



7:30 – 8:00      **REGISTRATION AND CONTINENTAL BREAKFAST**

8:00 - 8:15      **WELCOME & INTRODUCTIONS**

**ABOUT AURP AND INNOVATION DISTRICTS**

**Vickie Palmer**, Chief Executive Officer, Association of University Research Parks

**Allison Madden**, MBA, President, AURP; Corporate Secretary and Chief Operating Officer, USF Research Park, University of South Florida

**Kate Engel**, Officer At-Large, AURP; Executive Director, Nebraska Innovation Campus; COI 101 Chair

**MODULE ONE: INTRODUCTION TO RESEARCH PARKS**

8:15 – 8:35      **RESEARCH PARKS – WORKING WITH YOUR UNIVERSITY**

*Jeff Smith, MBA, Vice President, AURP; Director, University Corporate Research Parks, Michigan State University*

8:35 – 8:45      **UNIVERSITY RESEARCH PARK GOVERNANCE**

*Aaron Olver, Board Member, AURP; Managing Director, University Research Park, University of Wisconsin-Madison*

8:45 9:00      **MASTER PLANNING A PARK**

*Stephen Coulston, AIA, Principal, Perkins and Will*

*Laura O’Blenis, Board Member, AURP; President and CEO, Stiletto: Make a Point*

9:00 – 9:45      **Q&A WITH MODULE 1 SPEAKERS**

9:45 – 10:00      **NETWORKING BREAK**

**MODULE TWO: RESEARCH PARK ECONOMIC DEVELOPMENT**

10:00 – 10:20      **IMPACT OF GOVERNMENT RELATIONS ON THE INNOVATION ENVIRONMENT**

*Brian Darmody, Past President, AURP; Chief Strategy Officer, AURP*

10:20 – 10:45      **PLANNING FOR ECONOMIC IMPACT AND MEASURING THE RESULTS**

*Deborah Cummings, Principal and Managing Director, TEconomy Partners LLC*

10:45 – 11:15      **FOCUS ON INNOVATION DISTRICTS**

*Tom Osha, Executive Vice President, Wexford Science & Technology*

11:15 – 12:00      **Q&A WITH MODULE 2 SPEAKERS**

12:00 – 1:00      **NETWORKING LUNCHEON with presentation of New Members** (since 2025)

With pre-session participants, sponsors, new members, and AURP Board of Directors



## MODULE THREE: RESEARCH PARK MARKETING & BUSINESS DEVELOPMENT

- 1:00 – 1:10      **PROGRAMMING & ENGAGEMENT STRATEGIES FOR YOUR PARK**  
*Amy Adams, Executive Director, Institute for Biohealth Innovation, George Mason University*
- 1:10 - 1:20      **MARKETING & COMMUNICATIONS FOR YOUR PARK**  
*Kelly Propst, Vice President of Marketing and Communications, Research Triangle Park of NC*
- 1:20 – 1:40      **INCUBATOR PROGRAMS FOR GROWTH AND SUCCESS**  
*Casey Carrillo, Executive Director, University of Arizona Center for Innovation*
- 1:40 – 2:00      **ATTRACTING AND SUPPORTING CORPORATE INNOVATION CENTERS**  
*Tracy Shickel, Director, Economic Development, University of Delaware*
- 2:00 – 2:45      **Q&A WITH MODULE 3 SPEAKERS**
- 2:45 – 3:00      **NETWORKING BREAK**

## MODULE FOUR: RESEARCH PARK OPERATIONS

- 3:00 – 3:30      **FINANCING YOUR PARK**  
*David Tyndall, Founder and CEO, Collaborative Real Estate*
- 3:30 – 3:45      **IOWA STATE UNIVERSITY RESEARCH PARK CASE STUDY**  
*Stacy Dreyer, Associate Director of Corporate Engagement, Iowa State University Research Park  
2025 Outstanding Community of Innovation Award Recipient*
- 3:45 – 3:55      **Q&A WITH MODULE 4 SPEAKERS**
- 3:55 – 4:00      **COMMUNITIES OF INNOVATION WRAP-UP**
- 4:00              **ADJOURNMENT**
- 4:00 - 4:30      **NETWORKING RECEPTION**  
AURP Board of Directors plus COI 101 and Leadership Roundtable participants and speakers