

Technology Alliance



Top Ten Ways to Grow a Healthy Technology-Based Economy

Susannah Malarkey
January 2002

#1 Leading Research Institutions



Milken Institute Ranks it
the Most Important
Factor in:

Attracting,
Retaining,
and Growing

a Technology-Based
Economy

Research Institutions

University of Washington



FRED
HUTCHINSON
CANCER
RESEARCH
CENTER

Fred Hutchinson Cancer
Research Center



Battelle

Pacific Northwest National
Laboratory/Battelle

Washington State University



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The Science & Technology Roundtable

2001 Speakers



Steve Malone, Ph.D., Geophysics Research, University of Washington: **Earthquakes and Technology**

Dr. Helene Gayle, Senior Advisor for HIV/AIDS, Bill and Melinda Gates Foundation: **The HIV/AIDS Global Epidemic**

Dr. John D. Potter, Public Health Sciences Division-Cancer Prevention Research Program, Fred Hutchinson Cancer Research Center: **Diet and Colon Cancer**

Paul E. Burrows, Ph. D., Senior Staff Scientist, Pacific Northwest National Laboratory. **Photonics**

Dan Mooney, Vice President of Product Development, The Boeing Company. **Developing The Boeing Sonic Cruiser**

#2 High Quality Workforce



- University Undergraduate and Graduate Education
- Community Colleges/ Technical Schools
- Recruit from Out-of Area; including Globally



#2 High Quality Workforce



TA Focus for Higher Ed:

- Increase quality & quantity of bachelors degree programs
- Arrest the unintended slide into mediocrity brought on by chronic state under-funding.

#3 Excellent K-12 Education



- Key to Building Quality Workforce
- Key to Recruiting Out-of-Area Workers
- Science/Math/Technology



#4 Telecommunications Infrastructure



- 1996 Federal Telecommunications Act Aftermath
- Promote Investment through Demand Aggregation
- Innovation and Smart Regulation

Telecommunications



Report and Recommendations

Washington State's
Network Future

A Technology Alliance Report, 1997

Report and Recommendations

Policy Initiatives to Increase
the Availability of Advanced
Telecommunications Services
Throughout Washington State

A Technology Alliance Report

January 16, 1999



“Widespread availability of broadband telecommunications services is essential to the vitality and competitiveness of our state. It has an impact on a wide variety of public and private sectors just as railroads, highways, and other means of transportation did in previous generations.”

1999 Telecommunications Report,

Executive Summary

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#5

Strategic Partnerships

- Government, Business, Academia
- Promote Industry Associations
- Communicate and Collaborate



The Technology Institute



Washington State

Legislators and Technology

Business Leaders Focus on

Technology Issues

September 1997

September 1999

Sept & Dec 2001



#6 Entrepreneurial Culture



- Celebrate your Entrepreneurs
- Provide Networking Opportunities
- Be Open-minded

Entrepreneurial Culture



VoiceStream
WIRELESS

IMMUNEX



Western Wireless

amazon.com.

WRQ
ACCESS. INTEGRATE. TRANSFORM.™

Microsoft

**info
Space**

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#7 Venture Capital & Business Services

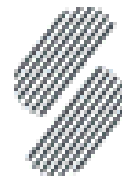
- Seed Money:

Alliance of Angels

- Venture Firms
- Law, Accounting, etc.



ARTHUR ANDERSEN



Silicon Valley Bank

Preston | Gates | Ellis LLP

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#8 Transportation



- The “Success” Problem
- Predictable and Efficient Ground Transportation
- International Airport
- The Telecommuting Conundrum

#9 Quality of Life

A Place Where Smart People
Want to Live:

Housing

Recreation

Environment

International

Cultural Life

Tolerant &
Welcoming



Quality of Life

Most regions think they have an edge on #9. Usually they don't.

People generally like where they live. And—surprise — everyone else in their area likes it there too. That does NOT mean the rest of the world will see it the way you do.

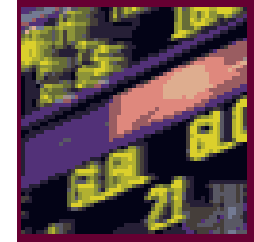
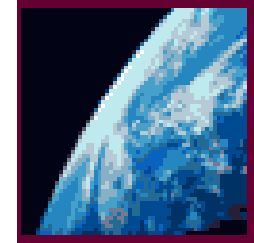
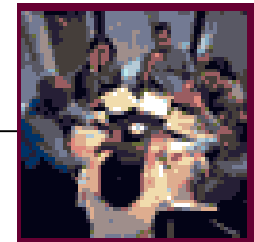
P.S. I really love rain. Don't you?

