

**Life Sciences Corridor  
Meeting Minutes  
February 1, 2011  
9:00-11:00 AM  
FAU College of Engineering and Computer Sciences**

The meeting was called to order at 9:06 AM.

Attendees: J. David Armstrong, Heather Belmont, Randy Berridge (by conference call), Ben DeVries, Andrew Duffell, Divina Grossman, Gary Hines, Ken Jessell, Casey Lunceford, David Mann, Gary S. Margules, Gisela Mohring, Ramaswamy Narayanan, Frank Nero (by conference call), Gary Perry, Gary Perry, Thomas Roberts, Mark Rosenberg, Barry Rosson, Stephen Sauls, Mary Jane Saunders, Ed Schons (by conference call), Karl Stevens, Robert Swindell, and Juan-Carlos del Valle

Absent: John Adams, Ivette L. Arango, Joe Bivins, Isabel Cosio Carballo, Rudy Fernandez, Ray Ferrero, George L. Hanbury II, Gaby N. Hawat, John C. Hitt, Ed Massey, Rolando Montoya, Michelle Palacio, Larry Pelton, Donna Shalala, Sanford C. Shugart, Kelly Smallridge, Ronald Toll

President Rosenberg expressed appreciation to President Mary Jane Saunders for hosting the meeting at FAU. Dr. Rosenberg acknowledged the work of LSC members who contributed to the development of the five white papers, emphasizing the need to establish action steps to move the initiative to the next level. The LSC discussion began in August, 2010 and now, with the white papers, the initiative has a platform to begin its work.

FAU Welcome. President Saunders thanked the LSC participants for coming to FAU and shared the growing excitement from the universities throughout South Florida about this partnership. The positive atmosphere for economic development has been conveyed through the university presidents who have agreed to come together to be partners. She spoke about the new College of Engineering and Computer Sciences Building at FAU, which is going to be a LEED Platinum-Certified Building. Like Broward College, FAU also celebrates its fiftieth anniversary. Dr. Saunders indicated that FAU's Jupiter campus leads in developing biotech initiatives, with the presence of teams of researchers interacting with the Scripps Institute, Max Planck Institute, and Torrey Pines Institute. FAU is starting a College of Medicine and is seeking initial accreditation from the LCME. President Saunders thanked Dr. Grossman for organizing the work groups to develop the white papers and maintaining the momentum with the LSC meetings.

Changes at Enterprise Florida. Mr. Nero discussed the changes taking place at Enterprise Florida. Governor Scott is reorganizing the economic development structure and process in the state, with agencies being consolidated under the Department of Commerce. With the resurrection of the Department of Commerce, Enterprise Florida will be restructured, while OTTED (Office of Tourism, Trade, and Economic Development) will continue to exist. Enterprise Florida will return to its original charge: planning, research, marketing, policy development and performance assessment. The Governor wants simplification and speed, with one point of contact for all economic development projects. There is currently no head of Enterprise Florida since the President resigned.

Mr. Swindell questioned if OTTED will be separate or will be incorporated within the Department of Commerce. Mr. Nero replied that the workforce was with OTTED, but did not know if it would fold into workforce or remain separate. With regard to the LSC, focus is the main concern. Potential partnerships with CEOs and other businesses are unclear or undefined right now. However, these changes are moving in the right direction. Dr. Rosenberg pointed out that Enterprise Florida evolved from the Council of 100 and questioned if these changes will affect how the Florida Council does their business. Mr. Nero stated that this will be analyzed, especially new ways in which Florida can be competitive. Mr. Berridge added that Enterprise Florida acted a "cheerleader" for economic development in Florida. Mr. Nero agreed, although many areas needed to be addressed. The new changes and structure are in the right direction, providing a single point of contact and preventing delays or duplication. Right now, it is matter of waiting and watching to see the outcomes.

President Rosenberg requested Dr. Grossman to disseminate to LSC members the Florida Chamber Foundation's analysis of Governor Scott's proposal to restructure economic development in Florida. Dr. Grossman agreed to do so; additionally, she will circulate to all members the Florida Chamber of Commerce's document, "Six Pillars of Florida's Future Economy."

Approval of Meeting Minutes. The group approved the meeting minutes from October 22, 2010, contingent on edits to be sent to Dr. Grossman and highlights on the discussion regarding the development of student entrepreneurship.

Mission. The LSC members reviewed the white papers submitted by each group: Mission, Composition, External Success Factors, Strategies, and Student Entrepreneurship. Dr. Grossman summarized the mission developed by the work group, which is to develop a life sciences industry cluster on biotechnology, pharmaceuticals, diagnostics, and information technology. She noted that in the white paper, the definition of biotechnology was adopted from the United Nations Convention on Biological Diversity, while the definition of industry cluster was derived from the Milken Institute Report. Mr. Swindell proposed that medical devices should be included in the mission definition. President Rosenberg recommended that comments and edits should be sent to Dr. Grossman for revision.

