AUTM 2017
Western Region Meeting

October 11–13, 2017
Santa Clara Marriott
Santa Clara, CA USA

www.auhm.net #AUTMWRM2017
About the AUTM 2017 Western Region Meeting

The AUTM 2017 Western Region Meeting delivers diverse programs for technology transfer newcomers and veterans alike. Connect with colleagues, exchange ideas, ask questions, get answers and gain valuable contacts.

Partnering at the AUTM Western Region Meeting

The AUTM Western Region Meeting features a powerful online partnering and networking tool, including a mobile application for iPhone and Android. The program enables attendees to create detailed organizational and personal profiles, search for other attendees, send and receive messages, easily search for licensing and collaboration opportunities and effortlessly schedule one-on-one meetings. Networking has never been easier!

About AUTM

The Association of University Technology Managers is a nonprofit organization dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM’s more than 3,300 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world as well as numerous businesses and government organizations.
AUTM Western Region Meeting

Is a Paperless Meeting

The AUTM Western Region Meeting will be paperless. Handouts are not distributed at any educational sessions. Attendees have online access to handouts before, during and after the meeting.

Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals (ATTP) website at www.attp.info.

Certified Licensing Professionals (CLP) Continuing Education

Certified Licensing Professionals (CLP) are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education (CE) credits. All AUTM professional development courses and designated educational offerings on the topics of licensing, technology transfer and technology commercialization at AUTM conferences or meetings are eligible for CLP continuing education credits for certification renewal. Visit www.licensingcertification.org for more information on the recertification requirements.

The AUTM Western Region Meeting qualifies for 10 hours of continuing education (CE) credits to those who attend the entire meeting.

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AUTM 2017 Western Region Meeting Program Committee

Committee Co-chairs
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Hannah Carbone, California Institute of Technology (Caltech)
Jennifer Lee, Pacific Northwest National Laboratory

Program Committee
Zeinab Abouissa, Washington State University
Justin Anderson, Wisconsin Alumni Research Foundation (WARF)
Ryan Buckmaster, UW Center for Commercialization
Bolong Cao, Benaroya Research Institute
Chu Chang, Stanford University
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Charlie Lewis, Arizona Tech Enterprises (AzTE)
Ling Loerchner, University of Waterloo
Oliver Losón, California Institute of Technology
Eric C. Lund, Pacific Northwest National Laboratory
Andrew Maas, Louisiana State University
Joann MacMaster, University of Arizona
Maya Medeiros, Norton Rose Fulbright Canada
Andrea Pesce, Stanford University
Dan Polonenko, Gowling WLG
Kenneth Porter, Innovate Calgary
Brendan Rauw, Oregon Health & Science University
Reza Razavi, California Institute of Technology
Scott Steiger, Washington State University
Kandis Stubblefield, Stanford University
William Vaughan, Colorado School of Mines
Brianna Wartman, Innovate Calgary
Mary Jane Wolf, Stanford University
At Elanco, we provide those who raise and care for animals with solutions that empower them to advance a vision of food and companionship enriching life.

Lathrop Gage is a law firm whose clients form the backbone of our economy. Our attorneys provide strategic guidance in litigation, business and intellectual property law, with deep knowledge and experience in the industries we serve. We work as one integrated team from offices across the country to help our clients see beyond immediate challenges to achieve their most important objectives. For more information, visit www.lathropgage.com.

BLG is a full service Canadian law firm with an Intellectual Property Group that has proven expertise in assisting universities, research institutes, start-ups and entrepreneurs to commercialize innovative technologies. Our professionals hold advanced degrees in a wide range of engineering, science, and technology fields bringing an insider’s understanding to all aspects of technology commercialization, from technology evaluation and patent preparation/prosecution, to licensing, patent enforcement, company formation and access to capital markets.

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Fox Rothschild LLP
Meeting Agenda

Wednesday, October 11

7 a.m. – 5 p.m.  Registration  Location:  Grand Ballroom Foyer

7:30 – 8:30 a.m.  Continental Breakfast  Location:  Salon D – E

8:30 – 8:45 a.m.  AUTM Presidential Address  Location:  Salon A – C  Speaker:  Mary Albertson, Stanford University

Mary Albertson, AUTM’s President, will welcome you to Silicon Valley, share her vision for AUTM and discuss the issues AUTM plans to address in the coming years – from advocacy initiatives to increased partnering opportunities and strategic planning progress.