The Metropolitan New Economy Index

Top Tech Cities, April 2001

1. San Francisco (95.6)
2. Austin (77.9)
3. Seattle (68.0)
4. Raleigh-Durham (61.4)
5. San Diego (61.4)
6. Washington (60.6)
7. Denver (58.1)
8. Boston (54.0)
9. Salt Lake City (49.8)
10. Minneapolis (49.0)
11. Portland (47.2)

Source: Progressive Policy Institute, April 2001



#10 Business Climate and Land Availability



- Competitive Tax Structure
- Even Playing Field Regarding Regulation
- Smart Land Use Decisions

The Result:



Innovation *Economy*



Aerospace

Software and Internet

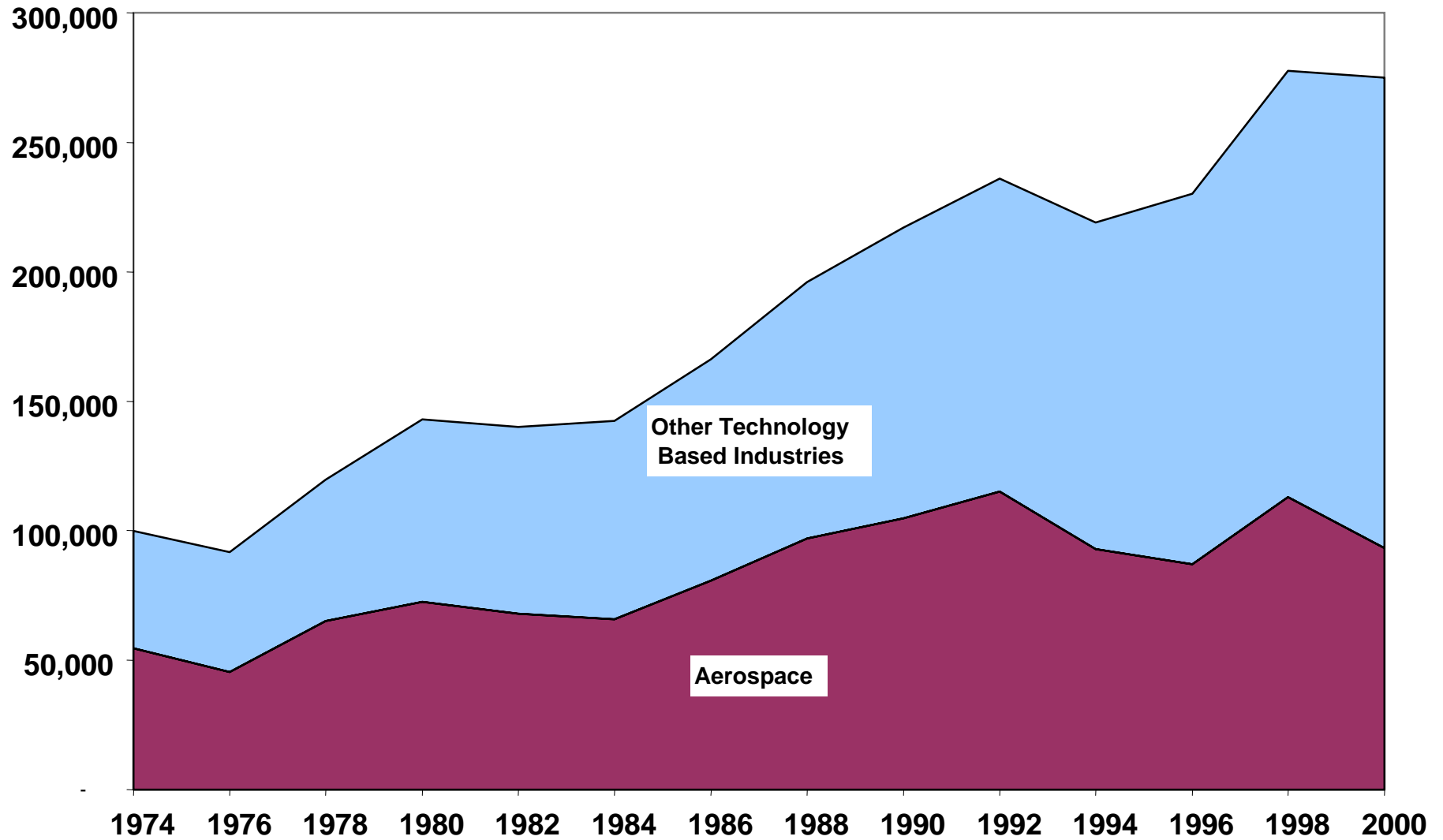
Biotechnology and Biomedical

Electronics and Hardware



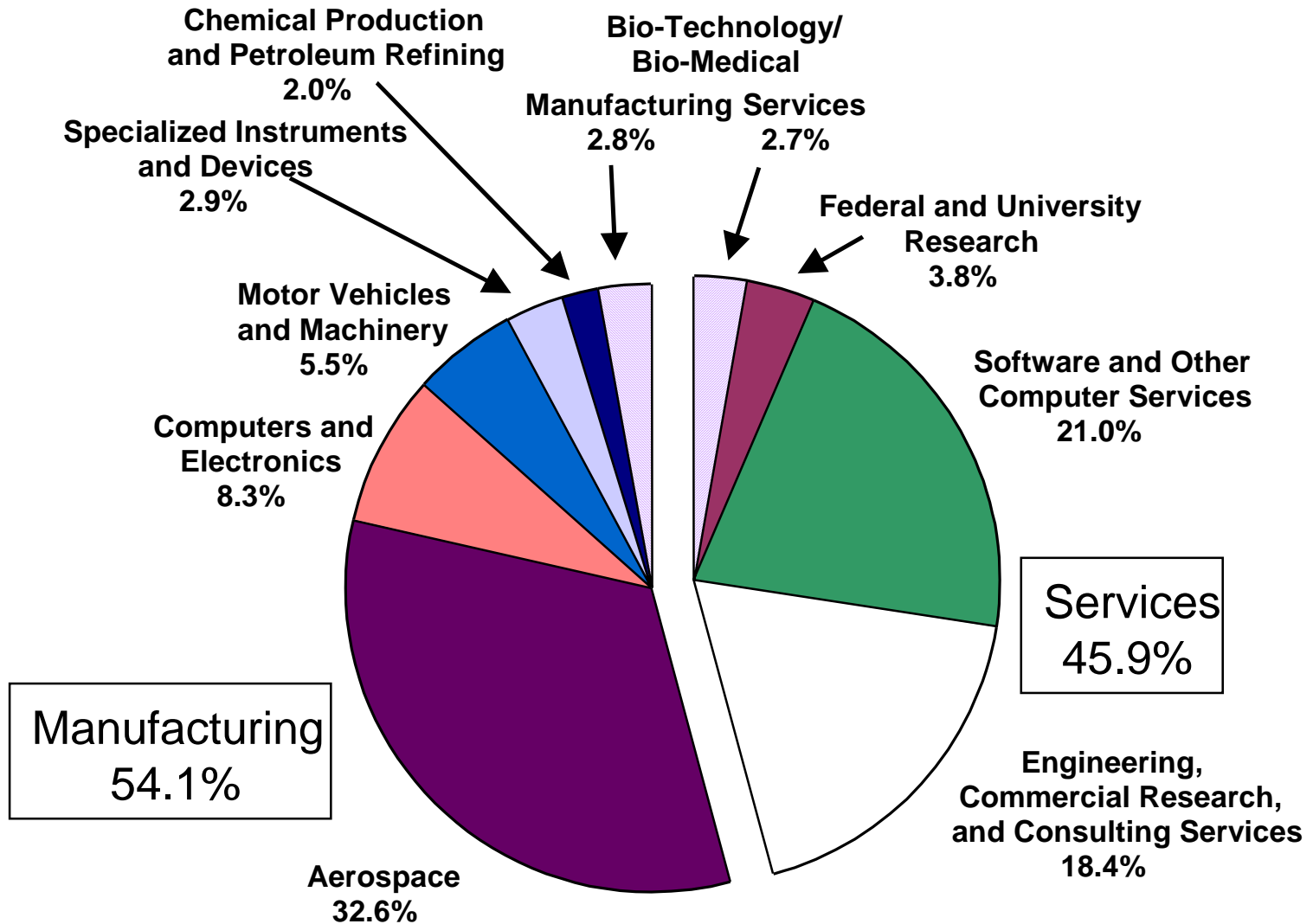
Technology Employment

26 Years in WA State



Growing a Tech-Based Economy

Total Employment: 285,835





For more information on Technology Alliance programs, initiatives, and research please visit:

www.technology-alliance.com