Thinking Like a Region

Tim Penny, President/CEO
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Hard to Reform
Government

Why?
Status Quo Has Interest Groups

- Healthcare
  - AARP
  - AFL-CIO
  - AMA
  - Insurance
  - Pharmaceutical
New Dollars Compete with Existing Budget

- Entitlement vs. Discretionary
- Consumption vs. Investments
- Innovation loses out
  - Crisis Mentality – Reform requires deliberation
Committees Geared to Turf

- New programs on top of old
- Jurisdiction (silos)
- Seniority – old ideas
Bureaucracy

- Political leadership
  - Not real leadership
  - No management skills
  - Limited expertise
- Staff ingenuity not rewarded
- Use it or lose it mentality
- Silos
Reform Requires Thinking Differently
Focus on **ASSETS**

- Individuals
- Organizations
- Communities
- REGION
ASSET Focus leads to . .

- Creativity
- Synergy
- Results
What’s possible ...

for individuals?
ASSET-Focused
Strengths-Based
Organization: WHY?

- **Outcome** focused
- Use **assets** to grow individual staffers
- “**Walk the talk**” *from the inside out*
- Dwell in **possibilities**, not limitations
- Break down **walls & silos**
Result

- Only 20% of employees at top companies say they have an opportunity to do what they do best at work
- At SMIF 82% of employees say they have an opportunity to do what they do best at work!
What’s possible ... for communities?
ASSET-Focused “Community Growth Initiative”

- Facilitated Process
  - Visioning/Planning
  - Asset Mapping
  - Project Implementation
  - Evaluation

- SMIF Provides
  - Leadership Training
  - Technical Assistance
  - $15,000 Grant & Meeting Expenses/ Coordinator Stipend
Engages Everyone’s Assets
Advantages to ABCD Approach

- Develops leadership base of a community
- Focuses on local individual and group talents related to current issues
- Increases civic engagement leading to sustainability
What’s possible ... for a Region?
ASSET-Focus
“Southern MN Opportunity Roundtable”

- Activities
  - 10 Local Roundtables
  - 3 Regional Roundtables
  - 2 Summits

- Trusted partners=SMIF & CRPD
Southern MN Best Economic Strategies

- **Current Strengths**
  - Manufacturing
  - Health Care
  - Food/Agriculture

- **Future Strengths**
  - High technology
  - Bioscience
  - Renewable Energy
Example: Bioscience

The Region has powerful bioscience assets.

World-class agricultural prowess.

World-class medical research & practice.

World-class life science research.
Why Bio? JOBS:

- MN’s economy is more dependent on biobusiness than are the economies of other states
- More than 7,000 new biobusiness jobs are estimated to have emerged in MN since 2002
- A bioscience sector wage was, on average, $65,775—or approx. $26,000 greater (16.5%) than a private-sector wage in 2004
- Every new bioscience job results in the creation of an additional 5.7 jobs in the U.S.

Source information from the Biobusiness Alliance of Minnesota
Why Southern Minnesota?

- Mayo Clinic — Rochester/region
- Minnesota Valley Technical Laboratories — New Ulm
- Ethanol: A1-Corn Clean Fuel (Claremont) Corn Plus (Winnebago)
- Malt-O-Meal — Northfield
- Associated Milk Producers — New Ulm
- Hormel — Austin

(this is just a small sampling)
Regional Research Facilities

- Mayo Medical Ventures, Rochester
- The Hormel Institute, Austin
- Agriculture Utilization & Research Institute (AURI), Waseca
- U of M Southern Research Outreach Center, Waseca
- (proposed) Elk Run (a bioresearch and business area), Pine Island
- Universities & Colleges in Winona, Rochester, Mankato; branch campuses in region
How to Grow a Healthy Bio Economy

- Key components:
  - World-class science
  - World-class talent
  - Strong infrastructure
  - Development of convergence capabilities
Partners

- AgStar Financial Services
- Alliant Energy
- The BioBusiness Alliance of Minnesota
- Blandin Foundation
- Center for Rural Policy and Development
- DEED
- MinnStar Bank
- MnSCU
- Region Nine Development Commission
- Renewable Energy Marketplace

- RUPRI
- South Central Workforce Council
- Southern Minnesota Initiative Foundation
- Southwest Initiative Foundation
- Southwest MN Workforce Council
- United FCS
- Workforce Development Inc.
- Winona Investment Board
Southern Minnesota Regional Competitiveness Partnership
(Southern Minnesota Opportunities Roundtable)

- Bio champions
- Biobusiness resource network
- Renewable Energy Development Initiative (REDI)
What Else Does the Foundation Offer?

BIOSEED FUND to assist entrepreneurs:

- **North Ridge Pines**, Waseca
  - “Wind Fin” turbine development for electricity generation
- **Martell Biosystems**, Rochester
  - Early stage cancer diagnostics
- **Algaedyne Corporation**, Preston
  - Biotechnology company start-up focused on commercial production of algae—to provide the world with a cost-competitive replacement of fossil fuels
- **CanCure Laboratories**, Austin
  - Biotechnology company developing an anticancer drug to enhance the effects of existing therapies (preventing weight loss and protecting bone marrow function)
LOANS

- **Rushford Hypersonic**, Rushford
  - Commercialization of hypersonic plasma particle deposition (HPPD) coating process

- **Speech Gear, Inc**, Northfield
  - An innovative software product that “removes the language barrier” translating whatever you see, hear, say, read, write or type. Global medical applications possible.

- **USA Wind, LLC**, Medford
  - Currently sells new and refurbished wind generators on a part-time basis. Owner is looking at expanding business to include a Wind Farm in the Medford area.
Asset Based Community Dialogues

Pine Island
- “Going Green” a community-based recycling, composting & waste reduction program
- Interpretive and environmental bike path connecting community to proposed Elk Run Bio-business Center
- Investment in school curriculum options for bioscience and higher math study

Austin
- Community-based development strategy to nurture entrepreneurs and start-up businesses in the biotech and bioscience fields
Conferences

- May 2008: *Growing Bio*, Austin
- September 23: *Older Workers Leading Success*, Albert Lea
- April 19-20, 2010: *MNe Bio Valley Summit*, Rochester

[www.smifoundation.org](http://www.smifoundation.org)
Again

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