coast regional office in Silicon Valley. Focusing on the region and actively engaging with the community, Mr. Cabeca ensures the USPTO's initiatives and programs are tailored to the region's unique ecosystem of industries and stakeholders.

A veteran of the U.S. Patent and Trademark Office for over 26 years, Mr. Cabeca previously served as the Senior Advisor to the Under Secretary of Commerce for Intellectual Property and Director of the USPTO. In this role, he worked closely across the Agency's leadership to implement the policies and priorities for the USPTO. He began his career at the USPTO as a patent examiner after graduating from Widener University with a bachelor's degree in electrical engineering. Mr. Cabeca became a Supervisory Patent Examiner in 1997 and joined the Senior Executive Service in 2008 serving as a Patent Technology Center Director over the semiconductor and electrical systems technologies.

Mr. Cabeca has dedicated much of his career to the USPTO's outreach and education programs focusing on small businesses, startups and entrepreneurs. Over the years, he served in the Office of Petitions, the Office of Patent Legal Administration, the Office of Governmental Affairs and the Office of the Under Secretary. In 2006, Mr. Cabeca was appointed a Department of Commerce Science and Technology Fellow and served on special assignment to the Executive Office of the President in the United States Trade Representative's Office. At USTR, he worked with multiple agencies on a variety of international intellectual property rights issues and played an integral role in the Free Trade Agreement negotiations with the Republic of Korea.

Arizona Business Incubator Association Networking  
<http://www.azincubators.org/>

The Arizona Business Incubation Association (AzBIA) is a network of incubators, accelerators, co-working spaces and other entrepreneurial organizations dedicated to advancing business incubation throughout the state of Arizona.

AzBIA members represent business incubators, accelerators, co-working spaces, economic development organizations, startups, and more.



## ► Julie Lenzer, Director of Innovation and Entrepreneurship – U.S. Department of Commerce



In May 2014, Julie Lenzer was appointed to lead the Office of Innovation and Entrepreneurship (OIE) within the U.S. Department of Commerce's Economic Development Administration (EDA). In her capacity as Director of the OIE, she is charged with driving programs and policies that support innovative economic development such as innovation-based entrepreneurship and regional innovation clusters. Formerly,

Ms. Lenzer was the Executive Director of the Maryland Center for Entrepreneurship (MCE), an initiative of the Howard County Economic Development Authority focused on igniting the entrepreneurial culture and bringing together the entrepreneurial ecosystem across the state. During her short tenure, the MCE quadrupled its client base and saw the creation of new programs such as 3D Maryland, a leadership initiative connecting resources in additive manufacturing; the Conscious Venture Lab, an accelerator focused on Conscious Capitalism; and a technology transfer accelerator in partnership with Johns Hopkins Advanced Physics Lab and other leading research institutions. A serial entrepreneur, Ms. Lenzer was also the co-chair of Startup Maryland as well as co-founder and former CEO of the Path Forward Center for Innovation and Entrepreneurship, a nonprofit that helps women expand economic opportunity by starting and building growth-oriented businesses using technology transfer. It is also the home of the award-winning ACTiVATE program.

# ARIZONA STATE UNIVERSITY

[www.asu.edu](http://www.asu.edu)



► **Kate Carefoot**  
**Program Manager – ASU Office of Urban Initiatives**  
**(480) 678-1105**  
**kate.carefoot@asu.edu**



Arizona State University (commonly referred to as ASU or Arizona State) is a public flagship metropolitan Research University located on five campuses across the Phoenix, Arizona, metropolitan area, and four regional learning centers throughout Arizona. The 2016 university ratings by U.S. News & World Report rank ASU No. 1 among the Most Innovative Schools in America.

ASU is the largest public university by enrollment in the U.S. It has approximately 82,060 students enrolled in the year 2014 including 66,309 undergraduate and 15,751 graduate students. ASU's charter, approved by the board of regents in 2014, is based on the "New American University" model created by ASU President Crow. It defines ASU as "a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves."

ASU is classified as a research university with very high research activity (RU/VH) by the Carnegie Classification of Institutions of Higher Education. Since 2005 ASU has been ranked among the top research universities, public and private, in the U.S. based on research output, innovation, development, research expenditures, number of awarded patents and awarded research grant proposals. The Center for Measuring University Performance currently ranks ASU 31st among top U.S. public research universities. ASU was classified as a Research I institute in 1994, making it one of the newest major research universities (public or private) in the nation.

Students compete in 25 varsity sports. The Arizona State Sun Devils are members of the Pac-12 Conference and have won 23 NCAA championships. Along with multiple athletic clubs and recreational facilities, ASU is home to more than 1,100 registered student organizations, reflecting the diversity of the student body. To keep pace with the growth of the student population, the university is continuously renovating and expanding infrastructure. The demand for new academic halls, athletic facilities, student recreation centers, and residential halls is being addressed with donor contributions and public-private investments.



## P O L Y T E C H N I C   C A M P U S

The ASU Polytechnic campus is a nexus for studies in interdisciplinary sciences, engineering, management, technology and education. Industry partnerships are key to the campus' distinctive course offerings, which provide opportunities for project-based learning within advanced laboratory spaces. Specialized equipment for hands-on exploration includes simulators for flight and centers for consumer behavior research, semiconductor fabrication, comprehensive commercial printing and design services, and on-demand digital manufacturing.

The expansive Polytechnic campus incorporates a major regional airport yet maintains the ambiance of a small, self-contained community by offering family housing, a freshman residence hall, dining facilities and a student recreation center.

A desert arboretum reserves a peaceful native space devoted to sustainability, preservation and contemplation. Within a 30-minute drive of the campus are hiking and recreational opportunities amid the legendary Superstition Mountains, with small and large lakes nearby.

## ► Dr. Michael Crow - President - Arizona State University



Michael M. Crow became the 16th president of Arizona State University on July 1, 2002. Under his direction the university pursues teaching, research, and creative excellence focused on the major challenges of our time, as well as those central to the quality of life, sustainable development, and economic competitiveness of Arizona and the nation. He has committed the university to sustainability and global engagement, and championed initiatives leading to record levels of diversity in the student body.

Under his leadership ASU has established more than a dozen new transdisciplinary schools and large-scale research initiatives such as the Biodesign Institute; the Julie Ann Wrigley Global Institute of Sustainability; incorporating the School of Sustainability; the Mary Lou Fulton Teachers College; and important initiatives in the humanities and social sciences. During his tenure the university has tripled research expenditures and completed an unprecedented infrastructure expansion.

Crow was previously executive vice provost of Columbia University, where he also was professor of science and technology policy in the School of International and Public Affairs. As chief strategist of Columbia's research enterprise, he led technology and innovation transfer operations, establishing Columbia Innovation Enterprises (renamed Science and Technology Ventures), as well as advancing interdisciplinary program development. He played the lead role in the creation of and served as the founding director of the Earth Institute at Columbia University, and in 1998 founded the Center for Science, Policy, and Outcomes, dedicated to linking science and technology to optimal social, economic, and environmental outcomes. In 2003, CSPO was reconstituted at ASU and is now based in both Phoenix and Washington, DC.

He is a fellow of the American Association for the Advancement of Science (AAAS) and the National Academy of Public Administration, and member of the Council on Foreign Relations and U.S. Department of Commerce National Advisory Council on Innovation and Entrepreneurship. The author of books and articles analyzing science and technology policy and the design of knowledge enterprises, Crow received his PhD in Public Administration (Science and Technology Policy) from the Maxwell School of Citizenship and Public Affairs, Syracuse University.

Born in 1955 in San Diego, California, Crow is the son of a U.S. Navy sailor. The father of three children—Ryan, Britt, and Alana—he and his wife, Dr. Sybil Francis, reside in Paradise Valley, Arizona.

## ► Dean Shane Burgess – The University of Arizona College of Agricultural and Life Science



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## ► Dr. Sethuraman Panchanathan, Sr. Executive Vice President & Chief Research And Innovation Officer



Professor Sethuraman (Panch) Panchanathan is currently the Senior Vice President of Knowledge Enterprise Development. In this role he is responsible for advancing research, innovation, entrepreneurship and economic development at ASU. He is a Foundation Chair in Computing and Informatics and the Director of the Center for Cognitive Ubiquitous Computing (CUbiC). Dr. Panchanathan was the Founding Director of the School of Computing and Informatics and was instrumental in founding the Biomedical Informatics Department at ASU. He was also the Chair of the Computer Science and Engineering Department. Panch's research interests are in the areas of Human-centered Multimedia Computing, Ubiquitous Computing Environments for enhancing the quality of life for individuals with Disabilities, and Haptic User Interfaces. CUbiC's flagship project iCARE for individuals who are blind and visually impaired won the Governor's Innovator of the Year-Academia Award.

He has published over 400 papers in refereed journals and conferences and has mentored over 100 graduate students, post-docs, research engineers and research scientists who occupy leading positions in academia and industry. He has been a Chair, invited speaker, panel member, organizer of special sessions, and a program committee member of many conferences. Panch is a Fellow of the Institute of Electrical and Electronics Engineers (IEEE), Society of Optical Engineering (SPIE) and a member of the Canadian Academy of Engineering.

ASU: Office of Knowledge Enterprise Development

Arizona State University is redefining the 21st century research university as a knowledge enterprise. Our interdisciplinary, solutions-focused approach to research, entrepreneurship and economic development recently earned ASU the distinction of being named the #1 most innovative schools in the nation by U.S. News & World Report.

Building on a long legacy of excellence, ASU has nearly tripled its research funding over the past decade and is now recognized as one of the fastest-growing large research enterprises in the United States. Our use inspired research and innovation has purpose and makes a positive impact on the communities and people, which we serve.

The Office of Knowledge Enterprise Development (OKED) is responsible for the research, innovation and economic development associated with the university and advances ASU's charter.

## ASU: The Biodesign Institute at Arizona State University

The Biodesign Institute at ASU addresses today's critical global challenges in healthcare, sustainability and security by developing solutions inspired from natural systems and translating those solutions into commercially viable products and clinical practices.

Encompassing 350,000 square-feet of award winning, state-of-the-art, LEED-certified buildings, the Biodesign Institute represents Arizona's single largest research infrastructure investment in the biosciences. Its talented researchers are pioneers of a dynamic new academic research model and hub of 21st century innovation, with the Biodesign Institute's convergent technologies and fields of research focusing on biomedicine and health outcomes, sustainability and security. Created on the premise that scientists can overcome complex societal issues by re-imagining the "design rules" found in nature, the institute's researchers are addressing an expansive array of global challenges by creating "bio inspired" solutions, including: new vaccine discovery and delivery; early detection and treatment of cancer and infectious diseases; techniques for detecting and removing contaminants from air and water; and the application of nanotechnology for biomedicine and electronics.

To advance its bio-inspired research mission, the Biodesign Institute has established more than a dozen different research centers, labs and 200 active research projects. Its 65 tenured research faculty, who include one Nobel Prize winner and four National Academy members, publish in top-tier, high impact scientific journals and collaborate with research and commercial enterprises around the world.

Since its inception in 2003, Biodesign has attracted more than \$400 million in external funding from competitive grant awards as well as support from philanthropic and industry sources. In FY2014, Biodesign researchers received \$62 million in award funding for research activities. Working in an entrepreneurial culture, its researchers have generated 50 annual invention disclosures and patents and fostered more than a dozen spinout companies. In 2009, the institute won Arizona's "Excellence in Economic Development Award" for its innovative contributions to the state's economic growth.

## ► Dr. Raymond Dubois – Executive Director



Raymond DuBois, MD, PhD, is the executive director of the Biodesign Institute at Arizona State University. Biodesign is a research institute engaged in addressing critical global challenges in health care, sustainability and security by developing solutions inspired from natural systems that are then translated into commercially viable products and practices. DuBois has joint ASU appointments as the Dalton Chair, School of Health Solutions; and Professor, Department of Chemistry and Biochemistry.

DuBois began his Biodesign Institute leadership role in December 2012. In addition to his ASU responsibilities, his appointment includes co-leadership of the Cancer Prevention Program at the Mayo Clinic, which has a hospital and clinic, and is developing a medical school campus in the Phoenix area. DuBois plays a key role in realizing the potential of accelerating an active partnership between ASU and the Mayo Clinic.

An internationally renowned expert in the molecular and genetic basis for colorectal cancer, DuBois maintains his own laboratory at Biodesign to examine the molecular mechanisms by which inflammatory mediators affect epithelial biology, the tumor microenvironment, carcinogenesis and development.

Prior to coming to ASU, DuBois was provost and executive vice president and professor of cancer medicine and cancer biology at the University of Texas MD Anderson Cancer Center in Houston. At MD Anderson, he was responsible for developing and overseeing research strategy, faculty, the School of Health Professions, graduate education programs and initiatives, and Global Academic Programs.

## ► Dr. Karen Anderson – Associate Professor



Karen Anderson is an associate professor at the Biodesign Institute at Arizona State University's Virginia G. Piper Center for Personalized Diagnostics and ASU's School of Life Sciences. She is also a medical oncologist and an associate professor of medicine at Mayo Clinic Arizona.

Anderson is focused on understanding how the immune response can be used to detect and alter cancer development. To create an effective cancer immunotherapy, Anderson's team identifies target antigens and pushes scientific understanding of the mechanisms of immune regulation that limit effective immunotherapy.

Before moving to Arizona in 2011, Anderson was an instructor in medicine at Harvard Medical School's Dana Farber Cancer Institute where she also completed her clinical fellowship in adult hematology and oncology and served as a medical oncologist at the Breast Oncology Center. While at Dana Farber, Anderson led two investigator-initiated breast cancer vaccine trials.

One challenge in tumor immunology is how to measure immune responses across the proteome.

Antibodies to tumor antigens can be detected in the blood of cancer patients and be used as biomarkers for early cancer detection. Anderson's team uses custom protein microarrays and bead-array assays to detect these antibodies and has identified novel biomarkers for the detection of breast, ovarian, and human papillomavirus-associated cancers.

Anderson developed novel assays for the detection of serum antibodies to the HPV16 proteome, which are strongly detected in HPV-associated oropharyngeal cancer patient sera. She is evaluating these antibodies as diagnostic and prognostic biomarkers. The Center for Personalized Diagnostics at ASU, where the Anderson Lab is housed, has adapted custom protein microarray technology developed for high-throughput screening of tumor antigen-specific antibodies. The team has developed secondary confirmatory assays for rapid antibody detection using plate-based and bead-based formats, resulting in identifying panels of autoantibody-based biomarkers for breast, ovarian, and pancreatic cancers.

Anderson is board certified in internal medicine and medical oncology. She has written more than 40 peer-reviewed articles, reviews, book chapters and editorials. Anderson serves as committee co-chair of the National Cancer Institute's Early Detection Research Network Breast/Gyn Cancers Collaborative Group and is a member of NCI's Cancer Biomarkers Study Section. She is a member of the American Association for Cancer Research and the American Society of Clinical Oncology.

Anderson earned a bachelor's degree in chemistry from the University of Virginia. At Duke University, she completed the Medical Scientist Training Program in which she earned a medical degree at the School of Medicine and a doctorate from the department of microbiology and immunology. Anderson completed her medical internship and residency at Brigham and Women's Hospital Department of Internal Medicine.

## ► Dr. Bruce Rittmann Director, Biodesign Institute Swette Center for Environmental Biotechnology



Dr. Bruce Rittmann, Ph.D., is the director of the Swette Center for Environmental Biotechnology at the Biodesign Institute at Arizona State University and is also a Regents' Professor in the School of Sustainable Engineering and Built Environment. He joined ASU in January 2005.

An international leader in managing microbial communities, Dr. Rittmann's work is leading to new ways to clean up pollution, treat water and wastewater, capture renewable energy, and improve human health.

The membrane biofilm reactor (MBfR), a technology that Dr. Rittmann invented, uses naturally occurring microorganisms to remove contaminants such as perchlorate and trichloroethene from water. He holds five patents on the technology, which is being commercialized by APTwater, Inc.

Dr. Rittmann is at the lead of ASU teams using two innovative approaches to renewable bioenergy: using anaerobic microbes to convert biomass to useful energy forms, such as methane, hydrogen, or electricity; and using photosynthetic bacteria that can capture sunlight to produce new biomass that can be turned into liquid fuels, like diesel or jet fuel.

The links between microbes and human health also are being explored through collaboration with the Mayo Clinic. Dr. Rittmann's group explores how microorganisms in the human intestine contribute to obesity, which may lead to means to regulate the microbial communities in ways that mitigate excessive weight gain.

According to Institute for Scientific Information, Dr. Rittmann is one of the world's most highly cited researchers. He has published nearly 500 peer-reviewed papers. His textbook, *Environmental Biotechnology: Principles and Applications*, is used by universities around the world to educate students about the ways in which microorganisms can be used to improve environmental quality.

Prior to his time at ASU, Dr. Rittmann was a John Evans Professor of Environmental Engineering at Northwestern University and a professor in the Department of Civil Engineering at the University of Illinois at Urbana-Champaign. He began his career as an environmental engineer at Sverdrup and Parcell and Associates.

Dr. Rittmann has received many accolades during his career. These include being named an International Water Association Fellow, American Association for the Advancement of Science Fellow, ASU Regents' Professor, and National Academy of Engineering member. He has also won the Arizona BioIndustry Association 2009 Award for Research Excellence, American Society of Civil Engineers 2009 Simon W. Freese Award, 1994 National Water Research Institute's Clarke Prize for Outstanding Achievement in Water Science and Technology, and the Huber Research Prize from American Society of Civil Engineers.

Dr. Rittmann studied environmental engineering at Stanford University, where he earned a doctoral degree, and at Washington University in St. Louis, where he completed a master's degree. He also earned bachelor's degree at Washington University in civil engineering.

► **Julie Kurth, APR - Manager, Marketing & Communications**  
**(480)727-9386 julie.kurth@asu.edu**



Julie Kurth, APR, is manager of public relations at the Biodesign Institute at Arizona State University. Her responsibilities include internal communications, marketing, and increasing community awareness about the institute. Kurth brings her years of public relations experience to Biodesign. For nearly eight years, she was a senior corporate communications analyst at Caremark, a pharmaceutical services company. While there, she contributed to media campaigns and strategy and created and maintained a speaker's bureau for executives to raise Caremark's profile in the health care industry.

Prior to Caremark, Kurth was a public affairs supervisor at State Farm Insurance for seven years. There, her responsibilities included internal and media communications, community relations and grassroots lobbying in Colorado, Utah and Wyoming. She started her career as director of fundraising and public relations at NEWhouse, a battered women's shelter in Kansas City, Mo. Kurth earned her Bachelor of Science degree in public relations from Northwest Missouri State University in Maryville, Mo. She achieved accreditation in public relations (APR) in 2005.

# ASU NEXUS PROGRAM PRESENTATION

[www.nexuslab.org](http://www.nexuslab.org)





The Nexus Lab is a project of the Institute for Humanities Research at Arizona State University aimed at growing the digital humanities alongside interdisciplinary collaborations that bring together humanities, science, and technology.

The lab will drive transformations in humanities research by building new capacities, enjoining complementary groups, and imagining pathways for research that expand the purview of the humanities.

The lab will both grow projects and connect existing projects and expertise. It will provide support and partnership for collaborative projects. The lab will also host a variety of activities for faculty, staff and students at ASU, including workshops, symposia, and training sessions. By combining collaborative work with training and capacity building, the lab will work as an intellectual incubator, giving experimental new approaches a space for research and conversation, as well as a seedbed for a growing community of scholars and practitioners at ASU who are incorporating digital and computational methods into their work.

#### Goals

Creating a new community of practice for research and publication that integrates digital humanities tools and approaches;

Using humanities engagement with computation as a common ground to create new collaborations with sciences and engineering, particularly on massively collaborative “grand challenge” topics such as sustainability, urban agglomeration, food security, and public health;

Developing best practices and research models where such tools and approaches serve as a core method;  
Incubating new projects, tools and platforms that will advance the field;

Serving as a node in a global network of digital humanities centers and institutes, promoting multi--institution collaborations involving ASU researchers; and Facilitating university--wide discussions related to support for the digital humanities pursuant to external research funding, faculty promotion and tenure, and technical/computing infrastructure.

# CITY OF TEMPE, ARIZONA



[www.tempe.gov](http://www.tempe.gov)



Tempe, also known as Hayden's Ferry during the territorial times of Arizona, is a city in Maricopa County, Arizona, United States, with the Census Bureau reporting a 2010 population of 161,719. The city is named after the Vale of Tempe in Greece. Tempe is located in the East Valley section of metropolitan Phoenix; it is bordered by Phoenix and Guadalupe on the west, Scottsdale on the north, Chandler on the south, and Mesa on the east. Tempe was the location of US Airways Group's corporate headquarters until December 9, 2013, when US Airways and American Airlines merged to form American Airlines Group. The headquarters for the combined airline moved to American's headquarters in Fort Worth, Texas. Tempe is also the home of Arizona State University.

## ► The Honorable Mark Mitchell – Mayor of Tempe



Mark Mitchell is a third-generation Arizonan with deep roots in the Tempe community. Before being elected Mayor in May, 2012, Mitchell was elected to the City Council in March of 2000 and served three four-year terms.

Mayor Mitchell is a native of Tempe, attending elementary and middle school in the community before graduating from McClintock High School. He also earned a Political Science degree from Arizona State University and has spent a number of years dedicated to a small business here in Tempe. Mitchell is currently the Vice President of this local business, Arizona Flooring and Interiors.

During his time as Mayor, Mitchell has focused on strengthening Tempe's local economy and the economic recovery by working to attract new businesses and retain current business partners. Since his election in May, 2012, the City of Tempe has added thousands of jobs, and with the addition of such companies like State Farm, Silicon Bank and Union Bank, Tempe is looking forward to welcoming tens of thousands of jobs over the next decade. Mayor Mitchell is also committed to maintaining and improving Tempe's world-class assets like the Tempe Center for the Arts and Tempe Town Lake, working with law enforcement to ensure that Tempe is made up of safe neighborhoods, and to providing a transparent city government.

As a community member, Mayor Mitchell has served on numerous boards and charitable organizations, including the Kiwanis Club of Tempe, Tempe Diablos, Tempe Leadership Class XV, Tempe Sister Cities, Tempe Impact Education Foundation, Rio Salado Foundation, Tempe YMCA and the MAG Regional Council Executive Committee. Mitchell is on the Board of Directors of the Greater Phoenix Economic Council and serves as the City of Tempe's representative on the Maricopa Association of Government's Regional Council, Regional Council Executive Committee, Transportation Policy and Economic Development Committees. Mayor Mitchell also currently serves as the President of the Executive Committee for the League of Cities and Towns and is involved with the U.S. Conference of Mayors.

Mayor Mitchell is continuing his family's legacy in Arizona politics. His father, Harry Mitchell, was Mayor of Tempe from 1978 to 1994 and served on the City Council for more than 24 years. Harry Mitchell also elected to the U.S. House of Representatives and served Congressional District 5 including the City of Tempe from 2007 to 2011. Mayor Mitchell's great-grandfather, W.W. Mitchell, moved to Tempe in 1945 and served as an Arizona State legislator in the 1940s.

He has two daughters that he is raising in his hometown.

## ► Wellington “Duke” Reiter – ASU – FAIA – Senior Advisor to the President (480) 235-7380 Wreiter1@exchange.asu.edu



Wellington “Duke” Reiter, FAIA, is the Senior Advisor to the President of Arizona State University, a position featuring a diverse portfolio of work he has been advancing since the fall of 2010. His responsibilities include major projects in the future of higher education, health/healthcare, sustainable urbanism, water resources, and the advancement of the New American University mission at ASU.

Over the past twenty years, Reiter has played numerous roles: community leader, professional architect/urban designer, academic administrator, faculty member, and public artist. In the course of his career, he has established a track a record of highly effective partnerships with public officials, business leaders, non-profit groups, national foundations, real estate developers, and universities.

Reiter is the past President of the School of the Art Institute of Chicago, the former Dean of the College of Design at Arizona State University, and a long-time faculty member in the MIT in the Department of Architecture. He is the recipient of the Arizona Architect’s medal and is a Fellow of the American Institute of Architects and a national Trustee of the Urban Land Institute. He presently serves as the Chair of the Arizona District Council. Working with the national ULI office, Reiter co-chairs the University Development and Innovation Council dedicated to merging institutional and city interests.

Reiter presently serves on the advisory boards of the Alliance for Construction Excellence, Expect More Arizona, the Greater Phoenix Economic Council’s Velocity project, the Phoenix Metro Chapter of the American Institute of Architects. He is also advising the Arizona Community Foundation on the inaugural Arizona Water Prize for Innovation and the Arizona Commerce Authority on its “moonshot” project. He is the co-chair of Sustainability Committee for the APLU’s Urban Serving Universities program and recently established the Phoenix cluster for CEO’s for Cities.

## ► Mark Bonsall, CEO and General Manager - Salt River Project



Mark B. Bonsall Chief Executive Officer and General Manager Salt River Project Mark B. Bonsall was named SRP's General Manager in April 2011. Based in Tempe, Arizona, SRP is one of the nation's largest publicly owned electric and water utilities, with annual operating revenues of approximately \$2.8 billion, and a balance sheet measuring some \$10 billion. Since joining SRP in 1977, Bonsall has served in a variety of positions including Treasurer, and Chief Financial Executive.

Bonsall earned his baccalaureate degree in engineering from Arizona State University, Magna Cum Laude. He earned a Master's of Business Administration from the Wharton School of the University of Pennsylvania. He is a member of the Tau Beta Pi, Alpha Pi Mu, and Phi Kappa Phi academic honoraries.

Born in Phoenix in 1952, Bonsall and his wife Mary have three children: Benjamin, Jonathan, and Molly. Bonsall is a former member of the Phoenix Metro YMCA Board of Directors, where he served as Chairman. He is a past board member of the Arizona Chamber of Commerce. He is also a former member and Past Chair of the Board of the Greater Phoenix Chamber of Commerce. He is a member and Chair of the Board of Directors of the Heard Museum, and a member and Vice Chair of the Phoenix Children's Hospital Board of Directors.

Bonsall is active in industry affairs, having served as a member of the Task Force on Electric System Reliability, by invitation of the Secretary of Energy. Bonsall is a former board member and Chairman of the Western Systems Coordinating Council, and former member of the Board of Trustees of the North American Electric Reliability Council. He is a board member, and formerly served as Treasurer, of the Large Public Power Council. He has sat on the Issuer Advisory Committee to the Municipal Securities Rulemaking Board. He has served on the Board and as Treasurer of the American Public Power Association.

# TOWN OF ORO VALLEY

[www.orovalleyaz.gov](http://www.orovalleyaz.gov)





Oro Valley is located in northern Pima County approximately three miles north of the Tucson city limits. Nestled between the Catalina and Tortolita mountain ranges, the town sits at an elevation of 2,620 feet and covers more than 36 square miles.