8:45 – 10 a.m.  Plenary Session: Venture Economics  Location:  Salon A – C  Moderator:  Louis Berneman, Osage University Partners  Speaker:  John Lee, Osage University Partners

This presentation offers venture capital perspectives on the economics of university startup formation. The speakers will take you step-by-step through the life of a company, illustrating the uses of equity and potential outcomes for founders. Data will be presented to support the conversation around founders’ equity, the right allocation between faculty and post docs and grad students, and how much equity one needs to give away to attract and keep your top talent.

10:30 a.m. – Noon  Workshops

A1  Charting the Course for Success - Legal Dos and Don’ts for University Startups  *CLE Eligible  Location:  Salon A – C  Moderator:  Mary Breen Smith, Lathrop Gage LLP  Speakers:  Patricia Garringer-Strickland, Lathrop Gage LLP  Shahnam Sharareh, Fox Rothschild LLP  Emily J. Yukich, Fox Rothschild LLP  Mark Vickers, Borden Ladner Gervais

With an infectious enthusiasm and executed license in hand, your latest startup is about to set sail charting a course for success. But wait . . . do you and your startup counterparts share the same compass to thrive (and survive) in deep legal waters and litigious high seas that lie ahead?

This session will provide a practical overview of the substantive legal issues and common pitfalls facing University startups with the aim of outlining effective approaches to communicating with your startup counterparts the perspectives and realities for launching and guiding successful startups.

A2  Best Practices for Effective Technology Transfer around the Pacific Rim  Location:  Prospector Suite A – B  Moderator:  Ling Loerchner, University of Waterloo  Speakers:  Kathy Ku, Stanford University  Qinxian Jin, Tsinghua University  Taka Yamamoto, University of Tokyo

In this session, you will hear from technology transfer experts from around the Pacific Rim. The panelists will compare and contrast the different practices in policy and procedures between Asian and North American institutions, to help you understand how to collaborate and explore opportunities across the Pacific Rim.

10 – 10:30 a.m.  Networking Break  Location:  Grand Ballroom Foyer
Meeting Agenda

Wednesday, October 11

Noon – 1:30 p.m.  Lunch
Sponsored by  
Salon D – E

1:30 – 3 p.m.  Workshops
B1
Location:  Prospector Suite A – B
Moderator:  Joe Janda, Portland State University
Speakers:  Zeinab Abouissa, Washington State University
Scott Steiger, Washington State University

In this session we’ll skip the panels and lectures and present three real world scenarios to facilitate a discussion of technology transfer practice. Each of three case studies, with names changed to protect the guilty and innocent alike, will be presented as a narrative setting up the players, the stakes, and the problems just before a major decision point. Groups in the audience will then discuss, bringing their own experience and wisdom to bear, and report out to the session. Finally, we’ll give a brief epilogue for each scenario to report how the real case actually ended up.

B2  Academic-Industry Consortia
Location:  Salon A – C
Moderator:  Andrea Pesce, University of California, Santa Cruz

Speakers:  Richard Sassoon, Stanford University
Frank Howley, University of California, Santa Cruz
Darren Fast, University of Manitoba
Rachel Wallace, Sandia National Labs

How-to advice for creating and sustaining academic-industry consortia. Come with questions, listen in, and learn from seasoned professionals about their experiences establishing consortia as they discuss the possibilities and challenges that come with academic-industry research collaborations in an effort to broadly promote successful partnerships with industry.

3:30 – 5 p.m.  Workshops
C1  Corporate Relations in Technology Transfer: Creating Value Through a Comprehensive Approach
Location:  Prospector Suite A – B
Moderator:  Victor Haroldsen, University of California, Davis
Speaker:  Thomas Antunez, University of California, Irvine
Kimberly Myers Hewlett, Stanford University
Michael Rondelli, University of North Texas

Companies seek talent, intellectual property, research expertise, and a whole lot more from higher education. The Network of Academic Corporate Relations Officers (NACRO), a network of U.S. and international academic corporate relations professionals, will cover recent trends in private sector engagement with academic institutions. NACRO benchmarking of its nearly 200 academic research institutions has identified five essential elements of successful corporate relations efforts that create value for university and industry partners. Learn how these essential elements can be adopted and tailored to create a unique corporate relations program. This interactive workshop covers recent trends in private sector/academic engagement and shares strategies for maximizing the flow of all corporate resources to support the university’s missions. Participants will discuss the importance of technology transfer in mutually beneficial relationships with industry and, regardless of strategy or structure, how integration and campus coordination between advancement, research development and technology commercialization offices are critical to an effective holistic approach.

