



***Thinking Like a Region***

**Tim Penny, President/CEO**  
**September 15, 2009**



# **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 ...**

---

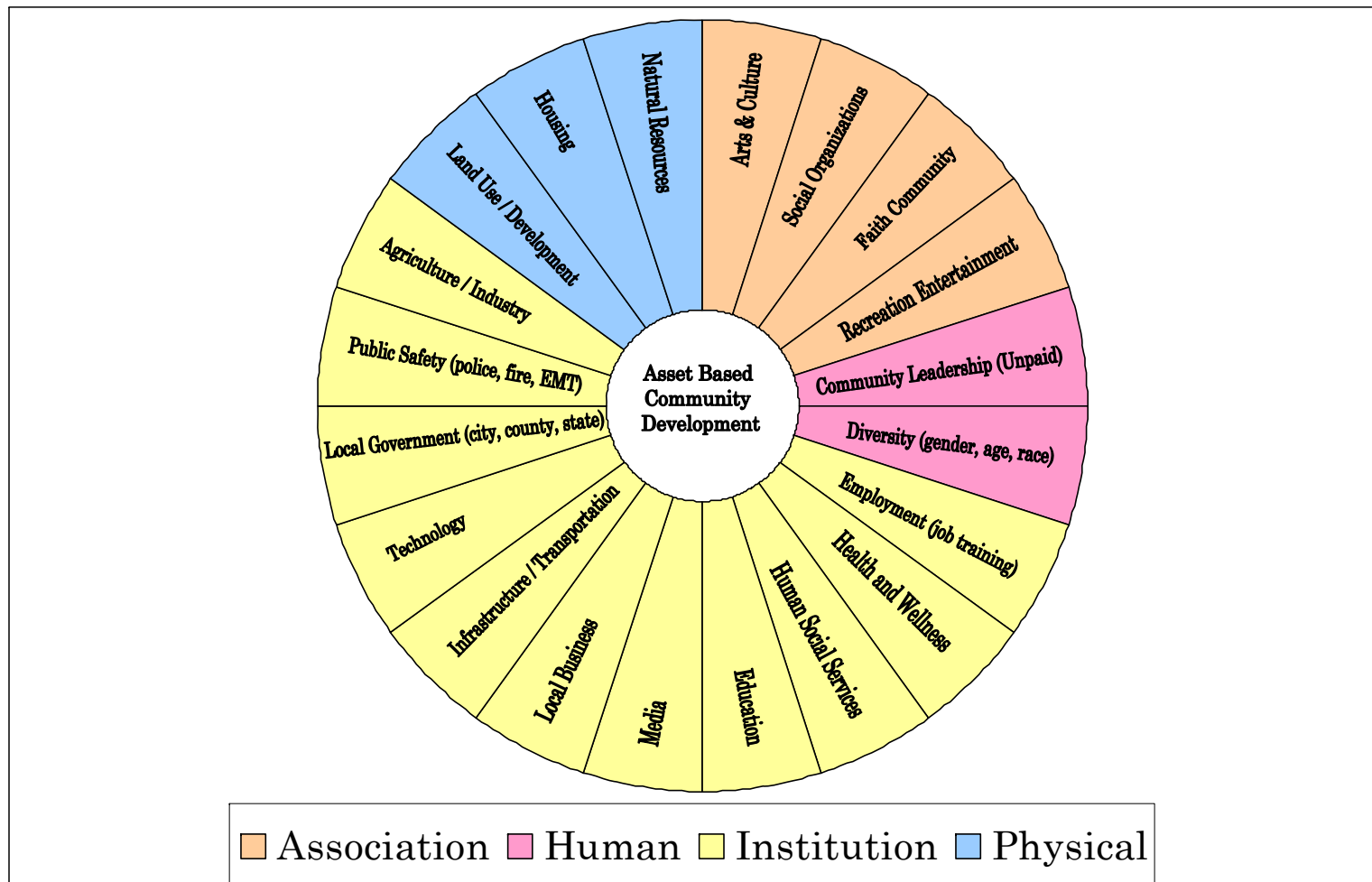
**for communities?**



# **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**

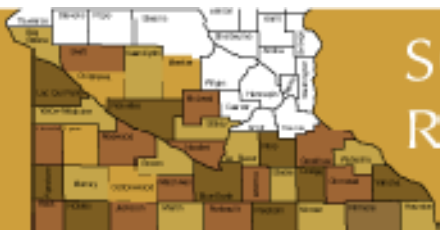
# Southern MN Best Economic Strategies

## □ Current Strengths

- Manufacturing
- Health Care
- Food/Agriculture

## □ Future Strengths

- High technology
- Bioscience
- Renewable Energy



SOUTHERN MINNESOTA  
REGIONAL COMPETITIVENESS PARTNERSHIP  
Creating an economic development strategy for Southern Minnesota.

# Example: Bioscience

The Region has  
powerful bioscience  
assets.

World-class agricultural prowess.

World-class medical research &  
practice.

World-class life science research.



THE HORMEL INSTITUTE  
UNIVERSITY OF MINNESOTA

# 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, an 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*

**ASSET-Focus leads to . . .**

- *Creativity*
- **Synergy**
- **Results**



# Contact Information

---

**Tim Penny**

President/CEO

507-455-3215

[timp@smifoundation.org](mailto:timp@smifoundation.org)

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