Incorporated in April 1974 and home to more than 41,000, the Town of Oro Valley employs the council-manager form of municipal government. Oro Valley is administered by a seven-member Town Council.

The Town of Oro Valley has received the accolades of: One of America's 10 Safest Suburbs - Movoto Real Estate, 2014; Best Place in Arizona to Raise Kids - Bloomberg Businessweek, 2013; Playful City Community USA, 2011, 2012, 2013 and 2014; 10 Best Towns for Families - Family Circle Magazine, August 2008; and 100 Best Places in America to Live and Launch a Small Business - Fortune Small Business Magazine, April 2008. When it comes to climate, Oro Valley is one of the sunniest, most comfortable places in the country. Our climate delivers average high temperatures of 83.4 degrees and average lows of 53.8 degrees.

Find adventure with fantastic destinations for nearby daytrips. Go boating, water skiing and fishing at one of several lakes, each within a two-hour drive. In the winter, Mount Lemmon—only 60 minutes away in the Santa Catalina Mountains—offers a great downhill skiing challenge for all ages and levels.

Residents in Oro Valley enjoy an upscale lifestyle. Our population of 41,011 is balanced across all age segments. Projections indicate continued, healthy growth. Per capita income is among the highest of any community in Arizona with a median household income of \$71,628.

## ► The Honorable Mayor Dr. Satish Hiremath, Town of Oro Valley



Dr. Hiremath was born in 1963 and grew up in Kalamazoo, Michigan. He is a practicing dentist with a history of community service. He established his home in Oro Valley in 1990 and fell in love with the community.

Dr. Hiremath is a member of the Arizona Association for Economic Development and a board member of the Arizona Bioscience Roadmap Steering Committee. He is also a Governor appointee on both the Arizona Workforce Investment Council board and the Arizona Department of Homeland Security Regional Advisory Council (Southern Region). Dr. Hiremath has served as chair of the Regional Transportation Authority, chair of the Pima Association of Governments and as president of the Southern Arizona Arts and Cultural Alliance. In 2007, Dr. Hiremath was elected “Community Leader of the Year” by the Northern Pima County Chamber of Commerce.

He has contributed to many youth, family and community nonprofit organizations, including: Oro Valley Public Library Children’s Room, The Oro Valley Holiday Parade, Coronado Little League, AYSO Soccer, Kids Closet, Saguaro Rotary Foundation, Project Graduation, Ironwood Ridge High School, CDO High School, Special Olympics, and Youth Leadership of America.

# BIOSPHERE 2

[www.biosphere2.org](http://www.biosphere2.org)





Biosphere 2 serves as a laboratory for controlled scientific studies, an arena for scientific discovery and discussion, and a far-reaching provider of public education. Its mission is to serve as a center for research, outreach, teaching and life-long learning about Earth, its living systems, and its place in the universe; to catalyze interdisciplinary thinking and understanding about Earth and its future; to be an adaptive tool for Earth education and outreach to industry, government, and the public; and to distil issues related to Earth systems planning and management for use by policymakers, students and the public.

The mission of Biosphere 2 is to advance our understanding of the natural and man-made environment through unique experimentation, training of interdisciplinary scientists, science education and public outreach, and organization of meetings to address grand challenges that affect the quality of life and the understanding of our place in the universe.

The University of Arizona Biosphere 2 consists of a unique large-scale experimental apparatus housing seven model ecosystems, a team of multidisciplinary scientists, a broad science education and public outreach program, and a modern conference center. The seven model ecosystems are: 1) a mature rain forest with over 90 tropical tree species, 2) a 2600 m<sup>3</sup> ocean, 3) forested swamps dominated by mangrove trees, 4) a tropical savanna grassland, 5) a 1400 m<sup>2</sup> coastal fog desert, 6) three desert hillslope grass-shrubland landscapes, and 7) Biosphere 2, its campus, and associated buildings and facilities serve as a 162,000 m<sup>2</sup> model city and urban ecosystem. The Biosphere 2 Science Program addresses societal grand challenges related to water, environmental and energy management through design of large-scale experimentation in each of these model ecosystems. These experiments support the development of computer models that simulate the biological, physical and chemical processes to predict ecosystem response to environmental change. In return, these coupled-systems model simulations inform scientists about the next level of experimentation needed to advance understanding of these complex systems' responses that can be tested against observations in natural systems.

► **Dr. Joaquin Ruiz – Vice President of Innovation and Strategy**  
**Executive Dean, Colleges of Letters, Arts and Science**  
**Dean, College of Science**  
**Professor of Geosciences**



Joaquin Ruiz received his B.S. in Geology and B.S. in Chemistry at the University of Miami in 1977. He received his M.S. and Ph.D. in Geology from the University of Michigan in 1980 and 1983, respectively. From 1982 to 1983 he was Assistant Professor at the University of Miami.

In 1983 he joined the University of Arizona Geosciences Department as Assistant Professor and was promoted to Associate Professor in 1989 and Professor in 1993. He served as head of the Department of Geosciences from 1995 to 2000. He was appointed Dean of the College of Science in 2000, Executive Dean of the Colleges of Letters, Arts and Science in 2009, and Vice President of Innovation and Strategy in 2013.

Dr. Ruiz is past President of the Geological Society of America (2010-2011). He is also a Fellow of the Society of Economic Geologists, and a member of the American Geophysical Union, the American Chemical Society, the Geochemical Society, and the National Research Council of the National Academies of Science. He is a member of the Mexican Academy of Sciences and the Governing Board of the Instituto Nacional de Astronomia, Optica y Electronica in Mexico.

He has served as Secretary of the Volcanology Section of the American Geophysical Union, Councillor of the Geological Society of America, and as a National Science Foundation Panel Member for the Instrumentation and Facilities Program and the Centers for Excellence in Science and Technology Program. He has served as Associate Editor of the American Journal of Science, Geology, ReVista, and Geofísica Internacional of the Institute of Geology, UNAM.

As a scientist with equal abilities in chemistry and in geology, Dr. Ruiz addresses many first-order problems in the Earth Sciences, such as the development of new isotope systems for studying ore deposits and the tectonic processes involved in the growth and evolution of Mexico. His research team addresses problems ranging from the origins of life to present-day climate change.

# CITY OF TUCSON, ARIZONA

[www.tucsonaz.gov](http://www.tucsonaz.gov)



Tucson has been continuously settled for over 12,000 years. It celebrates a diversity of cultures, architecture, and peoples. Yet, it is one of the “Mega-Trend” cities of the 21st Century: the Optics Valley, premier health services center for the Southwest, the astronomy center of the world, home of a premier research institution - University of Arizona, and a tourism destination.

Tucson is one of the oldest towns in the United States. Tucson was originally an Indian village called Stook-zone, meaning water at the foot of black mountain. Hugo O’Conor established the Tucson Presidio in 1775. August 20th, 1775 is considered Tucson’s birthday. Spanish settlers arrived in the area in 1776. Tucson officially became part of the United States with the Gadsden Purchase of 1854. Tucson served as capital of the Arizona Territory from 1867 to 1877.

Tucson’s rich cultural heritage centers around a unique blend of Native American, Spanish, Mexican and Anglo-American influences. These can be seen in the Hispanic barrios, historical and contemporary American architecture and the prehistoric Native American remnants.

Tucson was referred to as a “mini-mecca for the arts” by The Wall Street Journal and in 2009 was Fox Theater ranked #20 of the Top 25 Arts Destinations (big-cities category) by American Style Magazine. Tucson is one of a select few cities of its size that boasts its own ballet company, professional theater, symphony, and opera company. Home to 215 art groups, and more than 35 art galleries in the downtown area alone, Tucson ranks as one of the best places in the state to view works by the masters and up-and-coming artists. Tucson’s natural history and cultural heritage are also on display in the 30+ regional museums, 12 of which are located on the route of the upcoming Modern Streetcar.

Tucson is situated in the Sonoran Desert and is surrounded by five mountain ranges. A trip from the 2,389-foot valley floor to the 9,157-foot Mt. Lemmon summit (home to the southernmost ski area in the continental United States) traverses seven of the world’s nine life zones. It’s like driving from Mexico to Canada. Blessed with the natural beauty of the Sonoran Desert and an unsurpassed climate of 360 sunny days a year, Tucsonans embrace a rare lifestyle and are committed to preserving that quality of life.

Tucson is the perfect place for the outdoor enthusiast. With more than 800 miles of bike paths, Tucson has been ranked by Bicycling magazine as one of the top cycling cities in the U.S. for several years running and is home to internationally known bicycling events such as El Tour de Tucson. Golf is another popular activity with dozens of regional golf courses, including five municipally-owned courses. The City is home to the University of Arizona and Davis-Monthan Air Force Base. The City’s industries include electronics and missile production. Tucson is the seat of Pima County and has a Council-Manager form of government. The Tucson metropolitan area supports over 750,000 residents.

## ► The Honorable Jonathan Rothschild - Mayor – City of Tucson



Mayor Jonathan Rothschild came to City Hall promising accountability in government, increased emphasis on economic growth and help for those most in need.

Since taking office, the mayor has helped settle the long-standing Rio Nuevo dispute, opening a new era of downtown redevelopment. He codified and increased incentives for Tucson businesses. And, he led efforts to pass a \$100 million road improvement bond, the first in the city for many years.

Mayor Rothschild's work in Mexico has been recognized in both Washington, DC and Mexico City. He is a leading advocate for developing infrastructure in Sonora and Arizona that will create an economic region where both states are prosperous and secure.

During his first year in office, the mayor focused on revamping the Planning and Development Services Department, reducing wait and processing times for building permits, and consolidating inspections. Mayor Rothschild has been a state leader in advocating for a strong education system as the key to economic success. Along with Phoenix Mayor Greg Stanton, Mayor Rothschild formed the Arizona Mayors Education Roundtable, which promotes programs that help bring dropouts back to graduate. He also spearheaded a drive to double the number of reading coaches for young children in our community and helped extend the family literacy program Teach the Parent Reach the Child to schools serving low-income neighborhoods.

Initiatives like the Mayor's Reading Challenge, Mayor's 10,000 Trees Campaign and Tucson Moves a Million Miles provide more examples of how Mayor Rothschild works to engage the community in creating a healthier Tucson.

The mayor has set a community-wide goal of ending veteran homelessness by 2015. Tucson is one of 25 cities nationally leading the way in this effort. He also created task forces focusing on issues relating to youth, seniors, the re-entry population, poverty, health and education.

Mayor Rothschild was instrumental in obtaining \$5.5 million from the Regional Transportation Authority for new bicycle and pedestrian paths in the city. During his administration, Tucson won a Smarter Cities Challenge Grant from IBM to help Tucson Water adopt new technologies to save water and energy. The mayor is also an advocate for the solar industry and water conservation programs.

Mayor Rothschild is a native Tucsonan. His grandmother moved to Tucson in 1942 and opened a used furniture store on South 12th Avenue. He is a graduate of Canyon del Oro High School, Kenyon College and the University of New Mexico Law School. After serving as a law clerk for District Court Judge Alfredo C. Marquez, he went on to a 30-year career practicing law with the firm of Mesch, Clark and Rothschild. He served as managing partner for the firm and concentrated his practice in the areas of business law and estate planning.

The mayor has a long history of service with many nonprofits in the community and served as Board President for Casa de los Niños, Hand maker Services for the Aging and Temple Emanu-el. He has been married to Karen Spiegel for 34 years and has three adult children, Isaac, Nathan and Molly.

# SUN CORRIDOR INC.

[www.suncorridorinc.com](http://www.suncorridorinc.com)





Sun Corridor Inc. is a transformative, bi-national economic development organization representing one of the most dynamic and growing major business centers in North America. Located in Southern Arizona and Sonora, Mexico and encompassing four counties in Arizona (Pinal, Pima, Santa Cruz and Cochise) and 72 municipalities in Sonora Mexico, Sun Corridor Inc. represents a population of 4.25 million people.

Sun Corridor Inc. is a CEO-driven regional alliance whose members aggressively champion mega-regional issues that impact economic competitiveness and quality of life. Operating as TREO for the past 10 years, the organization has helped to drive significant business investment into the Tucson and Southern Arizona region through primary job creation, resulting in an economic impact of \$7.9 billion.

Sun Corridor Inc. is comprised of private companies, public sector, higher education and nonprofit entities that now, after a decade of success, are strategically pivoting its mission and goals to lead the growth of Southern Arizona's economy, promote and grow bi-national commerce with Mexico and advocate for issues that will improve the mega region's economic competitiveness and prosperity.

We offer a comprehensive approach of programs and services to facilitate job and investment growth by the attraction of new primary companies, the retention/expansion of existing primary companies and increased business creation/entrepreneurship strength across Southern Arizona. Our vision is for Southern Arizona to be a top leader in international trade between the U.S., Mexico and Canada.

This work demands a competitive, business-friendly environment that allows primary employers to flourish and succeed. Thus, a secondary role of Sun Corridor Inc. is to shape policy and mobilize resources to ensure the region is globally competitive.

As the region's only true private/public partnership, Sun Corridor Inc. is led by a Board of Directors representing key leaders from private sector, governments, nonprofits and academia to provide leadership on competitive issues and a unified voice to the national and international business community.

## ► Joe Snell – President and CEO, Sun Corridor Inc



As President and CEO of Tucson Regional Economic Opportunities, Inc. (TREO), Joe Snell brings a 25-year record of outstanding achievements to the agency coordinating all economic development initiatives in Southern Arizona. His knowledge in building strategic, competitive, and balanced business development strategies has resulted in local and national recognition for his unique ability to start up and reengineer regional economic development groups, creating stronger economies in high-growth communities.

Snell's strengths including strong business recruitment results and long-term vision/planning. During his first 6 years leading TREO, Snell spearheaded the creation of a ground breaking Economic Blueprint for the region which has served as a highly focused, strategic roadmap leading to economic diversification and prosperity. Snell facilitated the attraction and/or expansion of more than 40 companies representing more than 10,500 new jobs with a total economic impact of over 2 billion dollars. Also, through Snell's leadership, he built a Board of Directors representing all major employers in the Tucson region, resulting in a substantial shift in funding to a private sector majority. This increased support has resulted in a sustainable model for long-term economic development stability for the entire region.

Snell's numerous achievements leading TREO have been recognized by many organizations. Arizona Business Magazine named Snell an "Economic Engine" in 2008 as "exemplifying the best of what drives Arizona's economy." Under his leadership TREO was honored with the Metropolitan Pima Alliance's "Common Ground Award" in 2006 for its first year success and again in 2008 for its key role in bringing the Target.com Fulfillment Center to Tucson. In addition TREO has been recognized for numerous marketing awards by the International Economic Development Council.

Previously Snell served as president of the Metro Denver Network where he focused on the development of long range strategies and the creation of infrastructure designed to capture high wage opportunities. Ultimately these efforts positioned Denver as a leading technology center and metro Denver was consistently ranked as one of the nation's fastest growing markets in high wage job creation. On March 28, 2002, Governor Bill Owens of Colorado honored Snell by proclaiming the day as "Joe Snell Day" throughout the state. Snell was named as Economic Developer of the Year in 1999 by the Economic Developers Association of Colorado. Snell also led successful economic development organizations in both Kansas and New Mexico.

Snell is a faculty member of the annual Arizona Economic Development Course, accredited by the International Economic Development Council. He also serves as Co-Chair of the Economic Development Council for the Arizona – Mexico Commission and as Board Member of the Tucson Metropolitan Convention and Visitors Bureau. Past involvement includes serving on the Board of Arizona Economic Resource Commission, the Board of the Arizona Association for Economic Development and as Chair of the Arizona Global Network.

Snell holds a bachelors degree from the University of Nebraska. He is married and has three children.

# THE UNIVERSITY OF ARIZONA

[www.arizona.edu](http://www.arizona.edu)





The University of Arizona (UA) is a place without limits—where teaching, research, service, and innovation merge to improve lives in Arizona and beyond. We aren't afraid to ask bigger questions to get better answers.

Established in 1885, the University of Arizona, the state's super land-grant university with two medical schools, produces graduates who are real-world ready through its 100% Student Engagement initiative. Recognized as a global leader and ranked 16th for the employability of its graduates, the UA is also a leader in research, bringing more than \$580 million in research investment each year, and ranking 20th among all public universities. The UA is advancing the frontiers of interdisciplinary scholarship and entrepreneurial partnerships, and is a member of the Association of American Universities, the 62 leading public and private research universities. It benefits the state with an estimated economic impact of \$8.3 billion annually.

Since it was founded, the UA has grown to cover more than 380 acres in central Tucson, a rich breeding ground for discovery. Where else in the world can you find an astronomical observatory mirror lab under a football stadium? An entire ecosystem under a glass dome? Who else is bringing back samples from asteroids? Visit the campus once, and you'll quickly understand why the UA is a university unlike any other.

Our faculty includes members of esteemed national academies, Pulitzer and Nobel Prize winners, White House Champions of Change and celebrated thought leaders in numerous disciplines. The university is leading projects that will change how we see the world, such as the OSIRIS-REx mission, which will scoop samples from a near-Earth asteroid in 2020.

The UA's Tech Parks are where dynamic innovators and business leaders work side by side to test and develop new technologies. The Banner — University Medical Center, part of the UA Health Network, is a 479-bed hospital that has been ranked among the nation's best hospitals by US News & World Report for more than a decade. Together, the UA, UA Tech Parks, and the UA Health Network generate billions of dollars of economic activity in Arizona each year—\$8.3 billion in 2011 alone.

The University of Arizona is a premier, public research university. The National Science Foundation ranks the UA 20th in research and development expenditures among public universities and colleges, and 33rd among US public and private universities and colleges.

The NSF also ranks the UA No. 1 in physical sciences research among US public institutions. U.S. News & World Report ranks the UA among America's Best Colleges and the Princeton Review lists the UA as one of "The Best Western Colleges." The UA ranks No. 68 in the world and No. 42 nationally according to the Center for University World Rankings. The UA is one of the nation's top producers of Fulbright Scholars.

The University of Arizona is a member of the prestigious Association of American Universities (AAU), one of 62 leading public and private research universities in the United States and Canada and the only AAU member in Arizona. Membership in AAU is by invitation and is based on the high quality of programs of academic research and scholarship and undergraduate, graduate, and professional education, as well as general recognition that a university is outstanding by reason of the excellence of its research and education programs.

In areas as diverse as astronomy, medicine, optics, entrepreneurship, and dance, UA faculty and programs are among the nation's best.

The University of Arizona currently receives federal funding from many areas; among them, the National Institutes of Health, National Science Foundation, and the Department of Defense. The UA has also received past funding from the Department of Economic Development. For comprehensive information on federal funding please contact the UA Office of Research and Discovery at <http://research.arizona.edu/>

POC:

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## ► Dr. Ann Weaver Hart – President – The University of Arizona



Ann Weaver Hart is the 21st President of the University of Arizona, a role she assumed in July 2012. Since coming to the UA, President Hart has successfully led a process to create and implement an integrated strategic academic and business plan that will guide the UA's future. With the new plan, Never Settle, the UA proclaims its intention to be a super land-grant university that advances the local and global impacts of knowledge creation through partner relationships with communities and industry and via innovative programs. In pursuit of these strategic goals, Dr. Hart recently led the University to a historic agreement with Banner Health that will support the UA's biosciences research initiatives while creating a foundation for statewide excellence in clinical healthcare. With this model of partnership, the University will enhance the quality of life for the people of Arizona and the world by addressing real-world problems and opportunities as they arise in real time while dramatically affecting the success of American academic medicine.

Dr. Hart came to Tucson from Temple University, where she served as president from July 2006 to July 2012. Previously, she served as president of the University of New Hampshire and provost and vice president for academic affairs at Claremont Graduate University in Claremont, California. At the University of Utah, she served as professor of educational leadership, dean of the Graduate School and special assistant to the president.

In addition to her role at the UA, President Hart is a member of the Association of American Universities, the Association of Public and Land-Grant Universities, the Association of College and University Educators (ACUE) Board of Advisors, and she is an advisor for the Lincoln Project: Excellence and Access in Public Higher Education at the American Academy of Arts and Sciences. Hart also serves with a number of organizations in and around Arizona, including the Greater Phoenix Economic Council's Executive Committee, and Greater Phoenix Leadership. She is also a member of the Executive Committee of the Southern Arizona Leadership Council, the Tucson Regional Economic Opportunities Chairman's Circle, the Arizona State Board of Education, the Udall Foundation, and the Board of the Tucson Festival of Books.

Dr. Hart has received various professional and community service awards for her work, including the Michael P. Malone International Leadership Award from the Association of Public and Land-Grant Universities; the Girl Scouts of the USA Take the Lead Award; the Jack Culbertson Award in Educational Administration from the University Council for Educational Administration; and the PoWeR Award from the Professional Women's Roundtable. She was named one of Arizona's fifty most influential women by Arizona Business Magazine in 2013, continuing a record of community recognition that includes being named one of the "Ten to Watch in 2010" as the "Transformer" and as one of the "People to Watch 2007" by the Philadelphia Business Journal, one of the "50 most powerful people in Philadelphia" in 2009 by the Philadelphia Magazine, and one of the ten most powerful people in New Hampshire by Business New Hampshire Magazine.

President Hart received three degrees from the University of Utah: a bachelor of science and master of arts in history, and a doctorate in educational administration. In addition to serving as the president of the University of Arizona, Dr. Hart holds an appointment as professor of educational policy studies & practice in the College of Education.

## ► Dr. Kimberly Andrews Espy – Senior Vice President for Research (520) 621 3513 [kespy@email.arizona.edu](mailto:kespy@email.arizona.edu)



Dr. Kimberly Andrews Espy serves as the Senior Vice President for Research at the University of Arizona. She is the Chief Research Officer, and as a leader in the President's senior executive team, is charged to advance transformative excellence in research across the campus towards achievement of the goals articulated in Never Settle, the University's academic strategic plan. Dr. Espy is responsible for university interdisciplinary research centers and institutes that span from basic to applied, from the sciences to the humanities disciplines, as well as the three museums and central core facilities. She oversees sponsored research and contracting services and the full array of research compliance services. Dr. Espy is leading efforts to support faculty research through a variety of new research development services and programs, as well as by broadening and deepening strategic external research partnerships. She also represents the University in national organizations such as the American Association of Universities and the Association of Public and Land Grant Universities, Council on Research Policy and Graduate Education, and serves as a member of several public boards.

Prior to accepting the post at the UA, Dr. Espy was the Vice President for Research and Innovation, and Dean of the Graduate School at the University of Oregon. During her tenure, many university research core facilities were established, the university Facilities & Administration negotiated rate and effective recovery rate were

increased, and research support programs were augmented or developed that resulted in new federally funded interdisciplinary projects. In collaboration with private industry and public sector partners, Dr. Espy secured funding from the Oregon state legislature to establish the Regional Accelerator and Innovation Network. As an advocate for graduate education, she expanded industry-focused master's programs and established new innovation fellowships with external partners to prepare students for diverse careers. Before joining the University of Oregon, Dr. Espy was a Charles Bessey Professor and served as associate vice chancellor for research at the University of Nebraska-Lincoln, as well as a stint as acting dean of Graduate Studies. She started her academic career at Southern Illinois University School of Medicine, where she taught undergraduates, graduate and first-year medical students, and was founding director of the interdisciplinary Center for Integrative Research in Cognitive and Neural Sciences.

Dr. Espy, a translational clinical neuroscientist, pioneered the integration of cognitive neuroscience tools and advanced multilevel growth modeling methods to 1) characterize the normative development of emergent self-regulation skills in young children and infants, and 2) identify the antecedents of learning and behavioral disorders in medically at-risk populations. As a co-author of the BRIEF-P®, a standardized rating scale that measures everyday regulatory skills in preschoolers, she is active in technology transfer for clinical application. Dr. Espy received the Rita G. Rudel Award for Pediatric Neuropsychology/ Developmental Cognitive Neuroscience, the Early Career Award from Division 40 of the American Psychological Association, and was named a Fellow of the same division. She has served as a chartered or invited member of review panels for the National Institutes of Health, Institute of Educational Sciences, and several private foundations, and chaired the NIH Child Psychopathology and Developmental Disabilities study section.

Dr. Espy earned her bachelor's degree from Rice University and her master's and doctoral degrees from the University of Houston. She completed a clinical/pediatric psychology internship at University of Louisville School of Medicine/Bingham Child Guidance Center and a post-doctoral fellowship at the University of Arizona College Of Medicine. She is a licensed clinical psychologist.

## ► Dr. Dennis Zaritsky – Professor, Deputy Director of Steward Observatory



Dennis Zaritsky is a Professor of Astronomy at the University of Arizona and Deputy Director of Steward Observatory. He obtained a B.S. in Physics with Honor from CalTech (1986) and Ph.D. in Astronomy from the University of Arizona (1991). Following his postdoc as a Hubble Fellow at the Carnegie Observatories, he was an Assistant Professor and Assistant Astronomer at UC Santa Cruz and UCO/Lick Observatory. In 1999 he moved to the University of Arizona and was promoted to Full Professor in 2002.

His research interests focus on extragalactic observational astronomy. Highlights of that work include the first measurements of dark matter masses out to the virial radii of individual galaxies, a standard reference for chemical abundance gradients in galaxies, the first spatially complete stellar census of the Magellanic Clouds to stars fainter the horizontal branch, direct evidence for dark matter based on the study of colliding galaxy clusters, and evidence for variations in the stellar initial mass function among star clusters.

Honors received include a David and Lucile Packard Fellowship for Science and Engineering (1997), an Alfred P. Sloan Fellowship in Physics (1998), a National Science Foundation CAREER Grant (1998), a Guggenheim Fellowship (2006), and the Newton Lacy Pierce Prize of the American Astronomical Society (1999).

► **Dr. Jennifer K. Barton – Associate Vice President for Research, University of Arizona**  
**(520) 621-4116 [barton@email.arizona.edu](mailto:barton@email.arizona.edu)**



Jennifer Barton received her BS and MS degrees in electrical engineering from the University of Texas at Austin and University of California Irvine, respectively. She worked for McDonnell Douglas (now Boeing) on the Space Station program before returning to The University of Texas at Austin to obtain the Ph.D. in Biomedical Engineering in 1998. She is currently Professor of Biomedical Engineering, Electrical and Computer Engineering, Optical Sciences, and Agriculture and Biosystems Engineering at the University of Arizona. In 2012 she became Associate Vice President for Research, and from July 2013 - June 2014 she served as Interim Vice President for Research.

Dr. Barton develops miniature endoscopes that combine multiple optical imaging techniques, particularly optical coherence tomography and fluorescence spectroscopy. She evaluates the suitability of these endoscopic techniques for detecting early cancer development in patients and pre-clinical models. Additionally, her research into light-tissue interaction and dynamic optical properties of blood laid the groundwork for a novel therapeutic laser to treat disorders of the skin's blood vessels. She has published over 90 peer-reviewed journal papers in these research areas.

