

Berkeley Innovation Forum

Fall 2009, October 13-14, Haas School of Business, Wells Fargo Room
Meeting Agenda

Monday October 12

7:30pm **Welcome Dinner** - for early arriving BIF members – Paragon, Claremont Resort & Spa

Day 1 Tuesday October 13

7:15am **Bus Pickup** – at Claremont Resort & Spa to Haas School of Business - Wells Fargo Room

7:30am **Breakfast** - For out of town attendees and those local early birds able to beat the traffic

8:15am **Welcome** - Review of the Two Day Program. Henry Chesbrough.

8:30am **Speed Dating** – an “icebreaker” to give members a chance to engage in short conversations with one another

9:30am **Presenter #1:** Managing Change & Innovation in the Technology Industry - Vivek Wadhwa, Harvard University and Duke University. Vivek is also a successful entrepreneur.

10:30am **Follow-up Discussion:** on Presentation #1 moderated by Henry Chesbrough

11:00am **Break**

11:30am **Sharing Innovation Management Experiences** - 1st Round
Ms. Juliana Shei, General Manager of GE Global Research Japan

12:30pm **Lunch**

1:30pm **Sharing Innovation Management Experiences** - 2nd Round
Paul Hofmann - SAP Labs, Palo Alto

2:15pm **Second Outside Presenter**, Cheryl Fragiadakis, Director of Licensing, Lawrence Berkeley National Lab. Cheryl will discuss the R&D policies of the new administration, and how LBL is changing the way it works with industry.

3:00pm **Break**

- 3:30pm **What's New in Open Innovation at Berkeley?** Henry Chesbrough
- Sebastian Teunissen, International Business Development
- Adam Berman, Haas@Work
- Michael Katz, Director, Institute for Business Innovation
- 4:45pm **End of Meeting**
- 5:00pm **Surprise Dinner Event.** Board Shuttle - please bring a jacket or sweater, just in case...
Spouses and Significant Others are welcome. Please let Anita Stephens know in advance if they wish to join us!

Day 2: Wednesday October 14

- 7:30am **Bus Pickup** – at Claremont Resort & Spa to Haas School of Business - Wells Fargo Room
- 7:45am **Breakfast**
- 8:30am **Presentation #2 – Nike's Green Exchange Initiative**
Kelly Lauber, Global Director, Sustainable Business & Innovation;
Lorrie Vogel, General Manager-Considered Products. The Business Rationale for the Green Exchange Initiative.
John Wilbanks, Vice President, Science Commons. Organizing and Partitioning the IP to Participate in the Green Exchange.
- 9:30am **Break**
- 9:45am **Workshop:** Joining the Green Exchange commons.
- 11:45am Feedback on the BIF Meeting.
- 12 noon **Evaluations** - of the 1.5 day meeting
Box lunches
- 12: 15pm Conclusion of Meeting, Members depart.