Naming of the Group. President Saunders reminded the group that Senator Ring felt the Life Sciences name was restrictive and advised a need for overall branding. Branding is important particularly in seeking funding. Mr. Nero pointed out that members and others need to view the initiative as a core competence and not separate from other economic initiatives. Mr. Schons suggested that Dr. Rosenberg and group should consider a different name to reflect South Florida as a distinct area. Life sciences is limited and selective. President Rosenberg emphasized that the focus of the cluster is job creation. The initiative is not married to the name, but could be used as a segment of a larger cluster. Dr. Grossman noted that at the last meeting, the members acknowledged that Life Sciences was a more long-term economic development initiative, whereas High Tech is more short-term. Multiple suggestions for naming were advanced by Dr. Belmont and Dr. Saunders, such as using STEM or Life Sciences Technology. Mr. DeVries pointed out the discussion at last week's Enterprise Florida meeting regarding biosciences or bioenergy, therefore the name Biosciences Corridor. Mr. Berridge the group of the Florida Public Relations Association (FPRA) their work in creating the appropriate name for the Florida High Tech Corridor. He proposed that a committee or group should be established to work with the FPRA on identifying the most appropriate name for the Life Sciences Corridor. Dr. Rosenberg agreed and asked that a new workgroup be formed, including Mr. Nero, Dr. Narayanan and others who wish to contribute.

Composition. President Rosenberg requested comments regarding the Composition workgroup paper. Mr. DeVries stated that research parks need to be included, with a better definition of research parks specified. He advised that private and public sector agencies focusing on economic development should be considered. Mr. Berridge stated that the reference to I-4 Corridor in the document needs to be changed to the High Tech Corridor. The name shift occurred because not all members were geographically located around I-4. Dr. Narayanan mentioned that research institutes should be included, as well as other economic development and workforce agencies. Corporations such as IBM need to be considered for inclusion. Although some of these organizations may not be a part of the steering committee, they can serve as resources and places for students to have internships. President Rosenberg suggested that all edits be submitted to Dr. Grossman.

External Success Factors. President Armstrong referenced the Milken Institute Report and stressed the 44 factors contributing to economic development. These factors should be analyzed within the South Florida region, with the region's strengths highlighted. Some of these factors include the presence of several medical schools, large metropolitan areas, a multitude of partnership opportunities, and high population density. President Rosenberg reiterated that not every geographic space is the same and there are more companies than those discussed in the region. President Armstrong wished to dig into this approach more, analyze South Florida's strengths and weaknesses, and identify the differences among cities and regions. Mr. Swindell proposed placing researchers in this study to include Miami-Dade incubators and how national funding can assist South Florida. The region has strong research universities and state colleges, assets which can be leveraged for IT and biotechnology. South Florida also has dynamic leaders, which is another strength. Mr. Schons will work with Mr. Swindell and President Armstrong on this analysis. Dr. Grossman highlighted the Milken Report finding that the propinquity of university researchers with companies is an important factor. The report outlined strategies to link these two groups together.

President Rosenberg stated that the region's strengths can be identified through asset mapping. Mr. DeVries noted the issue of students relative to business locations. Businesses want students, so students need to be located near research parks. Miami is geographically restricted in relation to its research parks and incubators. There needs to be a link between interns and businesses. President Rosenberg replied that incubators were only one access path. Partnerships, mentorships, and other methods are other access points to businesses. Mr. Berridge said that incubators in the High Tech Corridor are geographically distributed, and they have linkages to students. True success can be achieved through linkages and connections.

Strategies. Dr. Rosenberg requested Mr. Berridge and Mr. Schons to discuss strategies. Mr. Berridge discussed the focus on incubator support through city, county, and regional levels. The High Tech Corridor began with three industries, then expanded as companies who wished to join did so and remained in the corridor. Mr. Schons challenged the group to think about how Florida will be in 2030. Who will be the builders in 2030, specifically cluster builders? Everything will happen if people are talented, thus highlighting the importance of technical and higher education and STEM development through K-12. Florida needs to focus on builders through research and technological development, applied research that creates jobs, and future innovations. Universities and other institutions need to link and utilize emerging ideas and find funding to finance them. How can the Life Sciences Corridor help companies be successful and help the region develop a business climate? Dr. Jessell stated that the group needs to envision the needs of the future and make sure we respond to those needs. President Saunders added that South Florida has a unique characteristic: a large number of retirees. Many organizations have not embraced this population and their business knowledge. Many retirees from

companies enjoy serving as volunteer mentors, advisors for potential CEOs, and consultants for businesses.