Dr. Barton's research interests are in translational biomedical optics, and the prevention and early detection of cancer. She has expertise in light-tissue interaction, development of instrumentation, preclinical studies and clinical pilot trials. The Barton laboratory has competency in areas of engineering such as lens design, endoscope design, data acquisition and signal processing, instrumentation software, and image processing/analysis, as well as areas of cancer biology and physiology. The laboratory is heavily involved in preclinical and pilot clinical studies and Dr. Barton has experience gaining human and animal subject approvals, clinical engineering instrument approval, experimental design, statistical data analysis, and reporting.

Dr. Barton has particular interests in technology and application development of optical coherence tomography (OCT) and fluorescence spectroscopy (FS), and design/development of miniature endoscope-enabled imaging systems. She has developed instruments for small animal and clinical imaging, with an application emphasis in the early detection of cancer and imaging of the microvasculature. Major achievements include an ultrahigh resolution OCT endoscope (2-4  $\mu\text{m}$  resolution, 2 mm diameter), multimodality optical endoscopes, serial imaging of carcinogenesis, and clinical/surgical pilot studies of laboratory-built imaging systems. Each of her funded projects has included co-investigators from other departments, universities, and/or industry.

Dr. Barton recently became Co-Leader of the Cancer Imaging Program at the University of Arizona Cancer Center. She previously was Assistant Director of the BIO5 Institute, a collaborative research institute dedicated to solving complex biology-based problems affecting humanity. She served as the inaugural Department Head of Biomedical Engineering and Chair of the BME Graduate Interdisciplinary Program. She is a fellow of SPIE- the International Optics Society, and a fellow of the American Institute for Medical and Biological Engineering.

# RICHARD F. CARIS MIRROR LABORATORY

[www.mirrorlab.as.arizona.edu](http://www.mirrorlab.as.arizona.edu)





UA SCIENCE

## **RICHARD F. CARIS MIRROR LAB**

Steward Observatory

At the University of Arizona's Richard F. Caris Mirror Laboratory, a team of scientists and engineers is making giant, lightweight mirrors of unprecedented power for a new generation of optical and infrared telescopes.

These mirrors represent a radical departure from the conventional solid-glass mirrors used in the past. They have a honeycomb structure on the inside; made out of Ohara E6-type borosilicate glass that is melted, molded and spun cast into the shape of a paraboloid in a custom-designed rotating oven. Honeycomb mirrors offer the advantages of their solid counterparts - rigidity and stability - but they can be significantly larger, and dramatically lighter.

The Mirror Lab team has also developed a revolutionary new method to polish the honeycomb mirrors with a deeply curved, parabolic surface that results in much shorter focal lengths than conventional mirrors.

The pioneering work being done today at the Mirror Lab had its beginning around 1980 with a backyard experiment by Dr. Roger Angel, the lab's founder and scientific director. Curious about the suitability of borosilicate glass (the kind used in glass ovenware) for making honeycomb structures, he tested the idea by fusing together two custard cups in an improvised kiln. The experiment was a success and led to a series of bigger kilns and small furnaces and, eventually, the spin casting of three 1.8 meter mirrors.

By 1985, with financial support primarily from the US Air Force, the National Science Foundation and the University of Arizona, Roger Angel (in photo at left) and a talented Mirror Lab team moved to the current facility under the east wing of the UA football stadium. A large, rotating furnace was built and a series of mirrors as big as 3.5 meters in diameter were successfully cast.

By 1990, the rotating furnace was expanded to its current size, and a new wing was added to the Mirror Lab to house two mirror polishing stations and a test tower. The new furnace, which is large enough to cast mirrors up to 8.4 m in diameter, was first used in 1992 to make a 6.5-m mirror. In January 1997 the first 8.4-m mirror for the Large Binocular Telescope (LBT) was completed.

The Mirror Lab continues its impressive history of successful, ground breaking mirror castings with the Giant Magellan Telescope. This telescope will be the largest and most advanced earth-based telescope in the world when complete. Currently, three of the seven, 8.4 meter segmented mirrors have been cast. The first mirror is complete and the other two are in various stages of production. On September 18, 2015 the fourth center-primary mirror was cast at the mirror lab.

## ► Buell Jannuzi – Director – UA Science Mirror Lab



Buell T. Jannuzi succeeded Peter Strittmatter as Head of the Department of Astronomy and Director of Steward Observatory in May of 2012. He came to the University of Arizona after 17 years as a member of the scientific staff of the National Optical Astronomy Observatory.

Jannuzi was a Hubble Fellow between 1993-1995. He is a member of the International Astronomical Union, the American Astronomical Society, and the Astronomical Society of the Pacific.

## ► INNOVATION AT THE UA - MINI-TALKS BY THE FOLLOWING EXPERTS:

### **Flexible Electronics:**

#### **Dr. Perry Skeath**

Is the Assistant Professor of Medicine at the UA College of Medicine and Assistant Research Director in the Arizona Center for Integrative Medicine.. He earned his bachelor's degree from the University of Minnesota and master's and doctoral degrees in Electrical Engineering from Stanford University.

Prior to coming to the University of Arizona, he was the Senior Research Engineer at SFA Incorporated in Crofton, Maryland, from 2004-08 and a Research Fellow at Pain & Palliative Care Service, National Institutes of Health Clinical Center in Bethesda, Maryland, from 2008-12. He patented a process of preparing electrodes for electro planting which was assigned to Secretary of US Navy. In addition, Dr. Skeath patented a precision release aerosol device which was assigned to Waterbury companies and patented inventions for gas-assisted atomizing device and methods of making gas-assisted atomizing devices.

He is a member of the University of Arizona Arthritis Center Scientific Advisory Council and an Associate Member of the UA Cancer Center.

#### **Dr. Michael Hammer (Genomics)**

Dr. Michael Hammer is Director of the University of Arizona Genetics Core facility and a research scientist who has run a productive lab in human evolutionary genetics for the past 25 years. His lab has been an early adopter of NGS technology to identify molecular lesions causing neurodevelopment disorders in undiagnosed children. His lab is currently pursuing studies to identify modifier genes that alter the expression of major genes and how they contribute to phenotypic heterogeneity in Mendelian disorders. Dr. Hammer has recently taken on the role of Co-Director of the Genomics Shared Resource at the University of Arizona Cancer Center.

<http://hammerlab.biosci.arizona.edu/index.html>

#### **Dr. Ryan Sprissler**

Is the Lead Scientist and Manager for the University of Arizona Genetics Core facility resource laboratory specializing in cutting edge genomic technology. Ryan is a genomics industry pioneer with more than 10 years of experience in genetic assay design and testing, and is a current member of both the Association for Bio resource Facilities and the Association for Laboratory Automation. He is a current member of the association for Bio resource Facilities and the Association for Laboratory Automation.

<http://uagc.arl.arizona.edu/home>

# RAYTHEON MISSILE SYSTEMS

[www.raytheon.com](http://www.raytheon.com)



# Raytheon

Raytheon Missile Systems is the world's largest missile maker, Southern Arizona's largest private employer and one of the top companies in the State. Labeled as a national asset by the Department of Defense, the company's cutting-edge products protect U.S. and the allied warfighters as they preserve freedom around the globe.

Raytheon Missile Systems engineers are consistently recognized nationally for their technical expertise and the company is regularly lauded for its manufacturing excellence. In addition to Engineering and Manufacturing, the company's nearly 10,000 Tucson based employees work in a variety of challenging and rewarding fields such as Finance, Contracts, Communications, Business Development and more.

Described as a "great place to work," Raytheon Missile Systems has an unwavering commitment to diversity and volunteerism. As an added bonus, RMS is located in Tucson – a hub of technology and engineering excellence that enjoys more than 350 days of sunshine annually.

One of the earliest technology start-ups, Raytheon was established in Cambridge, Mass., home of the Massachusetts Institute of Technology, as the American Appliance Company.

The company's founders were Vannevar Bush, who would become dean of MIT's School of Engineering; Laurence Marshall, an engineer; and Charles G. Smith, a scientist who had done work on the electrical properties of gases. Their revolutionary innovation was the S gas rectifier tube, a device that eliminated one of the cumbersome expensive batteries that previously powered home radios. The tube transformed the radio into an affordable "must-have" appliance that could be plugged into a wall socket, turning radio into a true mass medium that brought the world into America's living rooms.

Raytheon quickly moved to the forefront of innovation in the electronics industry. During World War II, Raytheon employees contributed to the war effort. They supplied 80 percent of the magnetron tubes used in U.S. and British radars and developed parts for the crucial proximity fuse in anti-aircraft shells, among other equipment.

After the war Raytheon began offering civilian products, the microwave being among the most famous. Raytheon engineer Percy Spencer discovered microwave cooking when, as he stood in front of an active magnetron, a candy bar in his pocket began to melt. Intrigued, he sent out for popcorn kernels – and they began to pop. With that, a new appliance was soon on its way.

In the decades that followed, Raytheon employees would build on the company's reputation for technology and innovation leadership. Today it stands as a global technology leader specializing in defense, homeland security and other government markets.

## ► Robert (Bob) E. Fitzpatrick, Jr. Raytheon Company Vice President 1151 E. Hermans Road Business Development Tucson, Arizona Missile Systems 85756 USA



Robert (Bob) E. Fitzpatrick, Jr., is vice president of Business Development for Raytheon Missile Systems in Tucson, Ariz. In this role, he leads and coordinates business pursuit, capture and growth activities, working across Missile Systems and other Raytheon businesses to develop and implement individual country campaigns and regional strategies. Raytheon Company (NYSE: RTN), with 2012 sales of \$24 billion and 68,000 employees worldwide, is a technology and innovation leader specializing in defense, homeland security and other government markets throughout the world. Raytheon's global headquarters is in Waltham, Mass. Before joining Raytheon, Fitzpatrick was senior vice president of government and military business and president of Summit Aviation for Green which aero group in Middletown, Del. In that role, he directed a 650-personnel business with 10 different locations throughout North America, including new business capture and proposal management, and program management and execution. Fitzpatrick also was senior vice president for business development, marketing/sales and commercial programs for Bell Helicopter Textron in Fort Worth, Texas. There, he directed several global business units in commercial business, military business development, and marketing and public affairs. He began his 25-year career in aerospace and defense as program manager for the Longbow Apache helicopter program at McDonnell Douglas (Boeing) Helicopter Systems in Mesa, Ariz. Fitzpatrick also served 14 years in the U.S. Army as an attack helicopter operations officer and seven years in the C-17 Systems program office for the U.S. Air Force at Wright Patterson AFB. Fitzpatrick holds a Master of Business Administration from Keller School of Management and a bachelor's degree in aerospace engineering from Arizona State University in Tempe, Ariz.

# TOWN OF GILA BEND, ARIZONA

[www.gilabendaz.org](http://www.gilabendaz.org)



Today, Gila Bend, a small rural community, continues to be a transportation hub and a community that looks to the future. It is home to the Gatlin Site, a National Historic Landmark, the Juan Bautista de Anza National Historic Trail, and a gateway to the Sonoran Desert National Monument.

Fast becoming known as the solar capital of the nation due to the use of cutting edge processes that have gained world-wide recognition, Gila Bend has received accolades from the U.S. Department of Energy and the White House. Utility-scale solar power is just one of Gila Bend's industries. It is also home to the nation's second largest natural gas power plant, a \$1.2 billion installation, a \$50 million paper mill, and more recently added Calgon Carbon, a global leader in making water and air safer and cleaner to industry. In the past few years, Gila Bend has seen more than \$28 million spent on infrastructure, the addition of the Gila Bend Resource Center, and the runway at the municipal airport resurfaced. Gila Bend has been setting its sights on establishing a national and international energy transmission corridor. Gila Bend, Crossroads of the Southwest!

# CITY OF YUMA, ARIZONA

[www.yumaaz.gov](http://www.yumaaz.gov)



CITY OF  
*Yuma*

First incorporated as Arizona City in 1871, Yuma was renamed in 1873 and is now the largest city in Arizona outside the metro areas of Phoenix and Tucson.

Yuma is the county seat and largest city of Yuma County, one of Arizona's original eight counties. It is the 11th largest city in the state, with an estimated population (2010 Census) of 93,064, up 16.7 percent from the 2000 count of 77,515.

With the arrival of sun-seeking snowbirds, Yuma's population nearly doubles during the peak travel months of January, February and March.

Yuma County has an estimated population of 195,751 (2010 Census); population estimates for the county's other incorporated cities and towns include: San Luis, 25,505; Somerton 14,287; and Wellton, 2,882. The rest of the county's population (60,013) lives in unincorporated areas such as the Foothills.

The ethnicity of the population reflects our border location and heritage, with nearly 60 percent of county residents saying they are of Hispanic origin.

Yuma holds the Guinness World Record as the sunniest city on earth, with sunshine 91 percent of daylight hours (a mean of 4,055 hours per year of 4,456 possible).

Yuma is also officially the sunniest city in the United States, as well as the driest, least humid and the city with the least frequent days of precipitation. Yuma's average annual rainfall is around three inches a year, and humidity is generally low except during the summer monsoon season (July & August).

## ► The Honorable Douglas Nicholls- Mayor – City of Yuma



Mayor Douglas J. Nicholls was elected by the citizens of Yuma to be in the Office of Mayor beginning January 1st, 2014. He was raised in Yuma and attended Yuma High School. In 1994, he earned a Bachelor of Science in Engineering from Arizona State University and continued post-baccalaureate studies in Transportation Engineering. After graduation, he remained in the Phoenix area working for international engineering firms. He married his high school sweetheart, Danette, in 1995. They have grown their family to include four children.

In 1999, Mayor Nicholls and his wife decided to return to Yuma to focus on raising their growing family. After working for a local engineering firm, he established the civil engineering firm of Core Engineering Group, PLLC in 2004.

Upon returning to his childhood hometown, Mayor Nicholls has been working on the growth of the Yuma community through his participation in professional and charitable organizations. He was the chairman of the Greater Yuma Economic Development Corporation, a state president in the Arizona Society of Professional Engineers, and a regional leader for Boy Scouts of America. He is a deacon at St. Francis Church, and is a member of Rotary Club of Yuma, Caballeros de Yuma, American Society of Civil Engineers, and Arizona Western College Engineering Advisory Board. He was a city councilmember for the City of Yuma in late 2009, fulfilling the remaining term of a vacant seat. The Office of Mayor is the culmination of these efforts to do his part in giving back to his hometown.

## ► Russell McCloud – Yuma County Supervisor – District 2



The Honorable Russell McCloud was born in Fort Huachuca, Arizona and moved to Yuma with his parents, Dennis and Mary one year later. Russell graduated from Kofa High School and soon after went into the family business, Accurate Automotive Attention. He has managed the day-to-day operations for the last twenty years and during that time the business expanded to a total of three locations throughout the Yuma area.

Russell has two sons, both work for the family business. In 1999, he attended Rapport Leadership International's leadership program and became a Master Graduate of that program in 2001. He graduated from Project CENTRL in 2003, a two-year rural leadership program administered by the U of A. He then graduated from Yuma Leadership in 2004. These experiences led him to a successful run for the Yuma County Board of Supervisors in 2004.

## ► Russ Clark – Yuma County Supervisor – District 3



Russ Clark grew up in a military family. Relocating to new communities and states every few years gave him insight as to the type of location he would want to call home and raise a family.

Russ moved to Yuma in 1994 after purchasing the local NAPA Auto Parts stores and has called it home since then. He established himself as a local business leader by being involved in the community and growing his parts stores to some of the most productive in the southwest. During that time, he has served on many boards including the Chamber of Commerce and the Hospital Operating Board.

He has also established himself as a leading conservative in the community by sharing his viewpoints openly on his radio program over the last ten years and supporting conservative candidates seeking office locally and statewide. He recently stepped down as Chairman of the Colorado River Tea Party to become a candidate for Yuma County Board of Supervisors.

Russ is a graduate of Delaware State University, where he received a B.S. in Business with a minor in Accounting. Russ and his wife, Ginny, have two grown children. Robert is a Captain in the U. S. Air Force and Kathryn is attending Arizona Western College.

## ► Julie Engel – President and CEO – Greater Yuma Economic Development Corporation



Julie Engel is the President/CEO of the Greater Yuma Economic Development Corporation. In her tenure with Greater Yuma EDC, she has been directly involved in the creation of over 4000 new jobs, over 1 million square feet of new industrial space and a capital investment to the region that surpasses \$1.5 Billion. Julie is the current President of the Arizona Association of Economic Development (AAED) and has served on multiple committees for AAED. In 2012 Julie was named the Economic Developer of the Year for the State of Arizona.

A native of North Platte, Nebraska, Julie studied accounting and business management while working for the U.S. Postal Service as the payroll/finance manager for all of Western Nebraska and South Central Kansas. In 1996, Julie moved with her family to Yuma Arizona where her husband accepted a position with the Arizona Game & Fish Department.

Julie's career in Economic Development follows five years of local government leadership and eight years of federal government leadership and policy regulations. Julie serves on the Yuma Workforce Investment Board, the Yuma Regional Medical Center Board and the Yuma National Heritage Board. Julie was selected by Governor Jan Brewer to serve on the Rural Advisory Council for the State of Arizona and continues to serve for Governor Ducey.

Julie is a graduate of the Economic Development Institute for Certified Economic Development. She obtained CECD certification in May 2009. Julie is a member of the Economic Development Research Partners and currently serves on the "Financing EDO's" task force.

# YUMA CENTER OF EXCELLENCE FOR DESERT AGRICULTURE

[www.yceda.cals.arizona.edu](http://www.yceda.cals.arizona.edu)



# **YUMA CENTER OF EXCELLENCE FOR DESERT AGRICULTURE**

The mission of this center is to provide rapid, direct value-adding responses to any issues important for desert crop production systems. The Center does not duplicate the work of other entities but will flexibly compliment them.

Issues include, but are not limited to: water, crop production, labor, food safety, homeland security, desert agriculture stresses, and economic and environmental challenges.

The center's advisory council consists of eight agriculturalists from the Yuma and Salinas regions, plus the UA CALS dean or his/her designee as an ex-officio member. The council advises the UA College of Agriculture and Life Sciences (CALS) and the YCEDA Executive Director on future trends and issues which will affect the industry. The council also works to grow collaborative networks with business and industry.

Robby Barkley was elected chair of the advisory council at the group's first meeting in October, 2013. Paul Brierley was hired as the inaugural Executive Director (ED) in October, 2014. The ED is a UA employee hired by and reporting to the Dean of the College of Agriculture and Life Sciences. The ED will consult with the advisory council and the CALS Dean on the focus of the research and programs for the center. The ED will provide updates and status reports on activities, accomplishments, how funds were used and report findings at a minimum of two advisory council meetings per year.

► **Robert K. Barkley – Chairman, YCEDA Advisory Council**  
**President, Chief Executive Officer**  
**Barkley Ag Enterprises, LLP**



Robby Barkley is President and CEO of Barkley Ag Enterprises, LLP, which provides administration and management oversight to affiliates Barkley Company of Arizona, Barkley Seed, Inc., and GreenGate Fresh, LLLP. Barkley Company of Arizona is a family farming operation based in Yuma, Arizona, growing vegetables, grain and citrus crops. Barkley Seed, Inc., also based in Yuma, operates throughout the southwestern United States marketing wheat, grain and forage seeds. GreenGate Fresh, LLLP, based in Yuma, Arizona and operating seasonally out of both Yuma and Salinas, California, is committed to providing high quality salads to the foodservice industry.

Robby was instrumental in helping bridge the critical gaps in the early efforts to implement Integrated Pest Management (IPM) programs in Arizona cropping systems and one of the first producers to embrace the concepts of soil-plant-water management on a quantitative basis in an effort to fine-tune-crop-water management for better crop production efficiency and water conservation. He not only recognizes the importance of science and technological advances within his industry but also has a deep understanding of the need for education in the industry. In addition to serving as Chairman of the Yuma Center of Excellence for Desert Agriculture Advisory Council, Robby currently serves as a Board Member and Past Chairman for Western Growers and has also served on numerous other industry association Boards and Commissions.

# YUMA AGRICULTURAL CENTER

[cals.arizona.edu/aes/yac](https://cals.arizona.edu/aes/yac)





## Yuma Agricultural Center

The Yuma Agricultural Center is a product of the University of Arizona. The center includes two separate research facilities, the Yuma Valley and Yuma Mesa research facilities. The Yuma Valley facility includes 274 acres of farm land located in the former flood plain of the Colorado River and primarily consists of fine textured soils. The Yuma Mesa farm includes 240 acres primarily consisting of coarse textured soils. Both farms have office, laboratory, and greenhouse facilities.

The Yuma Agricultural center is staffed with nine faculty members from four academic departments including Plant Sciences, Entomology, Soil, Water, and Environmental Sciences, and Agricultural and Biosystems Engineering. Research and outreach programs at the center include plant physiology, plant biochemistry, crop production, insect biology and control, weed ecology, soil and water management, fate and transport of environmental contaminants, food safety, and agricultural mechanization. The faculty members at this center are supported by a staff of research specialists and post-doctoral research associates, farm support, and clerical support for a total support staff of 30 to 40 individuals. Many of the center's programs support the high value vegetable and citrus industries in the lower Colorado River region.

The faculty members at this center also contribute to a local teaching program offered through the University of Arizona-Yuma in cooperation with Arizona Western College, and Northern Arizona University. Degree programs in Agricultural Systems Management and Crop Production can be initiated locally.

## ► Kurt Nolte – Director – Yuma Agricultural Center



Kurt Nolte is the Agriculture Agent of the School of Plant Sciences. He is also the Yuma County Extension Director, the Yuma Agricultural Center Director, and the Regional Vegetable Production Specialist.

Kurt graduated from the University of California-Riverside in 1984 with a Bachelor of Science, in the dual majors of Plant Science and Soil Science. He then graduated from University of California-Riverside in 1989 with a Master's of Science in Plant Science. Kurt graduated from the University of Florida in 1993 with a Bachelor of Science in Plant Molecular and Cellular Biology.

Kurt's research interests include: Fresh Produce Safety, Crop and Horticultural Management and Production, and Plant Protection and Pathology.

## ► Jeffrey C. Silvertooth – Associate Dean and Director, Economic Development & Extension and Professor – Soil, Water and Environmental Science, The School of Plant Sciences



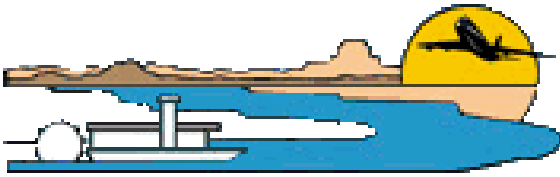
Jeffrey Silvertooth grew up in northwest Oklahoma and Wichita, Kansas. He has a B.S. in Agriculture (Agronomy) from Kansas State University, an M.S. in Agronomy (Soil Fertility) from Oklahoma State University, and a Ph.D. in Soil Science (Soil Fertility) from Oklahoma State University.

He has worked in a variety of roles over 30+ years to develop crop production management strategies (primarily irrigated cotton, chiles, and cantaloupes) that optimize the soil-plant system agronomically, economically, and environmentally. He has been with the University of Arizona since 1987, as an Extension Agronomist for 14 years, and Head of the Soil, Water and Environmental Science Department for over 12 years. In his current role, he provides overall program leadership and administrative and personnel management for Arizona Cooperative Extension. He is also responsible for the development of effective education programs and related translational and applied research programs dedicated to extending knowledge resources to the people of the State and region.

# YUMA INTERNATIONAL AIRPORT

[www.yumaairport.com](http://www.yumaairport.com)





# Yuma International Airport

Yuma International Airport (IATA: YUM, ICAO: KNYL, FAALID: NYL) is a joint use airport with civilian and military flight activity operated in conjunction with the U.S. Marine Corps via the Marine Corps Air Station Yuma. The airfield is located three nautical miles (6 km) south of the central business district of Yuma, a city in Yuma County, Arizona, United States. It is mostly used for military aviation, but is also served by one commercial airline and one aeromedical Medevac company as well as being used for general aviation activities.

Yuma International Airport covers an area of 3,100 acres (1,300 ha) at an elevation of 213 feet (65 m) above mean sea level. It has four runways which range in size from 5,710 by 150 feet (1,740 by 46 m) up to 13,300 by 200 feet (4,054 by 61 m).

For the 12-month period ending December 31, 2006, the airport had 136,954 aircraft operations, an average of 375 per day: 57% military, 38% general aviation and 5% air taxi. At that time there were 221 aircraft based at this airport: 55% single-engine, 20% multi-engine, <1% jet, 5% helicopter and 19% military.

The FC “Frosty” Braden Passenger Terminal at the Yuma International Airport offers travelers the latest in airport amenities and comfort. The \$10 million Terminal building was completed in February of 1999 using local contractors and financing provided through the Federal Aviation Administration, the Arizona Department of Transportation and the issuance of tax exempt bonds.

Visitors to our Airport will find our two commercial airlines, four automobile rental agencies, a restaurant and lounge, a game room in addition to several relaxing areas throughout the terminal. For our military travelers, we are proud to provide the Military Comfort Center which features plush furniture, Wii and games, several computers to check email, and wonderful volunteers who make cookies and Kool-Aid and love to make you feel at home. The FC “Frosty” Braden Passenger Terminal is proud to display a collection of art which was funded through donations from the public. Other features of the Terminal building include a business center open to the public and wireless internet service available from anywhere within the building.

The Yuma County Airport Authority works hard to ensure that your experience in our airport is an enjoyable one. If you are happy with the facility and services provided please tell others. If not, please tell us by contacting Airport Administration.

In 2009, EDA awarded the Yuma County Airport Authority a \$3.8 million grant for their Aviation Industrial Complex to service the aerospace and defense contractors in the region. The project consisted of the construction of a 45,000 square foot flexible space for multi-tenant aircraft maintenance, testing and technology facilities. The construction consisted of site improvements, infrastructure, a large building with hangars at each end and related equipment.

## ► Gladys Wiggins – Director – Yuma International Airport



Gladys Wiggins is the Airport Director at Yuma International Airport where her primary function is to operate the airport in compliance with applicable FAA regulations and state law, as well as, to promote Air Carrier Service and General Aviation safe and secure manner. In addition to her primary function, Prior to becoming the Airport Director, she was the Deputy Airport Director and originally joined Yuma International Airport in March 2009 as the Director of Operations.

Before joining Yuma International Airport, Ms. Wiggins was employed with Nicklaus Engineering Inc., as a Civil Engineer. She was a designer, project engineer and project manager overseeing multi-million dollar contracts ranging from airport rehabilitation of taxiways, apron expansions, sewer treatment/transfer plants and industrial development.