C2  Social Innovation and Enterprise
Location:  Salon A – C
Moderator:  Ken Porter, Innovate Calgary
Speakers:  Brett Sharp, University of British Columbia
Gay Yuyitung, McMaster University

Social Innovation is a readily available output from university research, but is often ignored or under-resourced. We will provide examples of current efforts from technology transfer, entrepreneurship and passionate researchers. Join us for short presentations, followed by roundtable discussions. Learn advanced practices, such as: Making millions without spending a dime on patents; and scaling an innovation to maximize social impact and economic return.
Meeting Agenda

Wednesday, October 11

5 – 6:30 p.m.  Welcome Reception  
Location:  Salon D – E

7:30 – 5 p.m.  Registration  
Location:  Grand Ballroom Foyer

7:30 – 8:30 a.m.  Continental Breakfast  
Location:  Salon D – E

8:30 – 10 a.m.  Workshops

D1  Managing Faculty and Inventors
Location:  Prospector Suite A – B
Moderator:  Rakhi Gibbons, University of Arizona
Speakers:  Irit Gal, Stanford University  
Linda Huber, Nixon Peabody LLP  
Joann MacMaster, University of Arizona

Every invention is the next best thing since sliced bread, right? In this panel, we’ll hear different perspectives from a licensing associate, a startup business development manager, and a patent attorney on how to manage expectations of seasoned and new inventors. Building and maintaining relationships with investigators is critical to the success of a tech transfer office, and it can become a challenge when the complexity of taking an early stage invention to the market is not appreciated by all those involved. We will share stories and lessons learned to develop better strategies for setting the right expectations from the beginning and how to navigate sticky situations when things go awry.

D2  Future of Technology Transfer
Location:  Salon A – C
Moderators:  Eric Lund, Pacific Northwest National Laboratory  
Hannah Carbone, California Institute of Technology  
Doug Hockstad, University of Arizona  
Brendan Rauw, Oregon Health & Science University
Speakers:  Hannah Carbone, California Institute of Technology  
Doug Hockstad, University of Arizona  
Brendan Rauw, Oregon Health & Science University

Traditionally, the Technology Transfer Office (TTO) has been well understood to be a patent and licensing organization. But increasingly, that role is expanding to broadly include new ventures, entrepreneurship, business development, corporate ventures, and technology development. What approaches and organizational structures are universities adopting to address this? For example, some major departments or colleges within a university might champion dedicated offices and TTO staff to address their needs. What are new models and lessons for managing more decentralized TTO operations? Technology development funds are being advanced as a way to de-risk and advance technology. What are some approaches to managing those funds? Patent budgets are shrinking. How do we manage expectations?

10 – 10:30 a.m.  Networking Break  
Location:  Grand Ballroom Foyer

10:30 a.m. – Noon  Workshops

E1  Investment and Incubator Practices around the Pacific Rim
Location:  Prospector Suite A – B
Moderator:  Ling Loerchner, University of Waterloo
Speakers:  Miao Hong, Silicon Valley Future Capital  
Wei Luo, Z-Park, ZGC Capital  
Yi Yang, Pengshi Capital  
Michael Zayonc, Plug & Play

There is increasing focus on spin-off company creation in our technology transfer world. How can we efficiently work with Incubators and early stage investment and incubating resources we can leverage around the Pacific Rim? In this session, you will hear top incubators and investment firms around the Pacific Rim discuss their practices in North America and Asia.
### Meeting Agenda

**Thursday, October 12**

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<th>Session</th>
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<td>E2</td>
<td>Energy Industry Panel: Spotlight on Solar Energy</td>
<td>Salon A – C</td>
<td>Andrea Pesce, <em>University of California, Santa Cruz</em></td>
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<td>Speakers:</td>
<td>Brian Hardin, <em>Plant PV</em></td>
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<td>Ben Lenail, <em>Alta Devices, Inc.</em></td>
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<td>Michael McGehee, <em>Stanford University</em></td>
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<td>Suvi Sharma, <em>Solaria</em></td>
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<td>Gang Xiong, <em>First Solar, Inc.</em></td>
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<td>Noon – 1:30 p.m.</td>
<td>Lunch with Industry Experts</td>
<td>Salon D – E</td>
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<td>F1</td>
<td>Life Science Industry Panel: New Frontiers of Precision Medicine</td>
<td>Salon A – C</td>
<td>Matthew Hinsch, <em>Kilpatrick Townsend</em></td>
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<td>Speakers:</td>
<td>Debbie Alexander, <em>23andMe</em></td>
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<td>Amanda Cashin, <em>Illumina Accelerator</em></td>
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<td>Greg Fond, <em>Sanofi</em></td>
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Listen in on a brief history and breakthrough highlights of the photovoltaic industry from renowned Stanford Professor Dr. Michael McGehee followed by short talks given by a panel of companies ranging from start-up to publicly traded. All working to benefit society and put solar on top of the energy market, each emphasizes the importance of early-stage, academic research in the context of technological advances and discovery, intellectual property transfer and fruitful academic-industry collaborations.

