

LABS EXHIBIT AT BIO-MED 2004

The Federal Laboratory Consortium Mid-Atlantic Region inaugurated its new exhibit booth at the Bio- Med 2004 Exhibition in Baltimore on December 1-2, 2004. We were joined by seven Federal labs from the Mid-Atlantic Region, including:

- National Institutes of Health
- National Cancer Institute
- National Security Agency
- NASA Commercialization Center, representing GSFC and Langley
- US Army Medical Command
- US Army Aberdeen
- Uniformed Services University of the Health Sciences (booth shared with the Henry M. Jackson Foundation)

In addition, on the second day, John Emond from NASA Headquarters joined us at the FLC MAR booth.

While this exhibit does not draw a huge crowd, all of the Federal participants felt that the quality of contacts was very high and rewarding.

The FLC MAR major effort was to promote FLC meetings for 2005. We made and distributed a flyer providing the dates, titles, locations and a very brief description of each meeting. This flyer was very effective in catching attention and engaging potential attendees and participants. Most individuals who heard about our upcoming meetings were interested in attendance. They asked that we send them additional information as it develops.

Conversations during the exhibit brought forth many ideas to include in the 2005 meetings. Most notable are:

- John Emond of NASA volunteered to organize a two-hour session at the 2005 FLC MAR Regional Meeting that links technology transfer strategy to the overall, long-term strategies of agencies. The panel will consist of 5 representatives of agencies. Suggested inclusions are NASA, one DOD service, USDA, NIH and DOE.
- Blake Sajonia and Christina Frame from TSRG, Inc., the marketing contractor for U.S. Army Aberdeen, committed to organize a two-hour session for the 2005 FLC MAR Regional Meeting on the technology transfer strategies and requirements of large, Fortune 500 companies. They intend to bring together a panel of 5 top technology transfer corporate executives who they have worked with previously and who are great performers.
- Krishna "Balki" Balakrishnan, Marketing Group Leader for the NIH Office of Technology Transfer, agreed to organize another panel session for the 2005 FLC MAR meeting.

- Brian Darmody, Assistant VP for Research and Economic Development at the University of Maryland volunteered to participate in all of our upcoming regional meetings. We will ask him to help organize a panel session at the FLC MAR on university technology transfer/licensing, to include representatives from top research universities in MD, VA, WV, DE and PA.

On another note, our efforts to reach out to economic development groups took a step forward during this meeting as we had a chance to meet with Tony Williams, Associate Project Manager for Business Development for the Virginia Economic Development Partnership. We emphasized an FLC interest in having the Virginia economic development community assume a much more active role with the Federal Labs than at present. We said that FLC MAR would hold meetings in Virginia, if we would be getting greater participation from organizations in Virginia. Tony understood the values of closer interaction and invited us to come to Richmond to make a presentation to the Partnership. At the very least, we are convinced that they will begin to attend FLC MAR meetings during 2005.