Years prior to coming to Yuma, Ms. Wiggins worked for FM Global, as an Engineering Consultant specializing in mechanical and electrical integrity. In that position she obtained certification as a Commissioned Boiler and Pressure Vessel Inspector in the states of California and Washington, and responsible for business contracts in Hawaii, Southern California, Arizona, and New Mexico. Shortly after college and FM Global, Ms. Wiggins taught high school math to inner city school as her “break” from the Industry.

Ms. Wiggins earned her Masters in Business Administration from the University of Phoenix, and a Bachelor of Science in Mechanical Engineering from the California Maritime Academy accompanied with a USCG Third Assistant Engineer License. Ms. Wiggins obtained her AAAE Certified Member designation in July 2010, is on the Board of Directors for Southwest AAAE and is the 2nd Vice President for Arizona Airports Association (AzAA). Ms. Wiggins is an active participant on the Engineering Advisory Committee for the Arizona Western College Engineering program, is the acting President for the Arizona Society of Professional Engineers-Yuma Chapter, coaches Youth Basketball for the City of Yuma, and officiates high school basketball. Ms. Wiggins is committed to the growth and future of the aviation industry, is dedicated to community service and places emphasis on continued education by visiting high schools and middle schools to promote benefits and advantages of achieving a college education. Ms. Wiggins is married and has three young boys.

# QUARTERMASTER DEPOT

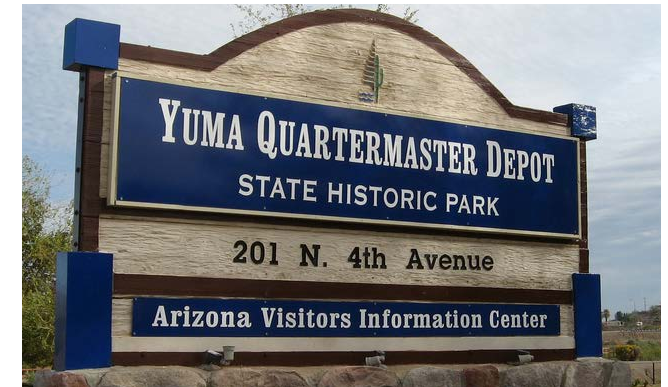
[www.quartermasterdepot.com](http://www.quartermasterdepot.com)



Quartermaster depot offers the finest custom made reproduction by Daniel Manufacturing Co. since 1980. Quartermaster reproduces historically correct uniforms for the American revolutionary war, 1830's through 1840's (Florida's Seminoles wars and Mexican war periods), American civil war, Spanish American and the first and the second world wars.

Quartermaster's uniforms are made from the finest material available and made right here in the United States. Each item is individually made just for you and as authentic as you like. The patterns are from the Smithsonian Institute. (These are not costumes.)

Quartermaster has worked with museums, historical living history parks and historical displays and new re-enacting units just starting up.



# CITY OF SAN LUIS EDA BUSINESS INCUBATOR

[www.greateryuma.org/city-of-san-luis-eda-business-incubator](http://www.greateryuma.org/city-of-san-luis-eda-business-incubator)



## City of San Luis EDA Business Incubator

The City of San Luis finalized its Economic Development Administration (EDA) and Community Development Block Grant (CDBG) funded Business Incubator to assist small, local, start up and expand businesses focused in producing jobs for local residents.

The 20,000-square-foot building will have a flexible configuration. 10,000-square-feet shall be devoted to primary incubator space, which shall consist of approximately 1,000-square-feet of common office space shared by five participating businesses with a range of square footage between 1,430-square-feet to 2,717-square-feet. The remaining 10,000-square-feet will be configured as two 4,237-square-feet spaces with its own office space, conference room and loading docks.

The business incubator is an establishment intended to encourage applicants who are engaging in light manufacturing, machining, distribution, and similar industries such as wholesale brokers, dealers, distributors, appliance repair, printing, engraving, publishing, machine and tool repairs; packing business, plumbing, electrical, refrigeration repairs and furniture builders and cabinet makers to name a few. The incubator will not accept retail firms, but will allow sales functions to operate out of the incubator business for large distribution sales.

## ► The Honorable Jerry Sanchez – Mayor of San Luis



Mayor Gerardo "Jerry" Sanchez was appointed to his position on May 2, 2012, after having served on the City Council since 2008. A resident of San Luis for 16 years, Jerry is a Physician's Assistant (PA). Jerry received his Bachelor's of Science Degree in Microbiology and Immunology from the University of Arizona, an Advanced Degree in Medical Technology from the University of Arizona, and a Bachelor's of Medical Science from Midwestern University in Glendale, Arizona.

Throughout the years, Mayor Sanchez has been active in numerous community organizations. Jerry is a board member of the Yuma Metropolitan Planning Organization (YMPO), chairperson for the City of San Luis Employee Benefits Trust Committee, chairperson for the City of San Luis Police and Fire Department Public Safety Retirement Organization, and is an active participant in the US - Mexico Border Mayors Association. Prior to becoming an elected official of the city, Mayor Sanchez served as a member of the San Luis Economic Development Corporation and the San Luis Planning and Zoning Commission.

Jerry is well aware of his responsibilities to the community. It is a role that he takes seriously. He practices restraint when making decisions on how best to use taxpayer dollars, always weighing the benefits to the community and the costs. Whenever possible, Jerry finds alternative sources such as grants from private sources and public or private partnerships to fund initiatives and events.

A firm believer in providing residents greater access to their local government, Jerry invites all residents to City Council meetings and work sessions throughout the year, so they can voice their opinions, learn of upcoming projects, and ask questions.

Mayor Sanchez states, "I have always been impressed with the leadership in San Luis, and it is an honor to serve the citizens. We have many challenges today, but they are no greater than those faced by former mayors. Working together, we can make this an even better place in which to live and work."

Mayor Sanchez, a 1st generation native of Arizona, graduated from Kofa High School in 1988. He lives in San Luis with Nidia, his wife of 18 years, and their 2 children.

## ► Jenny Torres – Community Development Director



Jenny Torres serves as the Community Development Director for the City of San Luis. For the past eighteen years, she has worked for nonprofit organizations, government entities and for profit companies in both Arizona and California.

Jenny's work emphasizes on establishing and coordinating economic and community development projects. Her vocational experience and career emphasis attest to her expertise in areas such as financing, development, construction and management of affordable housing, public projects and business development. In an effort to support community and economic development, Jenny's work focuses on infrastructure development in order to recruit new businesses to the area. She constantly seeks opportunities to establish and maintain liaison relationships while representing the community at local, state, federal and international levels.

Mrs. Torres holds a Bachelor degree in Business Administration and a Master degree in Public Management from Northern Arizona University. Jenny's education and vocational experience make her an invaluable asset to Yuma County and its surrounding vicinities.

# CALIFORNIA

California, a western U.S. state, stretches from the Mexican border along the Pacific for nearly 900 miles. It's known for its dramatic terrain encompassing cliff-lined beaches, redwood forest, the Sierra Nevada Mountains, Central Valley farmland and the arid Mojave Desert. Its cities include sprawling Los Angeles, seat of the Hollywood entertainment industry, and hilly San Francisco, home to the Golden Gate Bridge.

California is the 3rd largest state with 158,706 square miles of land, and has the highest state population with 37,679,000 people. The state borders three others: Arizona, Nevada, and Oregon. California produces 80% of the world's almonds, and is the world's 5th largest supplier of food. California's economy is centered on technology, finance, real estate services, government, and professional, scientific and technical business services; together comprising 58% of the State economy. Los Angeles International Airport (LAX), the 6th busiest airport in the world, and San Francisco International Airport (SFO), the 21st busiest airport in the world, are major hubs for trans-Pacific and transcontinental traffic.

## ► Governor Jerry Brown



Jerry Brown was sworn in as governor of California on January 3, 2011, and was reelected in 2014.

Brown previously was elected governor in 1974 and served two terms, during which time he established the first agricultural labor relations law in the country, started the California Conservation Corp and promoted renewable energy. In 1970, he was elected California secretary of state. Brown began his career as a clerk at the California Supreme Court.

In 1998, he reentered politics and was elected mayor of Oakland, serving two terms from 1999 to 2007. Brown founded the Oakland School for the Arts and the Oakland Military Institute, which serve students from the 6th grade through the 12th grade. He was also elected California attorney general in 2006.

Edmund G. Brown Jr., known as Jerry, was born in San Francisco on April 7, 1938. He attended both public and parochial schools, graduating from St. Ignatius High School in 1955. He completed freshman year at the University of Santa Clara before entering Sacred Heart Novitiate, a Jesuit seminary in August 1956. In 1960, he left the Society of Jesus and enrolled at the University of California at Berkeley. He received his B.A. degree in Classics the next year and then entered Yale Law School, where he graduated in 1964.

On June 18, 2005, Brown married Anne Gust in a ceremony officiated by Senator Dianne Feinstein. Later the same day, they had a Catholic ceremony at St. Agnes, the San Francisco church where Jerry was baptized and his parents were married. The marriage is the first for both.

# IMPERIAL VALLEY, CALIFORNIA

[www.co.imperial.ca.us](http://www.co.imperial.ca.us)



The Imperial Valley lies in California's Imperial County. It is located in southeastern Southern California, and is the site of an urban area largely centered on the city of El Centro. The Valley is bordered by the Colorado River to the east and, in part, the Salton Sea to the west. Farther west lays the San Diego and Imperial County border. To the north is the Inland Empire's Coachella Valley, which together form the Salton Trough, or the Cahuilla Basin, also the county line of Imperial and Riverside counties, and to the south the international boundary with the U.S. state of California and Baja California.

The culture of the area blends those of the United States and Mexico, due to its regional history and geographic location along the international border. The Imperial Valley economy is based on agriculture.

Imperial County is a county located in the U.S. state of California. As of the 2010 census, the population was 174,528. The county seat is El Centro. Established in 1907, it was the last county to be created in California.

Imperial County comprises the El Centro, CA Metropolitan Statistical Area. It is also part of the Southern California border region, the smallest but most economically diverse region in the state. It is located in the Imperial Valley, in the far southeast of California, bordering both Arizona and Mexico.

Although this region is a desert, with high temperatures and low average rainfall of three inches (seventy-five mm) per year, the economy is heavily based on agriculture due to irrigation, supplied wholly from the Colorado River via the All-American Canal.

## ► Eusebio Arballo - Chairman, Imperial Valley Economic Development Corporation



Eusebio works as a Public Affairs Specialist for San Diego Gas & Electric managing the Renewable Energy Resource Center in El Centro. Previously, he worked at Imperial Valley Economic Development Corporation primarily focused on business attraction in the renewable energy industry. He also worked with high-risk students at Imperial County Office of Education. He enlisted in the Army National Guard and soon became a commissioned officer. During that time, he served a one-year deployment overseas as a combat engineer platoon leader for Operation Enduring Freedom (KFOR6B) and locally mobilized by the State of California for the San Diego County wildfires in October 2007 for Operation Fall Blaze.

After returning from his deployment, Eusebio wanted to be a community advocate focusing his efforts on economic development initiatives. He currently serves as Chairman of Imperial Valley Economic Development Corporation, Chairman of Imperial County Comprehensive Economic Development Strategy Committee, immediate past President of El Centro Rotary Club, and Vice President of the El Centro Chamber of Commerce. He is a past Chairman of the Imperial County Overall Economic Development Commission and past Chairman of Imperial Valley Young Professionals Organization.

Eusebio was born and raised in Imperial Valley. He holds an Associate degree from Imperial Valley College and a Bachelor degree in Psychology from San Diego State University. He is a graduate of the California Army National Guard Officer Candidate School and United States Army Engineer Officer Basic Course.

## ► Donald Wharton – Mayor, City of Brawley, California



Donald “Donnie” L. Wharton was born in Lowell, Massachusetts and raised in the San Gabriel Valley community of San Dimas, California. He studied Organizational Management and Healthcare Administration, earning Bachelors and Masters degrees, in addition to a Masters in Business Administration from Ashford University. His hobbies include opportunities for outdoor adventure, travel and reading. Mr. Wharton has served as a member of the Imperial County Sheriff’s Reserve Unit for nearly two decades, in addition to participation in the Brawley Rotary Club, Brawley Elks, Pioneers Memorial Healthcare Foundation, El Centro Regional Medical Center Foundation, and several Chambers of Commerce in Imperial Valley.

Mr. Wharton’s 2012 appointment to the Brawley City Council followed a vacancy created by the election of Ryan E. Kelley to the Imperial County Board of Supervisors. Mr. Wharton was drawn to the work of the City Council as a result of his own small business experience, seeing small business success as the cornerstone of the local economy. Mr. Wharton views economic development and job creation as paramount to Brawley’s future. As part of his City Council duties, he currently serves on the Brawley Airport Advisory Commission and Brawley Business Advisory Committee where he advocates for strategic planning, forward thinking, and responsible governance.

Mr. Wharton is currently employed by REACH Air Medical Services as the Director of Business Development. With a passion for flying that began in the U.S. Air Force Reserves, he also serves as the Chief Pilot for the Imperial County Narcotics Task Force. Mr. Wharton and his wife, Suzy, are the parents of two adult sons, Hunter and Donald.

## ► Jason Jackson – Mayor, City of El Centro, California



Jason was born and raised in El Centro, California. He is a graduate of Imperial Valley College with an Associates in Criminal Justice Administration, and San Diego State University with a Bachelors in Criminal Law and a Master's in Public Administration. Jason spent four years as an El Centro Planning Commissioner before being first being elected to the El Centro City Council in 2011. Jason was re-elected in 2015, and is currently serving as Mayor.

As a councilmember he has served on many committees and taskforces, including the Centinela Prison Advisory Board, United Way Emergency Food and Shelter Program, Public Safety Taskforce, Library Taskforce, Imperial County Airport Commission, El Centro Regional Medical Center Affiliation Taskforce, the Community Enhancement Taskforce, and the City Attorney Taskforce.

In 2013, Jason was elected by the Imperial County Mayor's City Select Committee to represent all of the Imperial County cities as their representative on the Imperial County Local Area Formation Commission (LAFCO). In 2015 he was elected to serve as the Chairman of the Commission.

Jason also serves his community on many other commissions and boards. He has served on the Imperial County Workforce Development Board since 2006, and was elected to serve as the Chairman of the Board from 2007 – 2010 and again from 2012 - 2015. Jason has also served on the Imperial County Film Commission since 2010, where he served as the Chairman from 2012 – 2014. Jason is a member and Past President of the El Centro Kiwanis Club, Past Board member of the EL Centro Chamber of Commerce, and a lifelong supporter of the Boy Scouts of America, where he attained the prestigious rank of Eagle Scout in 1989.

Jason is the President and CEO of Southwest Protective Services, Inc., where he employs more than 125 local security officers in the Imperial and Coachella Valley's.

## ► James Predmore, City of Holtville, California



James Predmore grew up in Glendora, California, where he lived with his parents and older brother Bob. His father owned an auto repair shop and that is where James received his first employment opportunity when he was 16 years old. James would work there after school and on Saturdays.

When James was 17 he was hired by Ralph's Grocery Store and he worked for that company for 10 years.

James then changed careers and went into the automotive industry, where he worked as Service Advisor, Used Car Service Manager and eventually as a Used Car Manager for a large Nissan Dealer in Long Beach California.

James moved to Holtville in 2001 to be closer to his brother.

James started working with Turning Point in June of 2004 and continued until November 2008. It was at Turning Point that he met his wife Betty, as they worked together helping others through the many outreaches that Turning Point participates in.

James and Betty were married in Holtville in 2008. They are enjoying the great opportunity of bringing together and raising ten children, three of which they have adopted.

In 2008, James started working for the local newspaper, The Holtville Tribune, where he continues to work to this day. In 2009 James was appointed to the Holtville Planning Commission where he served until 2012, when he was elected to the Holtville City Council.

James is currently serving as Chair for the Imperial County Transportation Commission and the Local Transportation Authority. James is also serving on the Community, Economic and Human Development Committee at the Southern California Association of Governments, and as Mayor for the City of Holtville.

► **Michael W. Kelley, District 3 Supervisor – County of Imperial**  
**(442) 265-1033** [michaelkelley@co.imperial.ca.us](mailto:michaelkelley@co.imperial.ca.us)



Michael “Mike” W. Kelley is a lifelong resident of Imperial County and a graduate of Imperial Valley College and San Diego State University, Imperial Valley Campus. Mike has been employed by the County of Imperial for the past 37 years; 10 years at Probation and Corrections as Juvenile Detention Officer, Deputy Probation Officer, Assistant Superintendent Juvenile Hall, Superintendent Juvenile Hall, and Director of Juvenile Facilities, and 10 years as Court Administrator/Jury Commissioner for Superior and Municipal Courts of Imperial County, and the last 17 as Chief Probation Officer.

Mike has served as Mayor and council member for the City of Imperial, and as past Chairman of Imperial Valley Association of Governments. His extensive and successful experience in the administration of personnel and multi-million dollar budgets has served his community well.

Mike is heavily involved in his community. His most rewarding experience has been coaching team sports such as T-ball, Farm League Baseball, Little League Baseball, Soccer and Pop Warner Football.

As a father and grandfather of children living in Imperial County, Mike is committed to preserving our quality of life and retaining the history and traditions of Imperial County making it a better and safer place to live for generations to come. He will strive to protect Imperial County resources including our water, farm land, air quality, environment, education, health, recreation and our citizens by addressing all issues with a fair, honest and balanced approach.

## ► Norma Sierra Galindo – President of Imperial Irrigation District, Board of Directors



Director Galindo serves as the board's president and is the Imperial Irrigation District director representing Division 5, which includes the city of Calexico, the community of Heber and the majority of the city of Holtville. She was elected to the board in the November 2012 general election.

Before being elected director, Ms. Galindo was appointed to IID's Energy Consumers Advisory Committee where she served for eight years. In 2005, Director Galindo was elected to the Imperial Community College District Board of Trustees and served on its bond oversight committee. She stepped down from the college district upon her election to the IID board.

Director Galindo works as an instructor for Calexico High School's Allied Health Professions program and as an educator for Imperial Valley Regional Occupational Program's Medical Assistant and Business Departments. She also operates a private interpretation and translation business.

A graduate of Calexico High School, director Galindo was awarded a bachelor's degree in history and anthropology from the University of California and holds a state teaching credential.

Director Galindo's current term expires December 2018.

## ► Douglas A. Cox, or “Doug – Mayor of Imperial



Douglas A. Cox, or “Doug” to those who know him, has been a member of the Imperial City Council for 20 years and is currently serving his 6th term as Mayor.

Doug’s Imperial roots run deep as his parents are graduates from Imperial Union High School. Doug has worked for the Imperial Irrigation District for forty-four years and is currently the Assistant Manager for the Water O&M/Imperial Dam/AAC. Doug is married to the love of his life Andrea Cox, has three children, Josh, Hillary and Shaundra, and six grandchildren. In his off time, Doug enjoys golfing and fishing or actively participating in the youth sports leagues; primarily baseball.

## ► Matt Dessert - Board’s Vice President and is the Imperial Irrigation District Director



Matt Dessert serves as the board’s vice president and is the Imperial Irrigation District director representing Division 1, which includes El Centro and part of Calexico. He represents IID on the California Farm Water Coalition.

Director Dessert was elected to the IID board in November 2010. A lifetime resident of Imperial County, Director Dessert has been employed as an administrative analyst for the Imperial County Air Pollution Control District for more than 10 years. Prior to his work there, he was employed for over a decade in the farming and seed industry. He is a graduate of Cal Poly San Luis Obispo, where he earned a bachelor’s degree in age business management.

Prior to his election, Director Dessert served on IID’s Energy Consumer Advisory Committee for four years, chairing the group in 2010. He also served on the Imperial County Grand Jury from 2005- 2006. He is active in church and civic affairs, serving as a board member for Court Appointed Special Advocates and the New Creations Men’s and Women’s Home.

Director Dessert’s current term expires December 2018.

# CALEXICO EAST PORT OF ENTRY





The Calexico East Port of Entry is a border crossing point between the United States and Mexico. It connects the cities of Calexico, California and Mexicali, Baja California. It connects directly to California State Route 7.

The east crossing was built in 1996 in an effort to divert traffic from the busy Calexico West Port of Entry in downtown Calexico, California. Since that time, all truck traffic entering the United States from Mexicali is inspected at Calexico East. The facility is constructed of tent-like canopies and includes a bridge that crosses the All American Canal. It is a “Class A” service port with a full range of cargo processing functions.

In 2011 the site added a “Ready Lane”, which allows rapid crossing if all the adults in the vehicle have a travel document enabled with Radio Frequency Identification (RFID) technology.

# IMPERIAL REGIONAL CENTER

[www.sdrc.org](http://www.sdrc.org)





The San Diego Regional Center (SDRC) is a service of San Diego-Imperial Counties Developmental Services Inc. SDRC is a focal point in the community for information and services for persons with developmental disabilities (with intellectual disabilities, cerebral palsy, epilepsy, autism, or other disabling conditions similar to intellectual disabilities) living in San Diego and Imperial Counties, California.

The regional center is a private, non-profit 501 c(3) organization that contracts with the state of California to provide the services outlined in the Lanterman Developmental Disabilities Services Act. We are one of 21 regional centers throughout the state of California.

The vision of this center is that persons with developmental disabilities will live productive and satisfying lives as valued members of their communities.

The SDRC values the uniqueness of human life, client and family choice, cultural and ethnic diversity, and outreach and collaboration with the community to identify the individual's needs. High quality services engender a sense of confidence and support within the community. The SDRC makes sure that individuals, communities and government entities are well informed about (issues and services affecting) persons with developmental disabilities.

## ► Jack Terrazas – Imperial County – President, Board of Supervisors



Jesus “Jack” Terrazas was elected to the Imperial County Board of Supervisors in June 2008. Recently, he was re-elected for another term. He serves as the County Board representative on the Imperial County Employees Retirement System and his additional assignments include LAFCO alternate, Imperial County Transportation Committee, L.T.A, SAFE and CSAC alternate. In the second district, Terrazas represents the communities of El Centro, Heber and Ocotillo.

Prior to his being elected as Supervisor, Terrazas served for three terms as an El Centro City Council member, having been appointed Mayor three times. In addition, he served as a Board Member of the El Centro Regional medical Center for eleven years.

Terrazas graduated from San Diego State University, Imperial Valley Campus and is a licensed Life, Health, and Fire and Casualty Insurance Broker. Supervisor Terrazas has four grown children, Monica, Joaquin, Michelle and Rebecca; 7 grandchildren, Pablo, Angelica, Tristian, Leilani, Zoe, Mia and Emmy, including 3 great-grandchildren. Supervisor Terrazas resides in El Centro with his wife of over forty years, Frances.

## ► Kevin E. Kelley – General Manager, Imperial Irrigation District



Kevin Kelley is a native of Brawley, California and a lifelong resident of the Imperial Valley. A 1984 graduate of the University of Southern California, where he majored in communications arts and sciences, Kelley's background in media consulting, marketing communications and public affairs is wide-ranging and extensive.

He is the former editor and publisher of Valley Grower magazine, an agricultural trade publication that was acquired by the Imperial Valley Press in 2003. As a freelance writer, his work has appeared in most major metropolitan newspapers in the West. From 2005-2006, he served as editorial page editor of the Imperial Valley Press. Recruited to the Imperial Irrigation District in June 2006 to lead IID's public affairs and communications efforts, Kelley was named general manager in May 2011.

## ► James C. Hanks – Director – Division 3 – Imperial Irrigation District



Director Hanks serves as the Imperial Irrigation District director representing Division 3, which includes Calipatria, Niland and parts of Brawley. He has been appointed as a member on the state's Colorado River Board.

Director Hanks was elected in the 2006 primary. Due to the May 2006 death of incumbent director Lloyd Allen, Director Hanks was appointed by the Imperial County Board of Supervisors to fill the vacancy beginning in July 2006.

Director Hanks is a retired school superintendent, having worked in the education field for 38 years. He holds master's, bachelor's and associate of science degrees in counseling. He was raised in Brawley and attended Imperial Valley College, Southern Utah, San Diego State and the University of San Diego. He served as superintendent for the Calipatria Unified School District for 20 years. He was also principal for four years and assistant principal for seven years in Niland and Calipatria schools. Early in his career he was a teacher and an assistant principal in the Seeley Union School District.

Mr. Hanks has also served on: Imperial Valley Telecommunications Agency board, Imperial County Volunteer Employer Benefits Area board, Special Education Local Planning Area board, as chairman, and Imperial County Schools Joint Powers Authority. He was a member of the Association of California School Administrators and has been a member of the Calipatria Lions Club for more than 25 years. He was honored by the Lions Club with the Melvin Jones Fellowship for community service. Director Hanks's current term expires December 2018.

► **Ryan E. Kelley, District 4**  
**(442)265-1035** [ryankelley@co.imperial.ca.us](mailto:ryankelley@co.imperial.ca.us)



Ryan E. Kelley was elected to represent District #4 (Brawley, Bombay Beach, Calipatria, Desert Shores, Niland, Salton City, Salton Sea Beach, Vista Del Mar, and Westmorland) in 2012. He is a lifelong and third generation resident of Imperial Valley. His civic commitment began as an Eagle Scout with Troop 22, Boy Scouts of America, and continued as Exalted Ruler of the Brawley Elk's Lodge #1420. It was his desire to make a positive change that prompted him to become involved in local government; and today, he strives to make decisions that benefit our communities.

As an Imperial County and Brawley Firefighter, he fought fires across Imperial County. As a Paramedic, he treated and cared for patients from Bombay Beach to Salton City. As an Imperial Valley College Instructor, he taught fire science and emergency medical services to the next generation of firefighters and EMTs. As the Imperial County Emergency Medical Services Administrator, he developed and enhanced the Emergency Medical Services system and capabilities.

Beyond attending Brawley Union High School, Ryan holds a Bachelor's of Science degree from Long Beach State University and an Associate's of Science degree from Miramar College, as well as, a Paramedic Certificate from Imperial Valley College. Education and educational opportunities are important to Ryan, as he wants to build upon the options available to our youth.

Supervisor Ryan E. Kelley lives in Brawley with his wife Robyn, their daughter, Bridget and son, Conor.

# IMPERIAL VALLEY COLLEGE

[www.imperial.edu](http://www.imperial.edu)





Imperial Valley College is a college in Imperial County, California, USA. Founded in 1962 the college currently enrolls around 7,000 students per year. Currently, Victor Jaime is President of the college. The main campus is located on a 160-acre (0.65 km<sup>2</sup>) site in the city of Imperial. The extended campuses are located in El Centro and Brawley.

The Imperial Valley College had its beginning on May 9, 1922 with the name of Central Junior College, opening in September that year. Originally at Central Union High School, 2 years later a new college named Brawley Junior College was opened. Brawley Junior College had to close in 1947 due to lack of attendance. Because of this, Central Junior College was now receiving students from all over the Imperial Valley; students and faculty wanted to change the school name to a more representative one. The Board of Trustees officially changed to Imperial Valley College in late 1951. The college remained housed on the campus of Central Union High School in El Centro until the governance of the college was changed in 1959.