### Noon – 1:30 p.m.  Lunch with Industry Experts

| Location: | Salon D – E |

Join us for a special lunch session where industry experts will lead an informal table discussion on specific topics related to academic industry interactions. Sign up at the registration desk. Preferred seating is limited.

Industry experts attending:
- Naamah Argaman, *Applied Materials*
- Lou Berneman, *Osage University Partners*
- Carina Cao, *Pengshi Capital*
- Miao Hong, *Silicon Valley Future Capital*
- Diane Hymes, *Lam Research*
- Rahul Kapoor, *Bosch*
- Wei Luo, *Z-Park, ZGC Capital*
- Ida Shum, *Samsung*
- Stefan Tamme, *Rambus*
- Yang Yi, *Pengshi Capital*
- Michael Zayonc, *Plug & Play*

### 1:30 – 3 p.m. Workshops

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<td>F1</td>
<td>The Future Direction of High Tech</td>
<td>Prospector Suite A – B</td>
<td>Kandis Stubblefield, <em>Stanford University</em></td>
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<td>Speakers:</td>
<td>Naamah Argaman, <em>Applied Materials</em></td>
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<td>Stefan Tamme, <em>Rambus</em></td>
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Have you ever wanted a crystal ball to tell you what the future of electronic innovations will bring? Join our discussion with panel members from leading tech companies ranging from the fields of high performance communication systems to high capacity electronics. Not only will you learn what the major companies think the future will bring, but you will learn the type of technologies their company (and the market) is most interested in, the challenges companies face when creating and commercializing a new, innovative product, and the solutions companies tend to seek out in response to those challenges. After the discussion, you will have the opportunity to build lasting relationships discussing your high tech inventions with the panel members to address their particular company needs.
Meeting Agenda

Thursday, October 12

3 – 3:30 p.m. Networking Break
Location: Grand Ballroom Foyer

3:30 – 5 p.m. Workshops
G1 Life Science Industry Panel: Rising to the Challenge of an Aging Population
Location: Prospector Suite A – B
Moderator: Todd Esker, Morgan Lewis
Speakers: Nick Galli, Denali Therapeutics
Widya Mulyasamita, J&J California Innovation Center
Isaac Veinbergs, Sanofi

The number of people in the United States that are age 65 or older is expected to more than double over the next three decades. The drastic growth of population aging due to longer life expectancy is associated with a significant increase in disease and burden on healthcare. Diseases affecting every part of the body including neurodegeneration, cancer, ophthalmic, and autoimmune disease are prevalent in older patients, and biopharmaceutical companies are already expending considerable resources to treat them. This session will address the following questions: What unique challenges exist in developing therapies for an aging population? What are the unmet needs in medical care for older patients? What are the trends in drug development in this population? What areas of research are companies looking to expand into to treat diseases that affect older people? What therapeutic modalities are companies avoiding in this space?

G2 Industry Networking Session
Location: Salon D – E

Join us for this informal session to hear industry participants discuss what they are seeking from university partners.

5 – 6:30 p.m. Networking Reception
Location: Salon D – E

G3 Artificial Intelligence Technology
Location: Salon A – C
Moderator: Maya Medeiros, Norton Rose Fulbright Canada
Speakers: George Babu, Kindred AI
Rahul Kapoor, Bosch
Jayant Kumar, TEC Edmonton

There is much excitement and hype about artificial intelligence (AI) and revenue spend in the AI market is expected to be worth more than US$46 billion by 2020. AI has huge potential to transform businesses in all industry sectors including law, finance, life sciences, healthcare, transport, and energy. For AI to gain acceptance and be trusted in a given sector, a business developing or using AI will need to take into account the ethical considerations and the legal factors that flow from them using a legal risk toolkit as a guide. Things can go wrong if the ethical-legal issues are not factored in, from inception of concept through to design, build, and operation of an AI system.
Meeting Agenda

Friday, October 13

7:30 – 11 a.m.  Registration and Exhibits  Location:  Grand Ballroom Foyer

7:30 – 8:30 a.m.  Continental Breakfast  Location:  Salon D – E

8:30 – 10 a.m.  Workshops

H1  Pre-Paid IP: Determining the Future Today  Location:  Salon A – C  Moderator:  Ryan Buckmaster, University of Washington  Speakers:  Sri Balakrishnan, Oregon Health & Science University  Doug Hockstad, University of Arizona  William Vaughan, Colorado School of Mines

The negotiation of intellectual property (IP) terms in university-industry sponsored research agreements has long been considered a pain point that slows down and potentially discourages collaboration between industry and academia. To address this and create a faster process with greater predictability for both sides, many universities have recently launched pre-paid IP programs offering predetermined terms for the IP that comes out of sponsored research. Four universities will share their experiences in implementing, offering and future directions of their institutions’ pre-paid IP programs.