Student Entrepreneurship. President Rosenberg requested the Student Entrepreneurship work group to report. Dr. Margules explained that Senator Ring's points were very valuable. The Senator suggested switching from biotechnology (usually expensive) to information technology (cheaper). There are many resources if people reach out and access them. Florida lacks venture capital. A recommendation is to have students learn how to develop business plans. As a cornerstone, members should use social media, such as Twitter and Facebook, which connect students to entrepreneurs.

Mr. DeVries stated that retirees can best support the initiative by serving as mentors. A kick-start program can be developed where different universities can join and compete for grants. We could use social media, host a website, and build a state-wide competition. Mr. Nero added that the Florida Incubators Association was a good source for connections. President Rosenberg noted that the group needs to assist students in developing their own businesses. Mr. DeVries advised to have one person each from a business school and engineering school partner beginning next year to encourage growth of new businesses. Mr. del Valle mentioned University of Miami's Launch Pad, which has created an entrepreneurial culture and actively supports student entrepreneurs who are creating new companies. He suggested bringing these students to the next meeting. Dr. Narayanan addressed FAU initiatives in training the new generations of engineers. The Life Sciences Corridor should search for every possible source of entrepreneurship with a focus on students so they can find jobs in biotechnology and help to create new jobs. President Rosenberg agreed that bringing companies to Florida is important, but there is also home-grown competitiveness and development that needs to occur using economic knowledge and a twenty-first century focus.

Dr. Rosenberg recommended that white paper revisions and additions be forwarded to Dr. Grossman as soon as possible. Mr. Nero reiterated that Life Sciences Corridor needs a core target of competency and cluster focus. Cluster regionalism is becoming important. The white papers are the foundations, but the group needs to look at the regional perspective and how we can work together in both the public and private sectors.

For future directions, President Rosenberg proposed inviting venture capitalists to dialogue with us. He requested within a week to have each one submit names of two venture capital firms and two or more life science or IT corporations. What we need is a major corporation for partnership and support, similar to the pivotal role of AT&T at the Florida High Tech Corridor. The corporation has to be willing to invest in the region. Mr. Berridge reminded the group that for the first six years of its existence, the High Tech Corridor did not have any expenditures because AT&T covered them all. Ms. Mohring questioned if we are searching for early stage or late stage companies. Dr. Rosenberg replied that we need to include both; he suggested that each member submit two names of companies, one early stage and one late stage.

Next Steps. Dr. Rosenberg highlighted the need for the group to develop more focus and envision the next steps. He suggested establishing an executive committee and convening regular conference calls. The executive committee would include 10 executives that would meet regularly in between larger Life Science Corridor meetings. He requested members to forward nominations to Dr. Grossman. He proposed that conference calls provide substance and communicate potential opportunities. For example, a company executive can present over a 30-minute conference call what they are doing and what is needed. Mr. Berridge stated that for 14 years, the High Tech Corridor has held conference calls

every Tuesday morning. This method has allowed the group to discuss and gain support in the region and state. President Rosenberg stressed that the new Governor is calling for new economic development frameworks and innovative creation. It was decided the conference calls will be bi-weekly on Wednesdays and would invite topics, opportunities, and entrepreneurs.

President Armstrong stated the first topic for the conference call should be asset mapping. The group can have a meeting or conference call to discuss Milken Institute factors in the South Florida region. Mr. Schons noted that the EDA has ceased funding asset mapping initiatives. Dr. Perry expressed why asset mapping is essential, to identify what resources are present in the cluster. He suggested blending a focus on life sciences with information technology. As a case in point, looking toward the future, personalized medicine will be a large industry that will require major computing power. Businesses will evaluate the IT infrastructure within an area before they make a decision about relocation and making a big investment, as was seen with Max Planck. Corporations will want to know what makes this region unique. The Life Sciences Corridor does not want to recreate San Diego or Silicon Valley, and we want to demonstrate how the initiative is unique and different. Ms. Mohring suggested to illustrate the top five industries to create an asset map, referring again to the core competency. Furthermore, she suggested as part of the asset mapping, to survey each university or college report its research areas, types of programs and the number of graduates in each.

President Rosenberg concluded the meeting by summarizing next steps for the Life Sciences Corridor:

- Formation of Executive Committee of 10 members - Nominations to be sent to Dr. Grossman
- Revisions and Additions to White Papers – Send comments to Dr. Grossman for revision and second draft
- Asset Mapping - Suggested as the first topic for conference call
- Development of Bi-weekly Conference Call for 30 minutes to allow discussion and possible presentation by members regarding needs and partnerships

The meeting was adjourned at 11:02 AM.