The Imperial Community College District was formed by a vote of the electorate in 1959 and a bond issue then authorized construction of a new campus on a 160-acre (0.65 km<sup>2</sup>) parcel at Aten Road and Highway 111.

A ground-breaking service was held, October 2, 1961, for the new college campus. Meanwhile, due to the lack of space, IVC moved from El Centro to a temporary site in Imperial, on the campus of Imperial High School. The new campus opened for students in September 1962.

## ► Dr. Victor M. Jaime- President – Imperial Valley College



A native of Imperial Valley, Dr. Jaime was born in Brawley California and attended schools in El Centro, graduating from Central Union High School in 1975. He graduated from Imperial Valley College in 1977 and attended the University of California, Irvine from 1978 to 1980, graduating with a Bachelor's Degree in Social Science. He received his Master Degree in Counseling from San Diego State University in 1985; an Educational Specialist Degree from Point Loma Nazarene College in 1990, a Doctorate in Education from Northern Arizona University in 1999, where he was awarded the first Ardeth Croper School Practitioner's Award for outstanding achievement in Educational Leadership.

Dr. Jaime currently lives in Imperial with his wife Caroline, a teacher at Martin Luther King Jr. Elementary School in El Centro. He has three children, Jennifer and Stephen former IVC students, and Matthew a sophomore at Fresno State University, and three grandchildren.

In the Fall of 1980, Victor Jaime was hired as a counselor for the Talent Search Program at Imperial Valley College. He was named Project Director of Talent Search from 1981 to 1985. Served as Dean of Financial Aid and State Programs from 1985 to 1999. In 1999, Dr. Jaime was named Vice-President for Student Services. Since July, 2011 he has served as Superintendent/President for Imperial Valley College. In total, Dr. Jaime has served the students at Imperial Valley College for over 35 years.

Dr. Jaime is a charter member and officer of the Imperial Rotary Club. He is active in St. Anthony's Church in Imperial serving as a lector, commentator, and Eucharistic Minister and has served on the Board of Directors of the San Diego-Imperial Counties Burn Institute. Professionally, Victor Jaime has served on various State committees including Regional Coordinator for the Extended Opportunity Programs and Services (EOPS) Program, the California Community College Chancellor's Office Allocation Task Force, the California Community College Student Financial Aid Administrator's Association (CCCSFAAA) State Issues Committee, and is a member of numerous State, Regional and National Associations in the area of Student Services. He is currently the Vice-President for the San Diego-Imperial Counties Community Colleges Association (SDICCCA) and will serve as President of SDICCCA for the 2015-16 year.

# SAN DIEGO STATE UNIVERSITY

[www.ivcampus.sdsu.edu](http://www.ivcampus.sdsu.edu)





Imperial Valley College is a college in Imperial County, California, USA. Founded in 1962 the college currently enrolls around 7,000 students per year. Currently, Victor Jaime is President of the college. The main campus is located on a 160-acre (0.65 km<sup>2</sup>) site in the city of Imperial. The extended campuses are located in El Centro and Brawley.

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A ground-breaking service was held, October 2, 1961, for the new college campus. Meanwhile, due to the lack of space, IVC moved from El Centro to a temporary site in Imperial, on the campus of Imperial High School. The new campus opened for students in September 1962.

## ► Timothy Kelley - President/CEO – IVEDC



Timothy E. Kelley is the president and chief executive officer of the Imperial Valley Economic Development Corporation (IVEDC). He joined IVEDC in April of 2005. In his current position, he is responsible for the expansion of the region's strategic economic development plan, as well as engaging initiatives that strengthen the regional economic vitality.

Tim's vision for the Imperial Valley comes from a comprehensive understanding of the Southwest border region and its effect on local, state and global economies. His international experience comes from extensive travels and interactions with business and civic leaders in North America, Europe, Asia, Africa and South America. He has also been successful in bringing foreign direct investment opportunities throughout the state of California.

Tim is the past chair of the Board of Directors and currently VP of international trade and investment of Team California, a statewide organization that promotes international trade and investment for California; he serves on the Board of Directors of the California Association of

Local Economic Development (CALED); he is a member of the Board of Directors of the World Trade Center San Diego; a member of the U.S. Department of Commerce San Diego-Imperial District Export Council; and a member of the Board of Directors of Clean TECH San Diego, as well as the San Diego Regional Economic Development Corporation.

Tim was instrumental in the establishment of the Cali-Baja Bi-National Mega-Region, an economic development initiative developed to showcase the abundance of assets and business opportunities in Imperial Valley, San Diego and Baja California, Mexico. In addition, Tim serves on several other boards and commissions related to economic development, workforce and education including the Imperial County P-16 Education Council and serves as vice chair for the Imperial County Workforce Development Board, as well as chairman for their Business and Marketing Committee.

Tim is also active in many civic and community based organizations in Imperial Valley. He is past president and current board member of the Imperial Valley Community Foundation; past president and current member of the Brawley Rotary Club; past executive and current member of the Brawley Elks lodge #1420; serves as treasure of the Brawley Community Foundation; and is responsible for the Imperial Regional Alliance, Inc. and Southern Low Desert Resource Conservation & Development Council, all organizations promoting sustainable economic prosperity of the region. In addition, Tim serves as the chairman for the Brawley Airport Commission.

Tim received a Bachelor's in Communications Arts and Sciences from the Annenberg School of Communications at the University of Southern California. He has also studied abroad in Morelia, Mexico.

Tim resides in Brawley, California with his wife Marisa Kelley

# ENERGY SOURCE, LLC

[www.energysource.com](http://www.energysource.com)





Headquartered in Southern California, the company was formed in 2006 as an independent power producer to develop geothermal projects in the Salton Sea resource area, one of the largest and highest temperature geothermal resources in North America. Its projects are being advanced by a team with extensive experience in every stage of renewable energy development: project origination, permitting, well field development, resource acquisition, plant engineering, construction, project financing and operations.

Energy Source LLC is at the forefront of developing, constructing, operating, and owning utility scale geothermal power plants in the resource-rich Imperial Valley of California.

In early 2012, Energy Source successfully completed the construction and commenced operations of its first major power plant, the 49.9 megawatt Hudson Ranch I, the first stand-alone geothermal plant built in the Salton Sea resource in 20 years (since renamed the John L. Featherstone Plant). The plant design integrates advanced technological innovations, sophisticated alloy materials and environmentally-friendly processes for extracting strategic minerals. Operating availability has been greater than 95 percent since it began selling its power in March 2012 under a 30-year power purchase agreement with Salt River Project, a power and irrigation district in Tempe, Ariz. The plant's clean energy serves some 50,000 homes in the SRP service area.

Energy Source has a pipeline of geothermal projects in development, which over the coming decade will help California and Southwestern utilities meet their state-mandated renewable energy requirements while contributing to reduction of greenhouse gas emissions throughout the region.

## ► Vincent Signorotti – Vice President – Resource Estate Assets

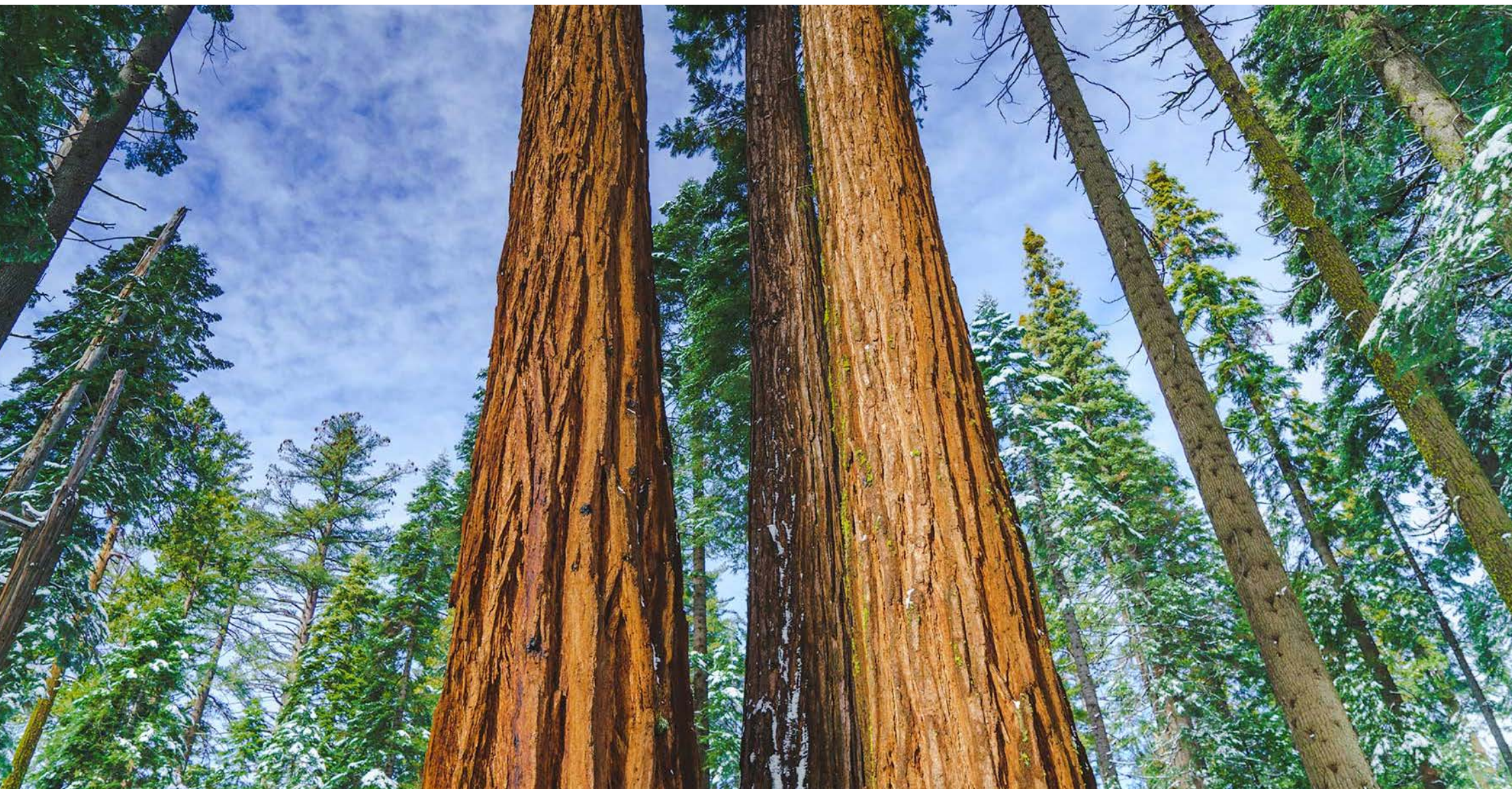


Vince Signorotti is Vice President, Resource and Real Estate Assets for Energy Source LLC. Prior to joining Energy Source in September 2011, he was employed by Terra-Gen Power LLC, Cal Energy Operating Corporation, Magma Power Company and Union Oil Company of California. Vince has worked in the energy business for over 33 years with the majority of that time spent in the renewable energy sector ,primarily geothermal energy development. In his current capacity he is responsible for the acquisition and maintenance of land, leases and the real estate components for the John L. Featherstone Plant and other geothermal and solar projects, which are located near the Salton Sea in Imperial County, California. He is also involved in legislative affairs and regulatory issues associated with geothermal energy development.

He has served on numerous committees involved in crafting and promoting responsible energy policy, economic development and regulatory process. In addition, he has testified on numerous occasions before local, state and federal officials.

# SALTON SEA

[www.parks.ca.gov/?page\\_id=639](http://www.parks.ca.gov/?page_id=639)





## California Department of Parks and Recreation

The Salton Sea is a shallow, saline, endorheic rift lake located directly on the San Andreas Fault, predominantly in California's Imperial and Coachella valleys.

The lake occupies the lowest elevations of the Salton Sink in the Colorado Desert of Imperial and Riverside counties in Southern California. Its surface is 234.0 ft (71.3 m) below sea level. The deepest point of the sea is 5 ft (1.5 m) higher than the lowest point of Death Valley. The sea is fed by the New, Whitewater, and Alamo rivers, as well as agricultural runoff, drainage systems, and creeks.

Over millions of years the Colorado River has flowed into the Imperial Valley and deposited soil (creating fertile farmland) and building up the terrain constantly changing the course of the river. For the next thousands of years the river has flowed into and out of the valley alternately creating a freshwater lake, an increasingly saline lake, and a dry desert basin, depending on river flows and the balance between inflow and evaporative loss. The cycle of filling has been about every 400-500 years and has repeated itself many times. The latest natural cycle occurred around 1600-1700 as remembered by Native Americans who talked with the first settlers. Fish traps still exist at many locations and it is evident that the Native Americans would move the traps depending upon the cycle.

The most recent inflow of water from the now heavily controlled Colorado River was accidentally created by the engineers of the California Development Company in 1905. In an effort to increase water flow into the area for farming, irrigation canals were dug from the Colorado River into the valley. Due to fears of silt buildup, a cut was made in the bank of the Colorado River to further increase the water flow. The resulting outflow overwhelmed the engineered canal, and the river flowed into the Salton Basin for two years, filling the historic dry lake bed and creating the modern sea, before repairs were completed. While it varies in dimensions and area with fluctuations in agricultural runoff and rainfall, the Salton Sea averages 15 miles (24 km) by 35 miles (56 km). With an estimated surface area of 343 square miles (890 km<sup>2</sup>) or 350 square miles (910 km<sup>2</sup>), the Salton Sea is the largest lake in California. The average annual inflow is less than 1,200,000 acre feet (1.5 km<sup>3</sup>), which is enough to maintain a maximum depth of 44 feet (13 m) and a total volume of about 6,000,000 acre feet (7.4 km<sup>3</sup>). However, due to changes in water apportionments agreed upon for the Colorado River under the Quantification Settlement Agreement of 2003, the overall water level of the Sea is expected to decrease significantly between 2013 and 2021.

# CAMPO KUMEYAAAY WIND FARM

[www.campo-nsn.gov/windfarm.html](http://www.campo-nsn.gov/windfarm.html)





The Kumeyaay Wind farm annually produces power sufficient for about 30,000 homes and saves approximately 110,000 tons a year in greenhouse gas emissions, compared with equivalent fossil fuel generation. It helps San Diego Gas & Electric meet its target of supplying at least 20 percent of its customers' electricity from renewable sources by 2010.

The 25 power-generating turbines located on Campo tribal lands are maintained under contract with Enxco, Inc.


The Campo Indian Reservation is home to the Campo Band of Diegueno Mission Indians, also known as the Campo Kumeyaay Nation, a federally recognized tribe of Kumeyaay people in the southern Laguna Mountains, in eastern San Diego County, California.[3] The reservation was founded in 1893 and is 16,512 acres (66.82 km<sup>2</sup>) large.

The Campo Band is headquartered in Campo, California. They ratified their tribal constitution on July 13, 1975, which established a governing council consisting of all band members aged 18 or over.

In 1990, the Campo Band created the Campo Environmental Protection Agency (CEPA), which protects the environment and public health in the face of commercial development.[7] The tribe also has the Campo Indian Education Center and Campo Tribal Training Program.

# CITY OF SAN DIEGO, CALIFORNIA

[www.sandiegobusiness.org](http://www.sandiegobusiness.org)



San Diego is a major city in California, on the coast of the Pacific Ocean in Southern California, approximately 120 miles (190 km) south of Los Angeles and immediately adjacent to the border with Mexico.

With an estimated population of 1,381,069 as of July 1, 2014, San Diego is the eighth-largest city in the United States and second-largest in California. San Diego is the birthplace of California and is known for its mild year-round climate, natural deep-water harbor, extensive beaches, long association with the U.S. Navy, and recent emergence as a healthcare and biotechnology development center.

Historically home to the Kumeyaay people, San Diego was the first site visited by Europeans on what is now the West Coast of the United States. Upon landing in San Diego Bay in 1542, Juan Rodríguez Cabrillo claimed the entire area for Spain, forming the basis for the settlement of Alta California 200 years later. The Presidio and Mission of San Diego, founded in 1769, formed the first European settlement in what is now California. In 1821, San Diego became part of newly independent Mexico, and in 1850, became part of the United States following the Mexican–American War and the admission of California to the union.

The city is the seat of San Diego County and is the economic center of the region as well as the San Diego–Tijuana metropolitan area. San Diego's main economic engines are military and defense-related activities, tourism, international trade, and manufacturing. The presence of the University of California, San Diego (UCSD), with the affiliated UCSD Medical Center, has helped make the area a center of research in biotechnology.

## The Honorable Kevin Faulconer – Mayor - City of San Diego



Kevin L. Faulconer became the 36th mayor of San Diego on March 3, 2014, on a campaign message of bringing San Diego together and restoring integrity to City Hall.

Shortly after taking office, Mayor Faulconer began implementing his vision for “One San Diego,” a unified city with an inclusive city government that creates opportunities for San Diegans and delivers results for every neighborhood.

In his first two budgets, Faulconer has focused on repairing neighborhoods and bringing more equality to community services. Faulconer has directed 50 percent of all new major revenue toward neighborhood improvements and doubled the miles of roads repaired annually to meet his goal of fixing 1,000 miles of streets over five years. He also increased the hours at libraries and recreation centers to their highest level in a decade and created an after school program for students in areas working to improve student achievement. He funded a new firefighter “Fast Response Squad” program and increased ambulance service, both of which have significantly improved emergency response times.

Faulconer has also made significant changes to make City government more inclusive, efficient and effective. He appointed Shelley Zimmerman as the first female police chief in San Diego history. Working with labor unions, he created an incentive program called San Diego Works that rewards employees for money-saving ideas that have generated \$1.3 million in average annual budgetary savings so far. He created an online budget tool that shows San Diegans how their tax dollars are being spent. He also kicked off a major overhaul of the City’s website that will make it more user-friendly and seeks to employ local San Diego tech companies to do the work.

In addition, Faulconer has strengthened binational relations with Mexican leaders; created a year-round indoor homeless shelter for families and veterans that replaced temporary outdoor winter tents; negotiated a five-year agreement with police officers to address recruitment and retention problems; increased funding for homeless services with a renewed focus on programs that provide services to end homelessness; revived the 2015 Balboa Park Centennial when it appeared the yearlong celebration might have to be canceled; and bolstered the economy by inking economic development packages to ensure that local, innovative companies continue to thrive and grow in San Diego.

Faulconer graduated in 1990 from San Diego State University. He and his wife, Katherine, a small business owner, live in Point Loma with their children, Jack and Lauren.



World Trade Center San Diego (WTCSD) drives the region's global competitiveness priorities through growing exports and foreign investment, deepening ties to strategic international markets, and boosting the region's global identity. WTCSD operates as an affiliate of San Diego Regional Economic Development Corporation (EDC), which mobilizes business, government and civic leaders to maximize the region's economic prosperity. EDC is a nonprofit corporation funded by more than 160 companies and public partners committed to this mission.

WTCSD's three work streams include:

**Cultivate a pipeline of export-ready companies**

WTCSD administers the MetroConnect Prize, a challenge-grant that provides \$10,000 and export services to companies in San Diego in order to assist with their international strategies.

**Maximize foreign direct investment (FDI) opportunities**

WTCSD works to strengthen relationships with foreign markets in order to drive investment into San Diego and retain and expand foreign companies' presence in the region.

**Enhance San Diego's international identity**

WTCSD coordinates with national and international thought leadership, publications, and rankings to boost San Diego's global fluency and competitiveness.

## ► Dr. Nikia Clarke - Director, World Trade Center San Diego



Prior to becoming the Director of WTC San Diego, Dr. Nikia Clarke was the founder and former Director of the Oxford University China Africa Network (OUCAN), an international organization that brings together senior policy makers, industry leaders, and researchers to identify and analyze emerging global investment and development trends. She holds a PhD in International Relations from the University of Oxford, an MPhil in Development Economics from the University of Cambridge, and a BA from Loyola Marymount University, Los Angeles. Her doctoral research focused on FDI attraction and retention in emerging markets, with an emphasis on large-scale public-private partnerships. Prior to joining the University of Oxford, Nikia spent several years working in both the private and public sectors in the US, the UK, China, and South Africa. She provided regular analysis on trade and investment policy for a number of international consultancies and trade publications. Nikia speaks Mandarin, Spanish, and Setswana.

# **BINATIONAL REGION AS GATEWAY TO LATIN AMERICA**



Organization of  
American States

More rights  
for more people

# VIP INVITATION

## AMERICAS COMPETITIVENESS EXCHANGE WELCOME RECEPTION

### AN ACTIVITY OF THE 5<sup>th</sup> AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP



Thursday  
April 14, 2016



4:30 PM – Registration  
5:00 PM – Opening Remark  
5:45 PM – Food & Beverage Reception



San Diego Downtown  
Library – Shiley Special  
Events Suite  
330 Park Blvd 9th Floor,  
San Diego, CA 92101



WORLD TRADE CENTER®  
SAN DIEGO



SAN DIEGO  
REGIONAL  
EDC

Sponsored by:

The City of

**SAN DIEGO**

## RSVP:

[www.ace-v-reception-san-diego.eventbrite.com](http://www.ace-v-reception-san-diego.eventbrite.com)

**We hope you will be able to join us!**

You are invited to attend a VIP reception welcoming the Americas Competitiveness Exchange (ACE) to the San Diego region. Organized through the Department of Commerce, Department of State, and the Organization of American States, ACE brings senior commerce and trade representatives from 25 countries in the Americas, Europe, and Asia to explore innovation exchange and trade and investment opportunities in San Diego. Please join us for a networking reception welcoming this group to our binational region.

### Key speakers:

- ▶ **Jay Williams** – U.S. Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce
- ▶ **Ambassador Neil Parsan** – Executive Secretary for Integral Development, Organization of American States
- ▶ **John Knubley** – Deputy Minister, Innovation, Science and Economic Development, Canada
- ▶ **Mayor Kevin Faulconer** – City of San Diego
- ▶ **Mayor Jorge Astiazaran** – City of Tijuana



[www.riacnet.org/fifth-exchange](http://www.riacnet.org/fifth-exchange)

# NOAA SOUTHWEST FISHERIES SCIENCE CENTER

[www.swfsc.noaa.gov](http://www.swfsc.noaa.gov)





## **NOAA FISHERIES** | **Southwest Fisheries Science Center**

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

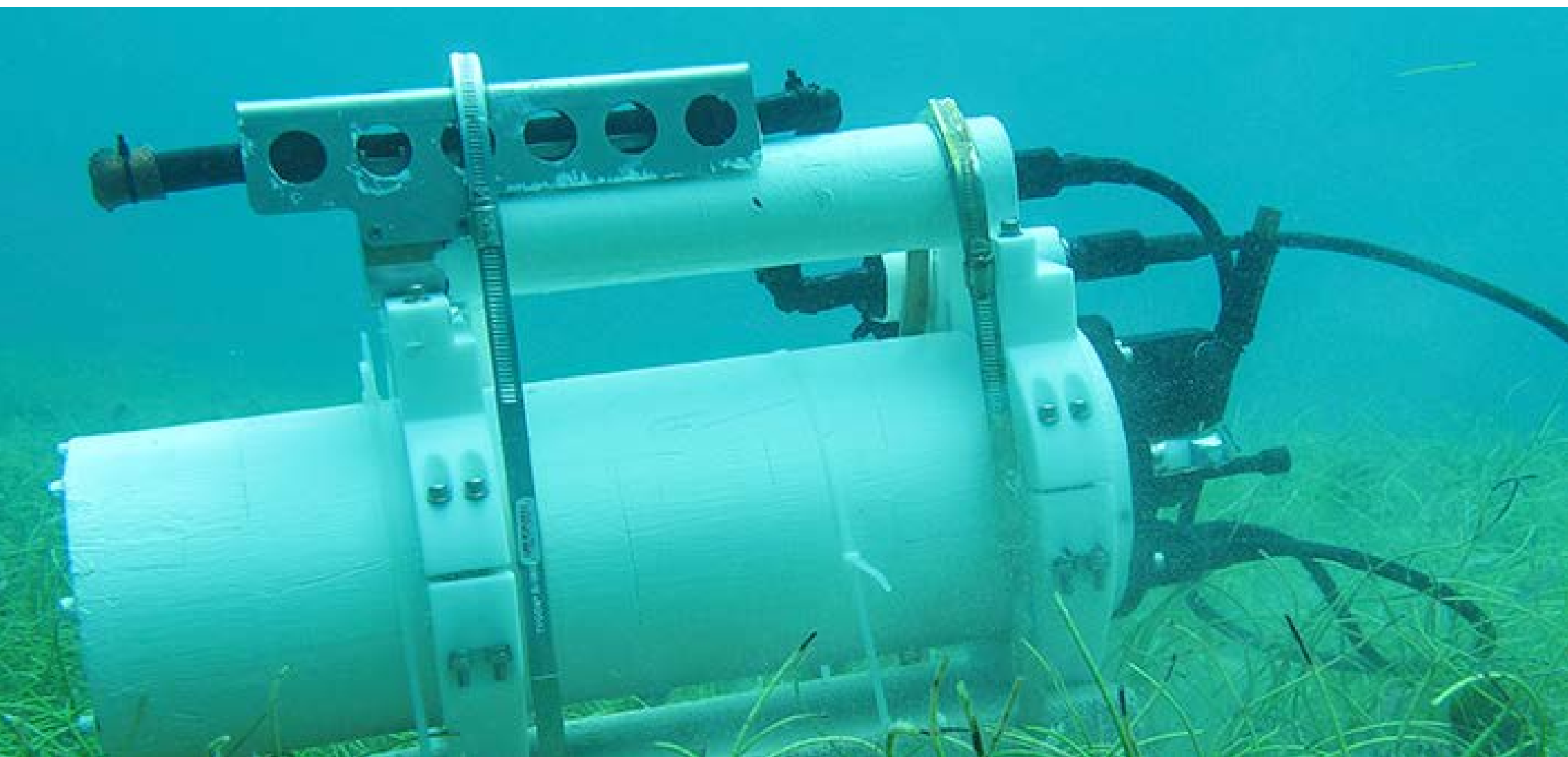


The SWFSC is the research arm of NOAA's National Marine Fisheries Service in the Southwest Region. Center scientists conduct marine biological, economic and oceanographic research, observations and monitoring of living marine resources and their environment. Center scientists also conduct research on the impacts of environmental variability and climate change on marine ecosystems and on fishery and conservation socio-economics. The ultimate goal of these scientific efforts is to ensure that the region's marine and anadromous fish, marine mammal, marine turtle, seabird, and invertebrate populations remain at sustainable and healthy levels, as functioning parts of their ecosystem and to enhance the quality of life for the public.