H2  From Idea to Startup Success: Leveraging Your Ecosystem for Positive Impact  Location:  Prospector Suite A – B  Moderator:  Joann MacMaster, University of Arizona  Speaker:  Justin Anderson, Wisconsin Alumni Research Foundation  Ken Porter, Innovate Calgary  Brendan Rauw, Oregon Health & Science University

Building a successful university startup company can be rewarding. However, the process can also be lengthy, challenging, and resource intensive. This session will present best practices and considerations designed to help the participants leverage their own ecosystems in three ways: 1. To find and engage the right talent at the right time to build the startup team; 2. To consider a funding model that carries the startup team from idea through successful growth, and which includes POC, I-Corps, SBIR/STTR, and equity/other funding sources; and 3. To engage the ecosystem for the facilities and ongoing support needed to create a smooth and successful transition for the startup team from University to market.

10:30 a.m. – Noon  Fireside Chat with John Cabeca  Location:  Salon A – C  Panelists:  John Cabeca, Director of the West Coast Region of the USPTO  Sally Sullivan, Lathrop Gage LLP  Ken Porter, Innovate Calgary

Join us for an engaging fireside chat with John Cabeca, Director of the West Coast Region of the U.S. Patent and Trademark Office.

The session aims to close a productive meeting with a discussion of USPTO trends and policy initiatives at the interface with University technology transfer, startups and commercialization.

Audience participation is encouraged, come with your questions as this will be an interactive session.
Learning • Connecting • Collaborating

Are you using all your AUTM Member Benefits?

Networking

Connect and collaborate with the world’s largest community of technology transfer professionals and share insights, best practices and mentorship.

- **In-Person Networking** – exchange ideas with hundreds of colleagues at annual and region meetings
- **Online Communities** – connect anytime with peers and mentors focused solely on technology transfer
- **Member Directory** – quickly and easily locate colleagues across the country or around the world
- **Special Interest Groups** – network with those who share your passion in specific areas

Advance Your Career

Whether you are new to the profession or a seasoned professional, you will find education tailored to your specific career needs.

- **Professional Development Courses** – beginning, intermediate and advanced courses offered throughout the year
- **Webinars** – stay up-to-date from the convenience of your desk with access to more than 60 courses
- **Technology Transfer Practice Manual** – discover a library of best practices and sample policies and agreements
- **Professional Certification** – demonstrate your qualifications and experience by earning your credentials
- **AUTM Learning Center** – manage your professional development, continuing education and certificate programs online

Industry Resources

AUTM is the leader in gathering and reporting detailed information about technology transfer.

- **AUTM Licensing Activity Survey** – the industry’s most comprehensive benchmark report on licensing income, number of startups and more
- **AUTM Salary Survey** – offers valuable insights on compensation and tools to map successful careers within the technology transfer profession
- **Statistics Analysis for Technology Transfer (STATT)** – online, searchable database with more 25 years of licensing statistics
- **AUTM Transactional Academic Comparables Tracking (TransACT) Database** – comprehensive database of transactional terms and conditions for fair market value and alternative pricing and deal structures
Save the Date
for these future meetings

2018
February 18 – 21
JW Marriott Desert Ridge Resort & Spa
Phoenix, AZ USA

2019
February 10 – 13
JW Marriott Austin
Austin, TX USA

2020
March 8 – 11
Manchester Grand Hyatt San Diego
San Diego, CA USA

2021
March 14 – 17
Washington State Convention Center
Seattle, WA USA

Annual Meetings

Central Region Meeting
July 9 – 11, 2018
Renaissance Minneapolis Hotel, The Depot
Minneapolis, MN USA

Eastern Region Meeting
September 13 – 14, 2018
Hyatt Regency Baltimore Inner Harbor
Baltimore, MD USA

Compliance Course
November 1-3
Hyatt Regency Bethesda
Bethesda, MD USA

Patent Administrator Course
November 1-3
Hyatt Regency Bethesda
Bethesda, MD USA

AUTM 2018 Essentials and TOOLS Courses
October 22-24, 2018
Hyatt Lodge at McDonald’s Campus
Oak Brook, IL USA

Advanced Manufacturing: Shaping and Joining Technologies
Forums
October 18 – 19
Detroit, MI USA

Professional Development Partnersing Forums

Region Meetings

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