Responsibilities include maintaining healthy fish stocks for commercial, recreational and subsistence fishing; conserving and recovering populations of protected species; sustaining ecosystem services; and coordinating with domestic and international organizations to implement and monitor fishery agreements and treaties.

# SCRIPPS INSTITUTE OF OCEANOGRAPHY

[www.scripps.ucsd.edu](http://www.scripps.ucsd.edu)





# SCRIPPS INSTITUTE OF OCEANOGRAPHY

In 1903, members of the Scripps family and other community leaders chartered the Marine Biological Association of San Diego, building its first laboratory in La Jolla in 1905.

The marine lab was renamed the Scripps Institution for Biological Research and became part of the University of California in 1912. The UC Regents changed the name to Scripps Institution of Oceanography in 1925 in recognition of the breadth of research underway at the institution.

In 1960, the Regents established a San Diego campus of the University of California and Scripps became part of the University of California, San Diego.

Since its founding, the institution has expanded its scope to include studies of the physics, chemistry, geology, biology, and climate of the earth. Hundreds of research programs are underway today in a wide range of scientific areas on every continent and in every ocean.

## ► Margaret Leinen – Director



Margaret Leinen, a highly distinguished national leader and oceanographer, was appointed the eleventh director of Scripps Institution of Oceanography at UC San Diego in July 2013. She also serves as UC San Diego's vice chancellor for marine sciences and dean of the School of Marine Sciences. She joined UC San Diego in October 2013.

Leinen is an award-winning oceanographer and an accomplished executive with extensive national and international experience in ocean science, global climate and environmental issues, federal research administration, and non-profit startups. She is a researcher in paleo-oceanography and paleo-climatology. Her work focuses on ocean sediments and their relationship to global biogeochemical cycles and the history of Earth's ocean and climate.

Leinen leads UC San Diego's ocean, earth, and atmospheric sciences research and education programs at Scripps Oceanography, the foremost environmental research institution that addresses the most pressing environmental problems facing our planet, provides the knowledge necessary to address these challenges, and teaches the next generation of science leaders.

Leinen enhances Scripps and UC San Diego through her impressive academic and administrative career. Prior to joining Scripps, she served as Vice Provost for Marine and Environmental Initiatives and Executive Director of Harbor Branch Oceanographic Institute, a unit of Florida Atlantic University. Prior to that she served for seven years at the National Science Foundation (NSF) as Assistant Director for Geosciences and Coordinator of Environmental Research and Education. She oversaw a budget of \$700 million, led government-wide planning for climate research, and co-led government planning for ocean research. While at NSF, she presided over and directly influenced some of the most consequential programs in marine, atmospheric, and earth science.

She is the founder and served as president of the Climate Response Fund, a non-profit organization that works to foster discussion of climate engineering research and to decrease the risk that these techniques might be called on or deployed before they are adequately understood and regulated. Previously, she spent two years as the chief science officer of Climos, Inc., a startup focused on green technology for climate mitigation.

Leinen has also served in other academic leadership positions. At the University of Rhode Island, she was Vice Provost for Marine and Environmental Programs and Dean of the Graduate School of Oceanography.

She is President of the American Geophysical Union, a member of the distinguished Leadership Council of the Joint Ocean Commission Initiative, past chair of the Atmospheric and Hydrospheric Science Section of the American Academy for the Advancement of Science, and past president of The Oceanography Society. She serves on the board of the National Council for Science and the Environment and previously served on the National Ecological Observatory Network (NEON). She also served as vice chair of the International Geosphere-Biosphere Programme and on the board on Global Change of the National Research Council/National Academy of Sciences. She is vice chair of the Research Board of the \$500 million Gulf of Mexico Research Initiative.

She is a Fellow of the American Association for the Advancement of Science, a Fellow of the Geological Society of America, and has been awarded Distinguished Alumni Awards from all three universities she attended as a student, University of Illinois, Oregon State University, and University of Rhode Island.

She received her doctorate in oceanography from the University of Rhode Island (1980), her master's degree in geological oceanography from Oregon State University (1975), and her bachelor's degree in geology from the University of Illinois (1969).

# QUALCOMM

[www.qualcomm.com](http://www.qualcomm.com)





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Director, Government Affairs  
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San Diego, CA 92121

Phone: 858-651-5889  
Cell: 858-449-7565  
monique@qualcomm.com

Qualcomm Inc. is an American global semiconductor company that designs and markets wireless telecommunications products and services. The company headquarters are located in San Diego, California, United States. The company has 224 worldwide locations. The parent company is Qualcomm Incorporated (Qualcomm), which includes the Qualcomm Technology Licensing Division (QTL). Qualcomm's wholly owned subsidiary, Qualcomm Technologies, Inc. (QTI), operates substantially all of Qualcomm's R&D activities, as well as its product and services businesses, including its semiconductor business, Qualcomm CDMA Technologies. In November 2014, Qualcomm CEO Steve Mollenkopf announced at the company's annual analyst day meeting held in New York City that the company is planning to target the data center market with new server chips based on the ARM architecture and plans to make them commercially available by the end of 2015.

Qualcomm was founded in 1985 by Cornell and MIT alumnus and UC San Diego professor Irwin M. Jacobs, USC, MIT alumnus Andrew Viterbi, Harvey White, Adelia Coffman, Andrew Cohen, Klein Gilhousen and Franklin Antonio. Jacobs and Viterbi had previously founded Linkabit. Qualcomm's first products and services included the OmniTRACS satellite locating and messaging service, used by long-haul trucking companies, developed from a product called Omninet owned by Parviz Nazarian and Neil Kadisha, and specialized integrated circuits for digital radio communications such as a Viterbi decoder and now it is one of the leading processor makers for smartphone companies.

In 1990, Qualcomm began the design of the first CDMA-based cellular base station, based upon calculations derived from the CDMA-based OmniTRACS satellite system. This work began as a study contract from AirTouch which was facing a shortage of cellular capacity in Los Angeles. Two years later Qualcomm began to manufacture CDMA cell phones, base stations and chips. The initial base stations were not reliable and the technology was licensed wholly to Nortel in return for their work in improving the base station switching. The first CDMA technology was standardized as IS-95. Qualcomm has since helped to establish the CDMA2000, WCDMA and LTE cellular standards.

Qualcomm has earned a distinguished reputation that goes beyond CDMA. Qualcomm is among the members of the S&P 100 Index, Barron's 500, Financial Times Most Valuable Global 500 Companies and FORTUNE 500®. Its unique work environment, dedicated workforce and expertise have also earned Qualcomm a place among Forbes America's Best Employers and FORTUNE's Most Admired Companies.

# UNIVERSITY OF CALIFORNIA SAN DIEGO

[www.ucsd.edu](http://www.ucsd.edu)



# UC San Diego

The University of California, San Diego (also referred to as UC San Diego or UCSD) is a public research university located in the La Jolla neighborhood of San Diego, California, in the United States. The university occupies 2,141 acres (866 ha) near the coast of the Pacific Ocean with the main campus resting on approximately 1,152 acres (466 ha). Established in 1960 near the pre-existing Scripps Institution of Oceanography, UC San Diego is the seventh oldest of the 10 University of California campuses and offers over 200 undergraduate and graduate degree programs, enrolling about 22,700 undergraduate and 6,300 graduate students.

UC San Diego is one of America's Public Ivy universities, which recognizes top public research universities in the United States. UC San Diego is a highly regarded research institution, ranked 14th in the world by the Academic Ranking of World Universities, 19th in U.S. News & World Report's 2016 global university rankings, 21st in the world by the Center for World University Rankings, 39th in the world by the Times Higher Education World University Rankings, and 44th overall in the world by QS World University Rankings. UC San Diego is also ranked 9th among public universities and 38th among all universities in the United States according to U.S. News & World Report.

UC San Diego is organized into six undergraduate residential colleges (Revelle, Muir, Marshall, Warren, Roosevelt, and Sixth), three graduate schools (Jacobs School of Engineering, Rady School of Management and School of Global Policy and Strategy), and two professional medical schools (UC San Diego School of Medicine and Skaggs School of Pharmacy and Pharmaceutical Sciences). UC San Diego is also home to Scripps Institution of Oceanography, one of the first centers dedicated to ocean, earth and atmospheric science research and education. UC San Diego Health, the region's only academic health system, provides patient care, conducts medical research and educates future health care professionals.

The university operates 19 organized research units (ORUs), including the Qualcomm Institute (a branch of the California Institute for Telecommunications and Information Technology), San Diego Supercomputer Center and the Kavli Institute for Brain and Mind, as well as eight School of Medicine research units, six research centers at Scripps Institution of Oceanography and two multi-campus initiatives, including the Institute on Global Conflict and Cooperation. UC San Diego is also closely affiliated with several regional research centers, such as the Salk Institute, the Sanford Burnham Prebys Medical Discovery Institute, the Sanford Consortium for Regenerative Medicine, and the Scripps Research Institute. According to the National Science Foundation, UC San Diego spent \$1.067 billion on research and development in fiscal year 2015, ranking it 6th in the nation.

UC San Diego faculty, researchers, and alumni have won twenty Nobel Prizes, eight National Medals of Science, eight MacArthur Fellowships, two Pulitzer Prizes, and two Fields Medals. Additionally, of the current faculty, 29 have been elected to the National Academy of Engineering, 70 to the National Academy of Sciences, 45 to the Institute of Medicine and 110 to the American Academy of Arts and Sciences.

## ► Sandra A. Brown – Vice Chancellor for Research



Sandra A. Brown, Ph.D. is Vice Chancellor for Research and a Distinguished Professor of Psychology and Psychiatry at UC San Diego. Dr. Brown is internationally recognized for her developmentally focused alcohol and drug research. Her research yielded pioneering information on adolescent addiction, relapse among youth, and long term outcomes of youth who have experienced alcohol and drug problems. She is the past President of Division 50 (Addictions) of the American Psychological Association, is on the executive board of numerous scientific organizations, and has over 35 grants and 350 publications. She is involved in addiction prevention and intervention at the regional, state, and national levels and helped lead NIAAA's effort to establish national screening and early intervention guidelines for youth. She currently directs the National Consortium on Alcohol and Neurodevelopment in Adolescence (NCANDA) and investigates the effectiveness of novel approaches to intervention with youth.

## ▶ Albert P. Pisano – Professor and Dean – Jacobs School of Engineering



In his role as Dean of the Jacobs School of Engineering, Albert P. Pisano is responsible for strategic planning and programmatic development. His responsibilities include School-wide research initiatives, space plans, academic affairs, strategic planning and operations, and UC San Diego-wide cooperative initiatives.

As Dean of the Jacobs School, Pisano holds the Walter J. Zable Chair in Engineering. He is an active researcher who serves on the faculty of the departments of mechanical and aerospace engineering and electrical and computer engineering.

Prior to September 2013, Pisano served on the UC Berkeley faculty. The FANUC Endowed Chair of Mechanical Systems, he held faculty appointments in mechanical engineering and in electrical engineering and computer sciences. Pisano served as senior co-Director of the Berkeley Sensor & Actuator Center (an NSF Industry-University Cooperative Research Center), Director of the Electronics Research Laboratory (UC Berkeley's largest organized research unit), and Faculty Head of the Program Office for Operational Excellence, among other leadership positions.

In 2001, Pisano was elected to the National Academy of Engineering for contributions to the design, fabrication, commercialization, and educational aspects of MEMS. From 1997 to 1999, Pisano served as a program manager for the MEMS Program at the Defense Advanced Research Projects Agency (DARPA).

He is a Fellow of the American Society of Mechanical Engineers, and an awardee of the Thomas Eggleston Medal for Distinguished Engineering Achievement by notable alumni of Columbia University.

Pisano earned his undergraduate ('76) and graduate degrees ('77, '80, '81) in mechanical engineering at Columbia University. Prior to joining the faculty at UC Berkeley, he held research positions with Xerox Palo Alto Research Center, Singer Sewing Machines Corporate R&D Center and General Motors Research Labs.

# IBOSS CYBERSECURITY

[www.iboss.com](http://www.iboss.com)





iboss Cybersecurity is a leading provider of innovative APT Defense, Web Security and Mobile Security Solutions. Founded in 2003, iboss was created to provide cutting-edge security for today's complex network environments. Unlike legacy technology, iboss industry-leading solutions were built from the ground up to meet the challenges of a mobile-enabled world, with the goal of increasing security without jeopardizing business efficiency.

The iboss Secure Web Gateway set the standard for scalable, powerful Web Security. Now, iboss raises the bar on data protection with FireSphere™ Advanced APT Defense, a ground-breaking solution that stops evasive threats at the gateway and also detects and responds to active infections on networks in real time. FireSphere combines best-in-class inbound threat defense, with behavioral sandboxing, network anomaly detection and correlated global threat intelligence via the CISO Command Center, to deliver unrivalled protection against evasive, signatureless malware and data loss.

iboss' customer-centric focus is demonstrated by an industry-leading customer retention rate of over 98.5% for the last two years. Trusted by thousands of organizations and millions of users worldwide, iboss' rapid growth has fueled both domestic and international expansion, including offices in the UK, Latin America and Asia. The company's commitment to innovation is supported by technology alliances with some of the world's largest technology providers including HP, Apple, Samsung, Ruckus Wireless, Kaspersky and others.

## ► Paul Martini – Chief Executive Officer & Co-Founder



As CEO and co-founder of iboss Cybersecurity, Paul Martini pioneered the award-winning iboss Secure Web Gateway (SWG) and has furthered iboss' position as a leading security innovator with the introduction of FireSphere™ Advanced APT Defense. Prior to founding iboss, Paul was with an electrical engineering firm where he developed proprietary security solutions for clients such as Phoenix, the U.S. Navy and Hewlett Packard, leading the design and implementation efforts for HP's e-tester used in their TIJ print heads. He was also a key contributor at Copper Mountain Networks and Science Applications International Corporation (SAIC), both of which, launched successful IPO's.

Paul holds a computer science degree from the University of California, San Diego and has had his work published in prestigious scientific journals including, the Journal of Foundations in Computer Science, and Journal of Analytical Biochemistry. As a recognized security expert, he has been featured in a wide range of publications such as USA Today, Forbes, and CSO magazine. Paul has been recognized for his leadership and innovation, receiving the Ernst Young 2014 Entrepreneur Of The Year™ award in the technology category for San Diego, and one of Goldman Sachs' 100 Most Intriguing Entrepreneurs of 2014. He is committed to the advancement of San Diego as a cyber-security hub, and is a member of the Cyber Security Sub Committee for CAL OES (California Office of Emergency Services) and also serves on the board of the San Diego Economic Development Committee.

## ► Peter Martini – President & Cofounder



As President and co-founder of iboss Cybersecurity, Peter Martini has played a major role in developing iboss innovative technology and co-developed the award-winning iboss Web and Mobile Security products, which are responsible for transforming iboss into a go-to global resource for proven, progressive Web security. He was also instrumental in the introduction of iboss FireSphere Advanced APT Defense, a ground-breaking data security solution. Peter was instrumental in guiding iboss' rapid growth, which has recently resulted in iboss being ranked as the #3 fastest growing Security Company in the Deloitte Touch Fast 500.

Peter has been awarded dozens of patents focused on network and mobile security, and has been recognized by the industry with several prestigious awards including, Ernst & Young's Entrepreneur of the Year and one of Goldman Sachs 100 Most Intriguing Entrepreneurs. Peter is active in the community, serving on the board of the San Diego Economic Development Committee and working on the California Office of Emergency Services Cyber Security task force.

# UNITED STATES COAST GUARD SAN DIEGO

[www.homeport.uscg.mil/mycg/portal/ep/portDirectory.do?tabId=1&cotpld=3](http://www.homeport.uscg.mil/mycg/portal/ep/portDirectory.do?tabId=1&cotpld=3)





U.S. Coast Guard Air Station San Diego (CGAS San Diego) is a Coast Guard Air Station based in San Diego, California, United States, across the street from San Diego International Airport. CGAS San Diego operates three HH-60J Jayhawk helicopters off the Coast Guard ramp.

CGAS San Diego is also adjacent to Small Boat Station San Diego which houses two 41-foot Utility Boats, two 21-foot (6.4 m) USCG rigid hull inflatable boats(RHIB's), one 25-foot (7.6 m) RB-HS and three 25-foot (7.6 m) RB-S. Being implemented are two 33-foot (10 m) Special Purpose Craft-Law Enforcement (SPC-LE), which are 33-foot-long (10 m) USCG vessels used for maritime Law Enforcement. The 33-foot (10 m) SPC-LE's have three 275 horsepower (205 kW) Mercury Marine engines along with some of the most advanced electronics systems in existence. Also at the station are two 87-foot (27 m) USCG Coastal Patrol Boats. The air station is physically separated from the rest of the airfield, such that USCG fixed-wing aircraft must cross a busy, 6-lane city street to reach the runway; street light activation opens the locked gates to the airfield and the air station, and also stops traffic while aircraft are traversing the street. Lindbergh Field opened on October 16, 1934 on the Pacific Highway. The San Diego International Airport East Terminal opened on March 6, 1967, and the West Terminal opened July 11, 1979. A new Commuter Terminal opened July 23, 1996. It is self-contained, full service facility with four gates used by seven commuter airlines to handle 25,000 passengers each day. Construction of the expansion of the West Terminal ended in November, 1997. Almost 14 million passengers travel through Lindbergh Field each year. The 27 passenger and cargo airlines operate more than 500 flights each day from the runways.

On December 11, 1935 negotiations between the City of San Diego and the U.S. Government were concluded which provided 23 acres (93,000 m<sup>2</sup>) of tideland for the construction of a Coast Guard Air Station adjacent to Lindbergh Field, the Municipal Airport. This project had the strong support of many people and agencies, and particularly the Harbor Commission and Department of San Diego and the Chamber of Commerce. The area for this station was deeded to the Coast Guard at no cost, after approval by citizens of San Diego, at a municipal election held in April 1935.

Construction of the Air Station was undertaken in 1936 with funds provided by the Federal Public Works Administration. The M.H. Golden Co. was the contractor. The area had to be dredged from the bay and filled and brought up to grade level. Long piles were driven in the soil at the building sites for stabilization. The contract called for one hangar with lean-to, a mess hall, a barracks building, two aprons, a runway to the field, and a small wooden seaplane ramp. During and prior to this time a Coast Guard Air Detachment was maintained on Lindbergh Field in one-half of a commercial hangar. This detachment was led by Elmer F. Stone after May 21, 1935. Stone is one of Coast Guard Aviation's most colorful figures.

In April 1937, the Air Station was commissioned. The first commanding officer was LT S.C. Linholm, who later became Commander of Eleventh Coast Guard District. There had, however, been an Air Patrol Detachment active in San Diego between 1934 and 1937. At the time this was the only Coast Guard air base in California.

Coast Guard Air Station San Diego saw no radical changes as a result of the declaration of war in 1941. The unit continued to watch and report the activities of fishing boats in the area, to provide assistance in cases of distress, and to provide transportation by air for other government departments. Air Sea Rescue operations were given primary focus from October 1943 on. Between January 1 and December 1, 1944, a total of 124 aircraft went down in waters covered by this unit. Of the 201 pilots and crewmen involved, 137 were saved, 59 were killed outright by mid-air collisions or impact with the water, two are missing, and three who might have been saved were lost because of improper equipment or the failure to locate them promptly.

In June 1972 a major rebuilding plan was proposed. On January 26, 1983, a ceremony was held signaling the completion of the project.

In April 1997, the Port of San Diego began a master plan for San Diego International Airport. The goal of the plan is to provide incremental, cost-effective improvements to SDIA to meet the region's near-term demand for air service while a long-term regional air transportation strategy is developed in collaboration with the San Diego Association of Governments (SANDAG) and other transportation agencies.

## ► Rear Admiral Joe Servidio – Commander, 11th Coast Guard District



Rear Admiral Joseph A. Servidio assumed his duties as Commander, Eleventh Coast Guard District in June 2014. As such, he oversees multi-mission Coast Guard operations from the California-Oregon border to Peru including Arizona, Utah, and Nevada. He most recently served at Coast Guard Headquarters in Washington, D.C. where he was the Assistant Commandant for Prevention Policy, overseeing Coast Guard Inspections and Compliance, Marine Transportation Systems, and Commercial Regulations and Standards. His responsibilities included programs in waterways management, navigation and boating safety, commercial vessels, ports and facilities, merchant marine credentialing, vessel documentation, marine casualty investigation, inspections, and port state control.

Additionally, his previous assignments include: Special Advisor for Homeland Security to the Vice President (2011-2012); First Coast Guard District Chief of Staff (2009-2011); and National Security Strategist at the Pentagon on the Air Force Chief of Staff's Strategic Studies Group (2008); Commanding Officer Sector St. Petersburg (2005-2008); Chief, Office of Compliance, Coast Guard Headquarters (2002-2004); Department of Transportation to Department of Homeland Security Transition Team (2002); Commanding Officer, Marine Safety Office San Juan (1999-2002); Executive Officer, Marine Safety Office San Diego (1996-1998); Instructor/Marine Inspection School Chief at Coast Guard Training Center Yorktown (1992-1996); Supervisor, Coast Guard Resident Office St. Croix (1990-1992); Commercial Vessel Inspector/Investigator at Marine Inspection Office New York (1984-1988); engineer onboard the Coast Guard Icebreaker NORTHWIND (1982-1984).

Rear Admiral Servidio is a 1982 graduate of the U. S. Coast Guard Academy in New London, Connecticut, earning a Bachelor of Science Degree in Ocean Engineering. He has also earned two Masters of Science Degrees: in Engineering from the University of Michigan and in National Resource Strategy from the Industrial College of the Armed Forces. He is a Licensed Professional Engineer in the State of Michigan. Rear Admiral Servidio's military awards include four Legion of Merit Medals, four Meritorious Service Medals, the Transportation 9-11 Medal, three Coast Guard Commendation Medals, and two Coast Guard Achievement Medals.

# NAVAL BASE POINT LOMA

[www.cnic.navy.mil/POINTLOMA](http://www.cnic.navy.mil/POINTLOMA)



The history of Naval Base Point Loma began thousands of years ago when prehistoric peoples and Native Americans inhabited the area. Archeological sites have been dated to as far back as 7000 years ago.

The modern history of Point Loma begins in September 1542, when Juan Rodriguez Cabrillo (a Portuguese navigator in the service of Spain) landed here and explored the surrounding area for 6 days. Cabrillo raised the flag of Spain and named the port San Miguel Bay.

Sebastian Vizcaino, a Spanish trader who operated between Mexico and the Orient, visited the bay in November 1602. He renamed it San Diego in honor of San Diego de Alcala, a Franciscan lay brother. His records establish the NBPL area as the site of the first Roman Catholic mass to be celebrated in what is now the State of California. A monument in front of the present day Chapel at NBPL commemorates that mass.

The Spanish decided to build a fort in the area because the peninsula guarded the only access to the Bay. Completed in 1797, the fort was made of adobe and was armed with a nine-pound cannon. The fort was named Fort Guijarros (Spanish for "cobblestones") because the point was covered with smooth stones. In later years, English-speaking sailors used these stones as ballast for their sailing vessels - thus the name "Ballast Point." Both Fort Guijarros and Ballast Point are California historical landmarks.

In February 1852 President Fillmore set aside the southern portion of Point Loma (about 1400 acres) for military purposes. Subsequently, it was assigned to the U.S. Army and named Fort Rosecrans, after General Rosecrans, an 1842 graduate of the U.S. Military Academy. In 1898 the Army built a coast artillery installation on the site which remained active until 1945.

In 1959 Fort Rosecrans was turned over to the U.S. Navy. The Navy Submarine Support Facility was established in November 1963 on 280 acres of the land. On November 27, 1974 the base was re-designated a shore command, serving assigned submarines, Submarine Group Five, Submarine Squadron Three, Submarine Development Group One, the Submarine Training Facility and later, Submarine Squadron Eleven. On October 1, 1981 the base was designated as Naval Submarine Base.

Starting in April 1995, several commands were decommissioned or their homeports were changed to meet the downsizing requirements of the Navy. Commands throughout San Diego were regionalized in an effort to provide equal or better base services while managing a reduced budget. The six naval installations on Point Loma were consolidated as Naval Base Point Loma on 1 October, 1998.

Current major tenant commands include Commander Third Fleet, Naval Mine and Anti-Submarine Warfare Command, Space and Naval Warfare Systems Command (SPAWAR), SPAWAR Systems Center, Fleet Intelligence Training Center Pacific, Tactical Training Group Pacific, Submarine Squadron ELEVEN, Commander Sealift Logistics Command Pacific, Submarine Training Center Pacific Detachment, seven submarines, a floating dry dock (ARCO), and the Navy's Substance Abuse Rehabilitation Department (SARD).

## ► RDML Mark Rich Navy Region Southwest Commander



Rear Admiral Mark Rich is a native of Jacksonville, Florida. He is a 1983 graduate of the University of Florida, where he received a Bachelor of Science degree in Industrial & Systems Engineering. He holds a Master of Science in Systems Technology, Space Systems Operations from the Naval Postgraduate School, graduating with distinction.

Rich's operational tours as a naval flight officer include assignments in Fighter Squadrons (VF) 14, 143 and 102, and as commanding officer of VF-32. He also served as assistant chief of staff, Operations and Plans (N3/5) for Carrier Strike Group 5/Battle Force 7th Fleet.

Ashore, Rich commanded Naval Air Station Oceana and was chief of staff, Commander Navy Region Southwest. He was an F-14 Instructor in VF-101 both as a junior officer and as executive officer. He also served on the OPNAV Staff as deputy, Strike Aircraft Plans and Requirements and at U.S. Space Command, Policy and Plans Directorate. He was a 2004-2005 Secretary of Defense Corporate Fellow with Honeywell, International. He was the 88th commandant of Naval District Washington in June 2013; his first flag assignment was as commander, Navy Region Northwest.

Rich became the Commander of Navy Region Southwest in July 2015.

He has accumulated more than 3,800 flight hours and 900 carrier-arrested landings. His decorations include the Legion of Merit, Defense Meritorious Service Medal, Meritorious Service Medal, Strike and Flight Air Medal, Navy and Marine Corps Commendation medal, and Navy and Marine Corps Achievement medal, along with various campaign and service awards.

## ► Ken Behan, Vice President, Sales & Marketing, SYSTRAN Software Inc



Ken Behan is Vice President, Sales & Marketing, for SYSTRAN Software Inc, a pioneer in Language Technology since 1968; SYSTRAN provides defense and security organizations as well as leading global companies with the technology they need to listen, understand and react in 128 languages.

Ken is responsible for defining and implementing the growth strategy for SYSTRAN who have a global presence in the US, Europe and Asia. With 20 years' experience in the language intelligence industry he is considered a thought leader in Natural Language Processing having held several Senior Executive roles within the industry.

A native of Ireland he is also a serial entrepreneur as well as business mentor to several Irish Start-ups.

# LOGISTICS

## HOTELS

► **April 9, 10, 11** / Check-out April 12

### Hotel and address

Scottsdale Marriott at McDowell Mountains  
16770 N Perimeter Dr, Scottsdale, AZ 85260

### Contact information

Terrie Teutsch, Group Housing Department  
Direct Line (480) 419-2134

► **April 12** / Check-out April 13

### Hotel and address

JW Marriott Tucson Starr Pass Resort & Spa  
3800 W Starr Pass Blvd, Tucson, AZ 85745

### Contact information

Allysa Presnell, [allysa.presnell@marriott.com](mailto:allysa.presnell@marriott.com)  
Direct Line (520) 791-6146

► **April 13** / Check-out April 14

### Hotel and address

Imperial Palms Hotel & Resort  
2050 Country Club Dr. - Holtville, CA 92250

### Contact information

Priscilla Real, [Priscilla@imperialpalmsresort.com](mailto:Priscilla@imperialpalmsresort.com)  
Direct Line (760) 356-5800

► **April 14, 15, 16** / Check-out April 17 unless flying out on late on April 16. The activity ends on the 16.

### Hotel and address

Bahia Resort Hotel  
998 West Mission Bay Drive,  
San Diego, California 92109

### Contact information

Rebecca Baumwirt, Director of Sales, [rbaumwirt@bahiahotel.com](mailto:rbaumwirt@bahiahotel.com)  
Direct Line (858) 539-7707

## LOCAL TRANSPORTATION

The program organizers will arrange local transportation throughout the visit. This means transportation by bus from site to site and between different cities. Meeting points can be found throughout the agenda.

## ELECTRICITY

Electric power is standardized in all states across the USA. It is set at 110 Volts and 60 cycles.

Standard electric plugs have two flat blades. The plugs on some newer appliances have a third round grounding pin. Almost all homes and commercial buildings are equipped with electrical receptacles that can accommodate either type of plug.

## WEATHER

**Phoenix and Tucson, AZ** – Phoenix will mostly be sunny with an average of a high 87 degrees Fahrenheit, 30 degree Celsius. Although it will be hot temperature – wise, there may also be a chance of rain. We recommend that you pack an umbrella, a jacket and closed toe shoes.

**Yuma, AZ** – Yuma will have sunshine all week with an average of 87 degrees Fahrenheit, 30 degrees Celsius. Temperatures range from 84 to 90 degrees Fahrenheit, 28 to 32 degrees Celsius.

**Imperial Valley, CA** – Imperial Valley will have an average of 83 degrees Fahrenheit (28 degrees Celsius). Although it will be mostly sunny, there is a chance of thunderstorm. We recommend that you pack an umbrella and closed toe shoes due to the rough and rural terrain.

**San Diego, CA** – San Diego, California will range from 68 degrees to 73 degrees Fahrenheit (20 to 22 degrees Celsius). It will be mostly sunny with a chance of clouds. Since San Diego is near the ocean, quick spring rains can occur.

# ORGANIZERS BIOGRAPHIES

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## THE HONORABLE PENNY PRITZKER

### SECRETARY OF COMMERCE



Penny Pritzker has served as the 38th U.S. Secretary Of Commerce since being sworn in by Vice President Joe Biden on June 26, 2013. As Secretary of Commerce, she is focused on providing American businesses and entrepreneurs with the tools they need to grow and hire. Secretary Pritzker is a key member of President Obama's economic team, with 27 years of private sector experience. Since taking office, she has worked closely with the business community and helped advance the President's priorities of expanding growth and opportunity for all Americans. Guided by conversations with more than 1,500 CEOs and business leaders, and over one third of the Fortune 500 CEOs, Secretary Pritzker has developed the "Open for Business Agenda." This bold strategic plan and policy blueprint for the Commerce Department focuses on expanding trade and investment, unleashing government data for economic benefit, spurring innovation, protecting the environment—and executing these priorities with operational excellence as careful stewards of taxpayer dollars.

Before joining the Administration, Secretary Pritzker founded and served as advisory board chairman of Skills for America's Future, a national initiative that works directly with employers to develop training mechanisms to prepare workers with in-demand skills. In 2012, she also helped launch Skills for Chicagoland's Future, the first city model of Skills for America's Future. Secretary Pritzker is past chair of the Chicago Public Education Fund and a former member of the Chicago Board of Education. In recognition of her commitment to education and skills development, Secretary Pritzker in 2014 received the Harry S. Truman award from the American Association of Community Colleges. Before joining the Obama Administration, Secretary Pritzker founded and ran five different businesses in the real estate, hospitality, senior living, and financial services industries. She served as CEO of PSP Capital Partners and previously developed companies in diverse sectors such as luxury living for older adults, off-site airport parking, and agriculture. She has also served on the boards of a number of major corporations, such as Hyatt Hotels, La Salle Bank, and the William Wrigley Jr. Company, and she was Executive Chairman of Trans Union.

While this is Secretary Pritzker's first government position, public service has been her lifelong passion. In 2012, she received the Woodrow Wilson Award for Public Service, an honor given to individuals who have served with distinction in public life and have shown a special commitment to seeking out informed opinions and thoughtful views. Secretary Pritzker earned her bachelor's degree in economics from Harvard University and J.D. and M.B.A. degrees from Stanford University. She and her husband Dr. Bryan Traubert have two children.

## THE HONORABLE JAY WILLIAMS

### ASSISTANT SECRETARY FOR ECONOMIC DEVELOPMENT

### ECONOMIC DEVELOPMENT ADMINISTRATION- US DEPARTMENT OF COMMERCE



Jay Williams was appointed by President Obama to serve as the Assistant Secretary of Commerce for Economic Development and was sworn into office on Tuesday, May 20, 2014. As the Administrator of the U.S. Department of Commerce's Economic Development Administration (EDA), Williams is charged with leading the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the global economy.

Prior to joining the Department of Commerce, Jay served as the executive director of the Office of Recovery for Auto Communities and Workers. In this capacity, he worked directly with state and local stakeholders in areas affected by the changing American automotive industry to deliver federal support to ensure they returned to better economic condition.

He also served in the White House as Deputy Director for the White House Office of Intergovernmental Affairs. In this position, he led efforts to engage mayors, city council members, and county officials around the country.

Williams served as the Mayor of Youngstown, Ohio from 2006 to August 1, 2011. During his tenure as Mayor of Youngstown, Williams led efforts that had a direct impact on improving the quality of life for the citizens of Youngstown.

Williams is the recipient of the 2007 John F. Kennedy New Frontier Award. The JFK Library Foundation, in conjunction with the Harvard University Institute of Politics, annually recognizes two exceptional young Americans- under the age of 40, whose contributions in elective office, community service or advocacy demonstrate the impact and value of public service in the spirit of President John F. Kennedy.

Prior to being elected, Williams spent five years as the Director of Community Development for the city. Before transitioning into public service, Williams enjoyed a distinguished career in banking, which included stints at the Federal Reserve Bank of Cleveland and First Place Bank, as a vice president.

Mayor Williams was born and raised in Youngstown. He graduated from Youngstown State University with a B.S.B.A., majoring in finance.

# ALEJANDRA CASTILLO

## NATIONAL DIRECTOR MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA) US DEPARTMENT OF COMMERCE



In 2014, U.S. Secretary of Commerce Penny Pritzker appointed Ms. Alejandra Y. Castillo to serve as the National Director of the Minority Business Development Agency (MBDA). Ms. Castillo is the first Hispanic-American woman to lead the Agency since its creation. In this capacity, Ms. Castillo directs the Agency's strategic efforts to enhance the growth and global competitiveness of minority business enterprises (MBEs). Under Ms. Castillo's leadership, the Agency has expanded its effort to help MBEs grow and succeed through access to capital, access to contract and access to business opportunities both domestically and abroad. Prior to assuming this role, she served as National Deputy Director managing the Agency's day-to-day operations and its national network of 44 business centers.

Under the Obama Administration, MBDA has assisted minority-owned firms in obtaining nearly \$15 billion in contracts and capital and creating and saving over 33,000 new jobs. She has forged important strategic stakeholder relations and key public-private partnerships. Ms. Castillo first joined the Department of Commerce in 2008 as a Special Advisor to the Under Secretary for the U. S. Department of Commerce's International Trade Administration (ITA). In this capacity, she was responsible for business outreach and intergovernmental affairs, as well as assisting in the development of policy initiatives geared at trade promotion and enforcement of U.S. trade laws.

A practicing attorney for several years, Ms. Castillo has worked in the private, government and non-profit sector. Prior to joining the Obama Administration, Ms. Castillo served as the Executive Director of the Hispanic National Bar Association (HNBA) headquartered in Washington D. C. Ms. Castillo served as a member of the Clinton Administration as a Senior Policy Analyst to the Deputy Director at the White House Office of National Drug Control Policy, and was responsible for developing and analyzing White House initiatives on antidrug traffic and interdiction, anti-money laundering policies, as well as drug prevention and treatment programs.

A native of New York, Ms. Castillo holds a Bachelor Degree of Arts from the State University of New York at Stony Brook in economics and political science. Ms. Castillo holds a Master's Degree in Public Policy from the Lyndon Baines Johnson School of Public Affairs, University of Texas at Austin; and also holds a Juris Doctorate Degree from American University - Washington College of Law.

## JOHN M. ANDERSEN

DEPUTY ASSISTANT SECRETARY FOR THE WESTERN HEMISPHERE  
INTERNATIONAL TRADE ADMINISTRATION  
US DEPARTMENT OF COMMERCE



As DAS for the Western Hemisphere, Mr. Andersen is responsible for developing programs, policies and strategies designed to strengthen the United States' commercial position in the Western Hemisphere. Mr. Andersen is also serving as the Acting Principal Deputy Assistant Secretary for Global Markets at the International Trade Administration which assists and advocates for U.S. businesses in international markets. In this capacity he is responsible for overseeing both market access and commercial issues and leading staff in over 100 U.S. locations and in over 70 countries. Prior to his position, Mr. Andersen was the Principal Deputy Assistant Secretary for the Market Access and Compliance unit.

He also served as Senior Director for Western Hemisphere Affairs in the former Market Access and Compliance unit in the International Trade Administration. He has been involved in a number of major international and bilateral negotiations, including the Uruguay Round of Multilateral Trade Negotiations, and Free Trade Negotiations with Canada, Chile, Central America and the Dominican Republic, Peru, Colombia, and Panama. He was a key member of the President's Commission for Assistance to a Free Cuba.

He also served as the Acting Deputy Assistant Secretary for AD/CVD Operations in ITA's former unit, Import Administration which is now part of the newly created Enforcement and Compliance unit. He was responsible for implementing and enforcing U.S. trade enforcement provisions. As Acting DAS, he managed an organization with approximately 175 employees and an annual budget in excess of \$20 million. In 2005, Mr. Andersen served on detail to the Department of State, Office of Summit Coordination where, as a member of the 2005 Summit of the Americas Team, he negotiated key elements of the Summit Plan of Action.

Mr. Andersen is also the current Chairman of the Asia Pacific Economic Cooperation (APEC) SME Working Group for the 2015-2016 APEC years. He has received three Department of Commerce Silver Medals, the Department's second highest honor. Mr. Andersen has a Masters of Public Affairs from the LBJ School of Public Affairs, the University of Texas at Austin and a BA in history from the University of Texas at San Antonio.

## MATT S. ERSKINE

**U.S. DEPUTY ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT AND CHIEF OPERATING OFFICER  
ECONOMIC DEVELOPMENT ADMINISTRATION- US DEPARTMENT OF COMMERCE**



Matt S. Erskine was appointed by President Obama to serve as the Deputy Assistant Secretary of Commerce for Economic Development and Chief Operating Officer of the Economic Development Administration in September 2011. Mr. Erskine brings more than 20 years of leadership and management experience in business, public sector, and public-private partnerships. Prior to joining the Obama Administration and the Department of Commerce, he led the private-public partnership driving economic development and foreign direct investment for the 5th largest metropolitan region in the U.S. and worked in senior roles at global business consulting firms.

Mr. Erskine also served as the Deputy Secretary of Commerce and Trade in Virginia Governor Mark Warner's Administration, where he led multiple innovative economic development initiatives, had oversight of 16 departments and agencies, and was a member of the management team responsible for Virginia's designation as the nation's best-managed state.

Mr. Erskine received special recognition from the International Economic Development Council (IEDC) in 2014 for leadership in and service to the economic development Profession. Mr. Erskine earned a Bachelor of Arts (B.A.) from the University of Virginia as an Echols Scholar and a Master of Business Administration (M.B.A.) from the Harvard Business School. He competes in ultra-distance races, marathons, and triathlons. Erskine and his wife have three children.

## ANTWAUN GRIFFIN

### DEPUTY ASSISTANT SECRETARY FOR U.S. OPERATIONS

### INTERNATIONAL TRADE ADMINISTRATION

### US DEPARTMENT OF COMMERCE



Antwaun Griffin was appointed by President Obama to serve as Deputy Assistant Secretary for U.S. Operations at the International Trade Administration (ITA) in May 2012. In this role, he oversees the day-to-day operations of the U.S. Commercial Service's network of 108 U.S. Export Assistance Centers whose trade specialists work closely with U.S. Embassies and Consulates worldwide to help American businesses develop or fine-tune their global growth strategies. Through this work, Antwaun and his organization helps to facilitate billions of dollars in export sales annually through trade counseling, international business matchmaking, market intelligence and commercial diplomacy.

In addition, Antwaun plays a key role in shaping the Obama Administration's trade promotion and economic policy; helping U.S. businesses increase exports, expand into new markets and compete globally. He collaborated in the design and lead of all U.S. government-wide efforts to implement the President's National Export Initiative (NEI), leading to over \$700 billion in increased exports since its launch in 2010. In this capacity, he plans and conducts strategic outreach to public and private sector organizations and stakeholders nationwide, enhancing awareness of exporting and inward investment as economic development tools.

Prior to joining the ITA, he served as Senior Advisor at the U.S. Small Business Administration (SBA) from 2009 through 2011. In this position, he helped implement the American Recovery and Reinvestment Act; ensuring that policies, guidelines and operating procedures of SBA's 114 district offices were aligned with the Obama Administration's vision for helping small and medium-sized enterprises weather the "great recession." This was accomplished through increased access to capital, government contracts and entrepreneurial education for U.S. - based small businesses.

Antwaun has a strong understanding of the interagency, legislative and intergovernmental processes; and routinely counsels businesses, state and local officials and economic development organizations on federal economic development programs. He developed his political, management, and strategic acumen over a decade of experience in politics and field operational management; serving as a senior staffer or campaign manager on numerous statewide and national issue-based or political campaigns. Antwaun is a native of Richmond, Virginia and graduated from the University of Virginia where he was an Echols Scholar.

## THOMAS GUEVARA

### DEPUTY ASSISTANT SECRETARY FOR REGIONAL AFFAIRS

### ECONOMIC DEVELOPMENT ADMINISTRATION

### US DEPARTMENT OF COMMERCE



Thomas Guevara serves as Deputy Assistant Secretary for Regional Affairs, directing and supervising the activities of the Economic Development Administration's (EDA) Office of Regional Affairs, which includes all six EDA Regional Offices, the Performance and National Programs Division, EDA's Loan Guarantee Program, the Integrated Economic Development team, and EDA's Organizational Development team. He also is the Grants Officer for the agency's Regional Innovation Strategies program, which awards grants to state, local, non-profit and tribal organizations to create and sustain regional systems of innovation, entrepreneurship and venture capital development.

EDA's Regional and Headquarter Offices are responsible for program delivery of investments that fulfill the agency's mission of leading the federal economic development agenda by promoting competitiveness and preparing American regions for growth and success in the worldwide economy. Mr. Guevara brings over 25 years of management experience in financial advisory services, public-private partnership finance, and economic development program management and consulting.

Prior to joining EDA, Mr. Guevara served as a Director at Crowe Horwath LLP in Indiana, where he managed financial advisory services for over \$1 billion in bond sales for public and public-private capital projects and delivered economic impact studies for projects totaling over \$500 million. He previously worked for the state of Indiana as CIO of the largest state agency, where he was responsible for information technology projects and expenditures in excess of \$140 million annually, serving over 8500 agency users statewide, and administered by over 250 employees and contractors. Mr. Guevara also served as Assistant State Budget Director at the Indiana State Budget Agency, where he headed the Health and Human Services division. Mr. Guevara's budget oversight responsibilities included over \$3 billion in agency budgets, meeting the Governor's mandated spending reduction targets, negotiating budgets with agency heads and legislators, and implementing new spending plans. Mr. Guevara also has served as an adjunct professor at Indiana University, teaching finance, management and budgeting courses to graduate and undergraduate students.

## A. LEONARD SMITH

### EDA SEATTLE REGIONAL DIRECTOR

### ECONOMIC DEVELOPMENT ADMINISTRATION

### US DEPARTMENT OF COMMERCE



A. Leonard Smith has been the Regional Director for the Economic Development Administration's Seattle Regional Office (EDA SRO) since 1994. His territory includes the States of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, and Washington, and the territories of American Samoa, Federated States of Micronesia, Guam, Marshall Islands, and the Northern Mariana Islands. Mr. Smith also directed SRO's Field Office in California from 1992-1994 and served as Chief of Planning and Technical Assistance for SRO before becoming SRO's Regional Director. Before coming to EDA, Mr. Smith served in the State of Washington's Governor's Office of Planning and Community Affairs. In addition, he taught courses in Public Administration at the university level while serving in the Governor's office. For more than 30 years, Mr. Smith's work and dedication to public service, has opened doors for businesses to compete in the global economy – an accomplishment that makes Mr. Smith a recognized leader in the field of economic development.

A former Marine, Mr. Smith holds a Masters Degree in Public Administration and in Urban Planning. He is a member of the private business sector but his true passion is mentoring young adults and assisting them not only in pursuing a higher education, but also in realizing their individual potential for success. Mr. Smith coached high school sports teams and won state championships in football, and track and field.

**JACOB MACIAS**  
**ECONOMIC DEVELOPMENT REPRESENTATIVE**  
**ARIZONA- ECONOMIC DEVELOPMENT ADMINISTRATION**  
**US DEPARTMENT OF COMMERCE**



Jacob Macias is an Economic Development Representative for the Economic Development Administration and is responsible for representing the agency in part of the State of Washington and all of Arizona. He assists clients in his region to access and implement EDA's grant programs. He has over 35 years of experience in the economic development and planning field. His previous experience includes community planning, transportation planning, historic preservation and economic development. He has a Master's of Urban Planning degree from the University of Washington.

## BARRETT HAGA

### SENIOR LEGISLATIVE AND INTERGOVERNMENTAL AFFAIRS SPECIALIST ECONOMIC DEVELOPMENT ADMINISTRATION US DEPARTMENT OF COMMERCE



Barrett Haga, Ph.D. – Dr. Haga joined the Economic Development Administration (EDA) – U.S. Department of Commerce in April 2010 as the Senior Legislative and Intergovernmental Affairs Specialist. He assists in coordinating two divisions (The Office of Legislative and Intergovernmental Affairs and the Office of the Executive Secretariat).

His primary responsibility is coordinating legislative and intergovernmental affairs activities for half of the United States in addition to all of EDA's engagements with foreign governments. He is currently point on providing expertise on high-level international economic development projects including President Obama's High Level Economic Dialogue (HLED) with Mexico, the America's Competiveness Exchange (ACE), the America's Competiveness Forum (ACF), the US-Ukraine Commerce taskforce, and others.

Prior to joining EDA, he worked at the U.S. Department of Labor advising senior leadership on economic development projects relating to healthcare, green jobs, and manufacturing.

In addition to his current position, he is also an Adjunct Associate Professor within the University of Maryland System teaching courses that focus on international corporations, team building, and decision making. He has also taught courses at the University of Minnesota- Twin Cities.

Dr. Haga holds a Ph.D. from the University of Minnesota - Twin Cities in Organizational Leadership, Policy, and Development; a M.P.A. in Public Administration and Policy from the Askew School of Public Administration and Policy at Florida State University; and a double B.A. in Political Science and Greek and Roman Studies from Rhodes College.

## JOHN ATWOOD

### LEAD PUBLIC AFFAIRS SPECIALIST

### ECONOMIC DEVELOPMENT ADMINISTRATION

### US DEPARTMENT OF COMMERCE



John Atwood began his career with the U.S. Economic Development Administration (EDA) in 1996 and helped to implement a modern public affairs campaign for the agency. John currently manages the priorities of the office and serves as a primary contact for the media and as a liaison for media relations with the Office of the Secretary. Prior to joining EDA, John served as Special Assistant to the Director of Public Affairs for the Secretary of Commerce where he helped to coordinate inter-office and inter-agency activities and served as a media advance contact on several Secretarial trade missions. Prior to joining the Department of Commerce, John served as a Congressional Liaison Specialist at the U.S. Interstate Commerce Commission (now U.S. Surface Transportation Board) and as a Staff Assistant for four U.S. Senators. John holds a B.S. in Political Science from the University of Maryland.

## WILFRED L. MARSHALL

### ECONOMIC DEVELOPMENT REPRESENTATIVE (EDR) FOR SOUTHERN AND CENTRAL CALIFORNIA ECONOMIC DEVELOPMENT ADMINISTRATION US DEPARTMENT OF COMMERCE



Wilfred L. Marshall has effectively served more than 30 years in public service in policy development and management at the Executive Level in both Federal and Local governments. He performed during the past 12+ years as Economic Development Representative (EDR) for Southern and Central California and most recently added to his area of responsibility the Southern Nevada area which combined represents approximately 30+ million people.

Prior to returning to the Economic Development Administration (EDA), Mr. Marshall, operating as a consulting firm, assisted small and medium size business firms with acquisition and mergers as well as assistance in general and specialized development.

Having spent eleven years as Deputy Mayor for Small Business and Economic Development, working with Mayor Tom Bradley, Mayor of Los Angeles, Mr. Marshall managed and operated programs that promoted and assisted industrial and Commercial development activity and created contract opportunities for small and minority firms throughout the Los Angeles area.

Mr. Marshall fostered the development of the Director 1B, a special program that mandated greater participation in business activity for small and minority businesses throughout Los Angeles City. A form of this program still exists today in the Los Angeles city government.

Before joining the Mayor's office, Mr. Marshall served 11 years as the principal representative for the U.S. Department of Commerce, Economic Development Administration (EDA) in Southern California and Southern Nevada with responsibility for infrastructural development ranging from \$10 million to \$50 million annually.

Along with Mr. Marshall's extensive background in grant programs, he also performed in a variety of key management roles such as: Coordinator of the Los Angeles Federal Executive Board, Director of Special Loan and Investment Programs in the L.A. Rebuild Effort. Mr. Marshall also served as an assistant manager of the Physical Medicine and Rehabilitation Program for the Veterans Administration Hospital Sawtelle. Mr. Marshall has always been an active volunteer in social and economic betterment programs throughout the Southern California Region.

**SHAWN M. RICKS**  
**SENIOR POLICY ADVISOR**  
**INTERNATIONAL TRADE ADMINISTRATION**  
**US DEPARTMENT OF COMMERCE**



Ms. Ricks has close to 25 years of experience as part of the International Trade Administration. She served as the Director for the Americas Project Team, Office of the Western Hemisphere, for two years. In June 2012, she became the Senior Advisor on Global Affairs with the U.S. Department of Commerce's Minority Business Development Agency (MBDA) where she helped to develop the Agency's global strategy. In January 2013, she joined the Trade Promotion Coordinating Committee (TPCC) as a Senior Advisor, spearheading the U.S. government's Doing Business in Africa (DBIA) Campaign. In January 2014, she returned to Global Markets as Senior Policy Advisor to the Deputy Assistant Secretary for the Western Hemisphere, assisting with ITA's engagement on trade and economic issues related to entrepreneurship, education, and competitiveness.

Early in her tenure with ITA, she provided guidance on market access and compliance issues as they relate to business opportunities with Mexico and Canada. She also contributed to the development of U.S. trade policy in the Western Hemisphere for a number of U.S. bilateral and multilateral negotiations, including the Free Trade Area of the Americas (FTAA), the U.S. - Chile Free Trade Agreement, and the U.S. - Central America- Dominican Republic FTA, as well as, the U.S. free trade agreements with Colombia, Panama and Peru. In 2007, Ms. Ricks was recruited to join a special regional coordination team created to design and implement key strategic initiatives in the Americas surrounding the issues of competitiveness and economic development. Ms. Ricks is a recipient of two Gold Medal Awards, the Department's highest honor, a Silver Medal, and Bronze Medal. In 2009, she developed the concept for an award-winning international opportunities seminar for minority- owned firms, which reached over 1000 individuals. She has traveled extensively throughout Latin America and the Caribbean as well as across the United States and spoken at numerous events and conferences on behalf of the Department, consulting with the U.S. private sector and other invested stakeholder groups on key trade and economic subject matters.

Ms. Ricks is a graduate of Hampton University's School of Business in Hampton, Virginia.

**DAKSHINA VOETSCH**  
**INTERNATIONAL TRADE SPECIALIST**  
**INTERNATIONAL TRADE ADMINISTRATION**  
**U.S. DEPARTMENT OF COMMERCE**



As an International Trade Specialist for the International Trade Administration, Office of the Western Hemisphere, Dakshina works to assist U.S. companies expand and maintain their commercial presence in Argentina, Paraguay, and Uruguay. In addition to helping increase the U.S. commercial presence in these markets she also works with the hemisphere's Operations Advisor to support the U.S. Commercial Services offices throughout Canada and Latin America. Dakshina joined the U.S. Department of Commerce in 2011 through the Student Career Experience Program while earning her undergraduate degree in Business Administration from American University in Washington, DC.

## STEPHEN SULLIVAN

### INTERNATIONAL TRADE SPECIALIST

### INTERNATIONAL TRADE ADMINISTRATION

### U.S. DEPARTMENT OF COMMERCE



Steve Sullivan coordinates trilateral follow-up for the North American Competitiveness Work Plan for Office of North America in Commerce's International Trade Administration. This includes promotion of North America as an integrated and inter-dependent economic region; outreach to stakeholders; support of innovation, entrepreneurship, and small and medium-sized enterprises (SMEs); and cooperation on cybersecurity, border issues, and intellectual property protection.

Prior to coming to Commerce Department, Steve was an Export Development Specialist in the Office of International Trade at the U.S. Small Business Administration. At SBA Steve led a nationwide international trade education and certification campaign for SME counselors; managed the inter-agency Trade Promotion Coordinating Committee Small Business Working Group; and spearheaded the multilateral launch of the SME Congress of the Americas on International Trade, a Summit of the Americas deliverable. Steve also led strategic planning for OIT and served as program manager for education and outreach. He completed temporary duty assignments in SBA's Office of Small Business Development Centers; the Baltimore U.S. Export Assistance Center; the Trade Promotion Coordinating Committee Secretariat; the Maryland Office of International Investment & Trade; and the U.S. Agency for International Development.

Steve is a Returned Peace Corps Volunteer (Chile 1991-94) and a former Presidential Management Fellow. He holds a Master of Arts in Intercultural Communication with a concentration in Spanish from the UMBC and an MBA from Loyola College in Maryland. He is married (to a Chilena) with three children and resides in Baltimore, Maryland.

## GERALDINE MONTESINOS

INTERNATIONAL TRADE SPECIALIST: JAPAN AND KOREA DESK

INTERNATIONAL TRADE ADMINISTRATION

DEPARTMENT OF COMMERCE



Geraldine Montesinos works for the Global Markets division within the International Trade Administration. Her portfolio includes market access and trade agreement compliance concerns in Japan or Korea. She is also responsible for coordinating collaborative efforts and dialogues between the United States and Northeast Asia. Ms. Montesinos engages with U.S. and foreign business associations to promote investment into the United States and exports abroad. She has prior experience with the Department of State Economics Office at the U.S. Embassy in Tokyo, Japan and serving as a Peace Corps Volunteer in Turkmenistan from 2010-2012. Ms. Montesinos earned her Master of Public Policy with a focus on international trade and finance policy at the University of Michigan

## MATTHEW ANDERSEN

**U.S. EXPORT ASSISTANCE CENTER DIRECTOR – SAN DIEGO & IMPERIAL, CA**

**U.S. COMMERCIAL SERVICE**

**INTERNATIONAL TRADE ADMINISTRATION, U.S. DEPARTMENT OF COMMERCE**



Matt Andersen has served as Director of the U.S. Commerce Department's San Diego & Imperial Export Assistance Center since August 1997. Prior to this assignment, Matt served as the Director of the USDOC San Francisco Export Assistance Center. Matt has a strong record of establishing public-private partnerships to advance trade and economic development. He received the USDOC Bronze Medal Award for superior federal service in 2015 and 1991. In 2004, he received "National Manager of the Year" award for the U.S. Commercial Service. In 2003, he was recognized with the "International Business Leader of the Year" award by the World Trade Center San Diego. In Washington D.C., he served as Program Manager for USDOC's Technology and Aerospace trade development offices in the International Trade Administration (ITA), functioning as Chief of Staff to support 70 trade professionals. He worked in the Office of the Secretary of Commerce for three years, coordinating major projects in the National Institute of Standards and Technology, and the National Telecommunications & Information Administration. In ITA, Matt managed federal-funded trade projects under the Market Development Cooperator Program. He served with the Bureau of Industry and Security as the Western Region's Senior Export Administration Specialist in California and as Acting Director for Silicon Valley.

From 2010-2011, Matt served as Vice President of the San Diego Federal Executive Association, representing over 125,000 federal employees in the San Diego region. With the private sector, he worked for Cray Research Inc. (a world-leading manufacturer of supercomputers) as Manager for International Affairs. In addition to his corporate background and 30 years of service with the USDOC, Matt also has experience working in: the U.S. House of Representatives, city management, trade associations, shipping industry, and as a manufacturer's representative for the plastics industry.

His overseas experiences with the U.S. Commercial Service include embassy assignments with the European Bank for Reconstruction and Development (London, U.K.); Oslo, Norway; Johannesburg, South Africa; Prague, Czech Republic; and trade promotion projects in Japan, Germany, and Mexico.

Matt has a Masters in Public Administration from American University in Washington, D.C. (1985) and a Bachelor of Arts in Geography and International Studies from DePaul University in Chicago, IL (1982).

## ARON DAVIDSON

**SENIOR INTERNATIONAL TRADE SPECIALIST, U.S. COMMERCIAL SERVICE,  
INTERNATIONAL TRADE ADMINISTRATION  
U.S. DEPARTMENT OF COMMERCE, SAN DIEGO CA**




Aron Davidson is a Senior International Trade Specialist with the United States Department of Commerce, U.S. Commercial Service based in San Diego. In this capacity, he supports regional businesses by delivering a comprehensive array of export programs and services. Prior to this role, he was a Lead Associate at Booz Allen Hamilton, a strategic consulting and technology firm, working in International Program Management. In addition, he served as the Director of Government Business Development for a global language and business services company. Previously, he worked for the US Commerce Department as an International Trade Specialist focusing on Government Procurement and NAFTA compliance issues in the Western Hemisphere. A San Diego native, Aron has a Masters in International Trade Policy from the Middlebury Institute of International Studies at Monterey and a Bachelor of Arts in International Relations and Spanish from the University of California, Davis.

## PHILIP FINIELLO

**COMMERCIAL SERVICE OFFICER, U.S. COMMERCIAL SERVICE,  
INTERNATIONAL TRADE ADMINISTRATION,  
U.S. DEPARTMENT OF COMMERCE, SAN DIEGO CA**



Philip Finiello is a Commercial Service Officer with the U.S. Commercial Service, assigned to the U.S. Export Assistance Center (USEAC) in San Diego. Philip assists a wide range of U.S. companies to introduce or expand their high-quality products and services to global markets. Prior to this, he was briefly with the Almond Board of California and prior to that worked in European Affairs for the U.S. Chamber of Commerce and as a Senior Trade Policy Advisor with the British Embassy in Washington D.C. He holds a Master of Public Administration and Bachelor of Arts in Political Science, both from the University at Albany, New York.



## **KAREN ALLEN**

### **COMMERCIAL OFFICER**

### **INTERNATIONAL TRADE ADMINISTRATION,**

### **U.S. DEPARTMENT OF COMMERCE**

Karen Allen is a Commercial Officer with a great breadth of international business experience in healthcare, aerospace, and energy and environmental technologies. Karen has worked for Warner-Lambert (now Pfizer), Anthem Blue Cross and Blue Shield, and at The Boeing Company in new product development. While posted at CS Mexico City, Karen managed the energy and environmental portfolios during the historic and transformational national energy reforms which opened up Mexico's energy markets for the first time in over 75 years. Karen and her team assisted U.S. companies to enter the newly liberalized Mexican energy markets which include: hydrocarbons such as oil and gas, electrical markets, civil nuclear, and renewable energies such as solar, hydro, geothermal, biofuels, and wind. At CS Phoenix, Karen will continue to work with the energy and environmental technology portfolios and to focus on the US-Mexico border region. Karen speaks Spanish and Japanese and has an MBA from The Anderson School of Management at UCLA.

## **RICHARD M. SWANSON, JR.**

### **REGIONAL DIRECTOR OF PACIFIC SOUTH NETWORK OF THE INTERNATIONAL TRADE ADMINISTRATION**



Richard Malcolm Swanson Jr. is the Director of Pacific South Network (Region) of U.S. Field Operations of the U.S. & Foreign & Commercial Service (US&FCS). The US&FCS is the Export \ Promotion and Foreign Direct Investment arm of the International Trade Administration within the U.S. Department of Commerce. Richard oversees Nevada, California and Hawaii, including Guam and other U.S. territories, through a network of industry, tradecraft, and regional specialists within U.S. Export Assistance Centers in major metro economic areas.

Mr. Swanson has worked with the US & FCS for over 25 years and started as an unpaid intern back in February of 1990. Mr. Swanson holds a Bachelor's Degree from Cal State Fullerton in Int'l Business w/a minor in Spanish and a Masters of Public Administration in local economic development from Long Beach State. He has been an adjunct professor at Cal State University system for a number of years teaching international business.

Richard has been to many industry-related domestic and international trade events in the United States, Asia, Latin America, and Europe. Mr. Swanson served as acting Senior Commercial Attaché for the U.S. Embassy in Tel Aviv, Israel in 2001. Richard has been a global team leader for the ICT sector and Europe teams, respectively. He has also served on the Aerospace and Education & Training teams as well. Richard received the Commerce Department's Bronze Award in 2006 for his work on "Imagine Asia" with the entertainment industry and Hong Kong. Currently, Richard has been responsible for Discover Global Markets: Pacific Rim Consumers in Orange County, Ca, October 29-30, at the Costa Mesa Hilton.

On a personal level, Richard is a native of California who was born in San Diego and now living in Laguna Niguel, California with his wife who he met at college and their two teenage daughters who play basketball and water polo.

## SIMON KIM

### ASIA AFFAIRS, U.S. DEPARTMENT OF COMMERCE



Simon Kim is responsible for market access and compliance issues on bilateral, regional, and multilateral trade agreements at the International Trade Administration. He has worked on engagement with the Association of Southeast Asian Nations (ASEAN), Taiwan, Singapore, Brunei, Korea, and Malaysia in the Global Markets Office of Asia. Mr. Kim has participated in free trade agreement negotiations and bilateral consultations on behalf of the U.S. Department of Commerce and the U.S. Government. Previous to his government service, he worked in the International Affairs division of MCI, a global internet and telecommunications firm. He has degrees in economics, international affairs, and business.

## DANIEL VILLANUEVA

### U.S. DEPARTMENT OF STATE



Daniel Villanueva is a fourth tour Political officer with the Department of State. He took up his responsibilities as an Alternate Representative with the U.S. Permanent Mission to the Organization of American States (OAS) in October 2015.

Prior to his current assignment, Mr. Villanueva served as Deputy Political Chief at U.S. Consulate General, Basrah, Iraq, completed a consular-economic rotation at U.S. Embassy Bogota and served as the Assistant Public Affairs Officer at U.S. Embassy Luanda. Mr. Villanueva joined the Foreign Service in 2009 as a Thomas R. Pickering Foreign Affairs Fellow. The recipient of two State Department Meritorious Honor awards and multiple Franklin awards, Mr. Villanueva speaks Portuguese and Spanish.

Before joining the Foreign Service, Mr. Villanueva earned a Master of Arts degree in international relations from The Fletcher School of Law and Diplomacy as well as a Bachelor of Arts degree in political science from the University of Florida. Mr. Villanueva served as a Department of State intern at U.S. Embassy Doha and with the Near Eastern Affairs Bureau's Press and Public Diplomacy Office. Additionally, he interned with Ireland's Labor Party and studied abroad in Chile, his father's birthplace. Mr. Villanueva was born in Michigan and raised in Florida.

## SANDRA WATSON

### PRESIDENT & CEO

### ARIZONA COMMERCE AUTHORITY



Sandra Watson brings more than 20 years of economic development leadership experience to Arizona. She and her teams have successfully attracted to Arizona hundreds of companies that have invested billions of dollars in capital and created more than 75,000 quality jobs.

In her 17 years with the Arizona Department of Commerce, and now the Arizona Commerce Authority, Ms. Watson served in multiple positions with increasing responsibilities and results. She has led Business Development, Business Attraction, Workforce and Marketing. She has also served as Director of Innovation and Technology, and she continues to be a leading participant in these sectors.

Ms. Watson began her career in Canada and brings not only a wealth of knowledge on the regional, state and national levels but can execute effectively on an international scale.

Ms. Watson is a collaborative leader who excels in strategic thinking and relationship building. She worked tirelessly as a leader to implement the exciting new vision for the Arizona Commerce Authority (ACA), providing invaluable energy and stability during the transition from the Department of Commerce. Her leadership and strong relationships with Arizona's Governor and legislators has resulted in consensus in creating the ACA as well as the establishment of its aggressive business plan the organization is currently executing.

She earned an Honors Bachelor of Commerce degree, and she has completed the Global Leadership Certification program at the Thunderbird School of Management. In addition to sitting on numerous regional and statewide Boards of Directors, Ms. Watson serves on the National State Science and Technology Institute Board.

In 2014, the Phoenix Business Journal recognized Ms. Watson as one of the 25 "Most Admired Leaders in Business" and Az Business selected her for its 2014-15 Az Business Leaders publication spotlighting Arizona's most respected and influential business leaders. In 2013, Az Business also recognized Ms. Watson as one of the "50 Most Influential Women in Arizona Business." In 2012, the Phoenix Business Journal recognized Ms. Watson among the "Top 25 Women in Business" and in 2004, recognized her as an up-and-coming Arizona leader, with its "Forty Under 40" designation. Ms. Watson is also a two-time recipient of the Arizona Technology Council's Chairman's Award (2004 and 2010).

## DAVID COBIN

### MANAGER OF STRATEGIC ENGAGEMENT

### ARIZONA COMMERCE AUTHORITY (ACA)



David Cobin is the Manager of Strategic Engagement of the Arizona Commerce Authority (ACA). In that capacity, David oversees strategic initiatives on behalf of the CEO (industrial development, partner building, legislative changes) and works hand-in-hand with the Business Attraction & Expansion team to diversify Arizona's economy through the attraction and expansion of new businesses. During David's four-year tenure with the ACA, he has successfully assisted in the attraction of hundreds of companies that have invested billions of dollars in capital and created more than 60,000 quality jobs in Arizona.

Prior to joining the ACA at the time of its inception in 2011, David worked as a business development manager for a consulting firm specializing in corporate social responsibility and supply chain management in Guangzhou, China.

Originally from Oregon, David earned his B.A. degree in Interdisciplinary Studies at North Greenville University in South Carolina in 2008 and graduated with an M.B.A. from the Universidad Nacional Andres Bello in Santiago, Chile in 2010.

David is native in English and Spanish and speaks business-level French.

## TIMOTHY E. KELLEY

### PRESIDENT & CEO, IMPERIAL VALLEY ECONOMIC DEVELOPMENT CORPORATION



Timothy E. Kelley is the president and chief executive officer of the Imperial Valley Economic Development Corporation (IVEDC).

He joined IVEDC in April of 2005. In his current position, he is responsible for the expansion of the region's strategic economic development plan, as well as engaging initiatives that strengthen the regional economic vitality.

Tim's vision for the Imperial Valley comes from a comprehensive understanding of the Southwest border region and its effect on local, state and global economies. His international experience comes from extensive travels and interactions with business and civic leaders in North America, Europe, Asia, Africa, South America and the Middle East. He has also been successful in bringing foreign direct investment opportunities throughout the state of California.

Tim is the immediate past chair of the Board of Directors and currently VP of international trade and investment of Team California, a statewide organization that promotes national & international trade and investment for California; he serves on the Board of Directors of the California Association of Local Economic Development (CALED); he is current VP of the U.S. Department of Commerce San Diego-Imperial District Export Council; serves on the Board of Directors of the Overall Economic Development Commission; serves on the Board of Directors of Imperial Capital Ventures; and a member of the Board of Directors of Cleantech San Diego, as well as the San Diego Regional Economic Development Corporation.

Tim was instrumental in the establishment of the Cali-Baja Bi-National Mega-Region, an economic development initiative developed to showcase the abundance of assets and business opportunities in Imperial Valley, San Diego and Baja California, Mexico.

In addition, Tim serves on several other boards and commissions related to economic development, workforce and education including the Imperial County Council and serves as Chairman for the Imperial County Workforce Development Board and Chairman of the Brawley Airport Commission.

Tim is also active in many civic and community based organizations in Imperial Valley. He is past president and current board member of the Imperial Valley Community Foundation; past president and current member of the Brawley Rotary Club; past

executive and current member of the Brawley Elks lodge #1420; serves as treasure of the Brawley Community Foundation; and is responsible for the Imperial Regional Alliance, Inc. and Southern Low Desert Resource Conservation & Development Council, all organizations promoting sustainable economic prosperity of the region.

Tim received a Bachelor's in Communications Arts and Sciences from the Annenberg School of Communications at the University of Southern California.

He has also studied abroad in Morelia, Mexico. Tim also holds many certificates and received recognition for his work in all aspects.

Tim resides in Brawley, California with his wife Marisa Kelley.

## DR. NIKIA CLARKE

DIRECTOR,  
WORLD TRADE CENTER SAN DIEGO



Prior to becoming the Director of WTC San Diego, Dr. Nikia Clarke was the founder and former Director of the Oxford University China Africa Network (OUCAN), an international organization that brings together senior policy makers, industry leaders, and researchers to identify and analyze emerging global investment and development trends. She holds a PhD in International Relations from the University of Oxford, an MPhil in Development Economics from the University of Cambridge, and a BA from Loyola Marymount University, Los Angeles. Her doctoral research focused on FDI attraction and retention in emerging markets, with an emphasis on large-scale public-private partnerships. Prior to joining the University of Oxford, Nikia spent several years working in both the private and public sectors in the US, the UK, China, and South Africa. She provided regular analysis on trade and investment policy for a number of international consultancies and trade publications. Nikia speaks Mandarin, Spanish, and Setswana.

## DREW GARRISON

COORDINATOR,  
WORLD TRADE CENTER SAN DIEGO



Prior to becoming the Coordinator for WTC San Diego, Drew Garrison was the Coordinator for San Diego Regional Economic Development Corporation. His main responsibilities included: researching, compiling, and organizing information for Responses for Information; supporting the implementation of the Go Global San Diego Initiative; and assisting economic development managers in their individual company projects and industry development programs. Drew earned a B.A. in International Security and Conflict Resolution and a B.A. in Social Sciences with an Emphasis in Islamic and Arabic Studies from San Diego State University.

## AMBASSADOR DR. NEIL PARSAN

### EXECUTIVE SECRETARY FOR INTEGRAL DEVELOPMENT ORGANIZATION OF AMERICAN STATES (OAS)



Ambassador Dr. Neil Parsan assumed the position of Executive Secretary for Integral Development, Organization of American States on August 24, 2015. In this role, he leads a team of staff working to advance Human, Sustainable, Social & Economic Development programs which support the Development priorities of the Hemisphere.

Dr. Neil Parsan assumed the position of Ambassador Extraordinary and Plenipotentiary to the United States of America, non-resident Ambassador to the United Mexican States, and Permanent Representative of Trinidad and Tobago to the Organization of American States (OAS) on February 7, 2011 and held the position until August 14, 2015.

Dr. Parsan earned his Undergraduate Medical Degree at the University of the West Indies, Faculty of Medical Sciences, where he graduated with Distinction. After spending eight (8) years as a Lecturer/Tutor at the Faculty of Medical Sciences (UWI), he pursued a Master of Business Administration (MBA), where he graduated as Top Student with Distinction. He also holds a Registered Financial Consultant (RFC) Degree, a CACM from Harvard University School of Public Health, and a World Trade Professional Degree

from ITM Worldwide in Sweden. Dr. Parsan was also awarded an Honorary Doctorate for education, culture, and humanitarian work from the American University, registered with Cambridge University (UK) and the Congress of Mexico.

Ambassador Parsan is presently the Chairman of the Global Gas Council; Chair of the Honorary Council for the Global Alliance for Surgical, Obstetric, Trauma, and Anaesthetic Care (The G4 Alliance); and a Director of the Young Americas Business Trust (YABT) and the Arthur Lok Jack Graduate School of Business (GSB) Alumni Board.

He previously served as Chair of the Inter-American Council for Integral Development (CIDI) in the latter half of 2014, Vice Chair of the Permanent Council in 2014, and Chair of the Permanent Council from April to June, 2015. He was also Chair of the OAS' Retirement and Pension Committee.

Dr. Parsan has also been given the following recognition: Conferred the title of Colonel Honorable Neil Parsan by the Governor of the Commonwealth of Kentucky, U.S.A.; Award for Leadership by the City of Philadelphia and the Africa and Caribbean Business Council; Proclamation of Ambassador Dr. Neil Parsan Day in the Cities of Boston, Hartford, Doral, and Miami; Statesman Award from Memorial of Congressman Payne; and the key to the City of Broward County, Florida.

His Excellency is an Honorary Member of the International Committee on HIV/AIDS on Capitol Hill, the Women's Foreign Policy Group, the American Association of People with Disabilities, and the Americas Society. Ambassador Parsan is also on the Board of Advisors of the National Student Leadership Foundation of the USA.

He was a Director at several Companies and has consulted on several special projects locally and internationally.

## DR. MARYSE ROBERT

### DIRECTOR OF THE DEPARTMENT OF ECONOMIC DEVELOPMENT ORGANIZATION OF AMERICAN STATES (OAS)



Maryse Robert is director of the Department of Economic Development (DED) in the Executive Secretariat for Integral Development (SEDI) at the General Secretariat of the Organization of American States (OAS). DED promotes inclusive economic growth, competitiveness and innovation in OAS member states through policy dialogue, institutional capacity building and the strengthening of existing networks to facilitate the exchange of experiences and successful practices particularly through horizontal and triangular cooperation. Dr. Robert, a Canadian national, has authored numerous studies on development-related issues. She is the coeditor with José M. Salazar-Xirinachs of *Toward Free Trade in the Americas/Hacia el librecomercio en las Américas* (Brookings Institution Press/OAS, 2001) and the author of *Negotiating NAFTA: Explaining the Outcome in Culture, Textiles, Autos, and Pharmaceuticals* (Toronto: University of Toronto Press, 2000). She is an economist with training in international trade law. She holds a Ph.D. from The Fletcher School of Law and Diplomacy (Tufts University) and a Master's degree in applied economics from the Ecole des Hautes Etudes Commerciales (HEC) (Montreal, Canada). Before joining the OAS, she worked at the World Bank and the United Nations, and in the private sector on telecom issues.

## CESAR PARGA

### CHIEF OF THE SECTION OF COMPETITIVENESS, INNOVATION AND TECHNOLOGY ORGANIZATION OF AMERICAN STATES (OAS)



Cesar Parga is Chief of the Section of Competitiveness, Innovation and Technology of the Department of Economic Development of the Organization of American States (OAS). Mr. Parga is in charge of the OAS Competitiveness Program which serves as Technical Secretariat of the Inter-American Competitiveness Network, a forum that promotes public policy dialogue and exchange of experiences between high-level authorities and public-private Competitiveness Councils of the region. He also coordinates the support to the Meeting of Ministers and High level Authorities on Science and Technology and the Inter-American Committee on Science and Technology (COMCYT).

Mr. Parga is an Adjunct Professor of Law at Georgetown Law Center in Washington DC. He graduated from the Law School of the University of Guadalajara, México and was awarded a Master of Laws Degree (LL.M.) in Patent and Intellectual Property Rights (IP) at the Law School of the George Washington University. He also received a Post-Graduate Certificate on International Trade from the University Institute of European Studies and the ILO International Training Center in Torino, Italy.

He serves as faculty guide of the Executive MBA Program of the McDonough School of Business of Georgetown University and guest lecturer at the American University Law School in Washington D.C., the IP Licensing Academy of U.C. Davis, California and the Tech Transfer Academy of the Americas in La Paz, B.C.S., Mexico. He was a visiting researcher at the National University of Singapore, guest lecturer of the University of Baylor Law School and of the IP Graduate Program at the University of the Americas in Ecuador. He has collaborated as a volunteer international evaluator of technology transfer projects for INNPULSA, Colombia, and as peer reviewer of the ICC's innovation and intellectual property paper series in 2014-15.

## ADRIANA BONILLA

### COORDINATOR OF THE AMERICAS COMPETITIVENESS FORUM ORGANIZATION OF AMERICAN STATES (OAS)



Adriana currently serves in the Section on Competitiveness, Innovation and Technology of the Organization of American States, where her responsibilities are to lead the coordination of the Inter-American Competitiveness Network (RIAC), the design and execution of the “Americas Competitiveness Exchanges on Innovation and Entrepreneurship” (ACE), the preparation of the Americas Competitiveness Forum, and the development of the Signs of Competitiveness in the Americas Reports.

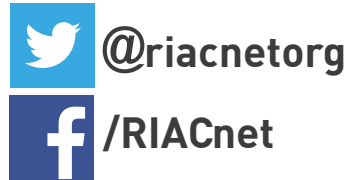
She has a degree in political science and holds a Master in International Affairs and Development from the University of ICADE-Madrid. She pursued specialized studies on sustainable cities, in Dalian, China. In 2012, she was selected to participate in the G8 Young Leaders Summit. And she has more than 10 years of experience in the design, implementation and execution of regional projects that seek the expansion of entrepreneurship, innovation and sustained inclusive economic growth in the Americas.

The highlights of Adriana’s professional experience are her work at the OAS (2007 - present), in ProColombia (previously ProExport), Orbitel, and the Embassy of Colombia in Spain.

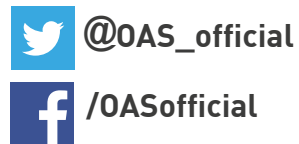
The OAS specialist is Colombian, a fierce defender of gender equality, and passionate for initiatives that improve the well-being of the countries and citizens of the Americas.

# MEDIA

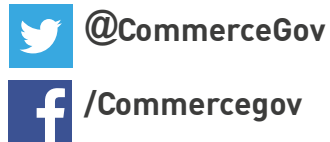
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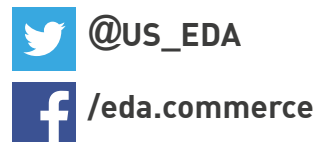
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# WEBSITE

Information about the 5th Americas Competitiveness Exchange can be found at

[www.riacnet.org/fifth-exchange](http://www.riacnet.org/fifth-exchange)

**5<sup>th</sup> AMERICAS COMPETITIVENESS EXCHANGE** on Innovation and Entrepreneurship






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Arizona – California  
April 10 to 16, 2016

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**Participants**

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| <br><b>Sandra Joseph</b><br>Permanent Secretary<br>Ministry of Trade,<br>Commerce and Industry | <br><b>Guillermo Acosta</b><br>Undersecretary of Federal<br>and Sectorial Articulation<br>National Ministry of<br>Production | <br><b>Bernardo Tinti</b><br>Assistant to the<br>Subsecretary of Federal and<br>Sectorial Articulation<br>National Ministry of | <br><b>Nilda Riverol</b><br>Manager SBDC Belize<br>Belize Trade and<br>Investment Development<br>Service (BELTRAIDE) | <br><b>Lejia Melanie Gideon</b><br>General Manager<br>Belize Trade and<br>Investment Development<br>Service (BELTRAIDE) |
|---|---|---|---|---|

The Inter-American Competitiveness Network portal, can be found at

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**RIAAC AND COMPETITIVENESS NEWS**

SPECIALIST'S UP: THE WORLD BANK TELL US ABOUT THE DOING BUSINESS 2016

March 4, 2016

The Doing Business report is one of the World Bank Group's flagship publications. Since 2003 Doing Business has been publishing annual quantitative data on the main regulatory constraints affecting domestic small and medium-size enterprises throughout their life cycle across 189 economies.

## PRESS INFORMATION

For media purposes, please feel free to send an email to all the following officials to receive complementary information about the 5th ACE.



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### **Caitlin Fogarty**

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The 5th ACE organizers contributed with content and comments on the draft document, and we thank them for their valuable collaboration.

# TRIPBOOK

## 5<sup>th</sup> AMERICAS COMPETITIVENESS EXCHANGE on Innovation and Entrepreneurship

United States  
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Organization of  
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More rights  
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