

Welcome to our Inaugural Issue!

Ideas & Innovations is a newsletter published by the Economic Development Corporation of New Haven. This quarterly bulletin celebrates business innovation in a city long known for its commercial creativity. Every three months, we will share news of economic progress, development updates and profiles of companies that are redefining their industries through innovative practices and processes. If you would like to subscribe, send an email to info@edcnewhaven.com.

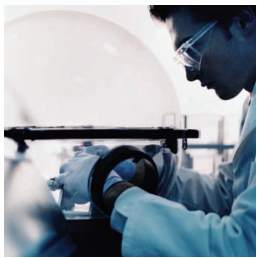
Photo by Versageek www.flickr.com/photos/versageek

SUMMER 2009

IDEAS & INNOVATIONS NEW HAVEN



The Future is the Past: Innovation!



The nature of economic development has changed. Job-creation agencies once focused on big projects offering hundreds of jobs. Those opportunities are rare; today, most jobs are created by small businesses.

Think Small

Even big companies are looking outside for fresh ideas. For example, Procter & Gamble once prided itself on in-house product innovation. Today, half of its new products come from outside the company. This new climate is perfect for New Haven.

“Experts worldwide are trying to duplicate conditions that have existed in New Haven since the city’s founding in 1638,”

- Long a hub for innovation, the city helped launch the industrial revolution when Eli Whitney built his cotton gin here. Today, innovation remains part of New Haven’s DNA as local companies find new ways to treat disease, develop new products and manufacture goods.

“Historically, New Haven has been a center for commercial and academic innovation,” said David Silverstone, chairman of the Economic Development Corporation of New Haven (EDC). “Today, the two streams are coming together as more university research is commercialized. Yale’s cutting-edge research ensures that New Haven will remain at the center of creative commerce.”

Academic studies are supplemented by private-sector research and development being done by many of the city’s 5,000 businesses.

The EDC Mission

The EDC, a non-profit corporation whose mission is to attract and retain businesses, is packaging the power of innovation to promote New Haven as a locale where companies should invest. The EDC will promote the city as a hub of innovation in key industries.

The marketing program will showcase innovation through the world-class work of local companies. For example, local architects are designing new landmarks around the world.

The EDC is also targeting several industries which offer New Haven unique growth opportunities in bioscience, information technology and advanced manufacturing.

Companies invest in business destinations to access the research, creativity and innovation available there. In response, economic development experts are creating environments that fuel collaboration between researchers and companies to promote innovation.

“Experts worldwide are trying to duplicate conditions that have existed in New Haven since the city’s founding in 1638,” said Michele Whelley, the EDC’s chief executive. “While other locales try to attract research, we have world-renowned Yale University as an anchor. While others try to improve the quality of life, New Haven’s arts, culture, dining and recreation are vibrant. While others try to attract educated workers, we are fed by 11 universities within an hour’s drive – five right here.”

What’s the secret to attracting the right kinds of jobs? The experts say:

- Density is important. Because innovation comes from face-to-face interaction, compactness is critical. New Haven’s size is ideal.
- Small companies are vital. Nearly 90 percent of new Silicon Valley jobs come from small and new firms – the kinds of companies common here.
- Access to talent is necessary. Surrounded by universities, New Haven is ideal. And its quality of life attracts new talent.

The EDC is building resources to market the community as a business destination: A quarterly newsletter, a new Web site, a marketing campaign and business-support activities. “New Haven perfectly fits the needs of companies,” said Whelley. “It’s an ideal time to shine a bright light on all that the city has to offer businesses.”



Venture Capital Fair Returns to New Haven

After three years in Stamford, the Crossroads Venture Fair returned to New Haven on May 5 and 6, attracting a record number of participants.

The largest venture capital fair in the East, Crossroads was lured back when Yale University and the Economic Development Corporation of New Haven agreed to jointly sponsor the event. Crossroads matches young companies with investors who can help to finance their growth. This year more than 300 business leaders and 24 companies participated, a record in the fair's 16-year history.

“While the economy is bad, business people remain optimistic.”

- “Crossroads creates an important opportunity to match the smart thinking of young, local companies with the financing critical to their development,” said Tom Wood, chief executive officer of CardioPhotonics

LLC, whose company presented at the fair. “By bringing investors into New Haven for this event, we raise the profile of local companies and nurture industries that have taken root here.”

A survey of attendees conducted by Connecticut Ventures, the fair's host, found that 82 percent of investors said Crossroads “met” or “exceeded” expectations while 77 percent of exhibitors said the event was at least as productive as other venture fairs.

Thinking About the Future

“The turnout and response indicate that business people in New Haven and throughout Connecticut continue to think of the future, plan new ventures and seek new ideas,” said David Silverstone, chairman of the

Economic Development Corporation of New Haven. “While the economy is bad, business people remain optimistic.”

By returning to New Haven, Crossroads sought to attract more developed young companies. New Haven is a hotbed of biotech research and development, thanks in part to companies that have emerged from Yale research. In addition, new information technology, computer science and medical device companies have launched in New Haven to take advantage of its location and the intellectual capital resident in the nearby universities.

“By sponsoring Crossroads, we continue to nurture fresh ideas for business and industry and showcase what is happening here at Yale, in New Haven and around the state,” said Bruce Alexander, vice president for New Haven and State Affairs and Campus Development at Yale. “Yale has been an engine for innovation for many years. Through the Yale Office of Cooperative Research, the university has commercialized some of our faculty's research and created a thriving biotechnology and life sciences start-up community here in New Haven over the past decade. With the recent establishment of the Yale Entrepreneurial Institute, there is an effort to help students start innovative new companies as well.”



Calendar of Events

July

- 14th **Disaster Recovery: Are You Prepared?**
5:30 p.m.
Contact Carlos Eyzaguirre
ceyzaguirre@edcnewhaven.com
203-785-1000
- 24th **Connecticut Technology Council, Ten Tips for Start-Ups Trying to Raise Capital**
5:30 p.m. to 7:30 p.m.
Contact Fred Wergeles
fred@intelstrategy.com
860-408-9093
- 27th **Greater New Haven Chamber of Commerce 16th Annual McGladrey Golf Classic**
10:30 a.m. to 7:30 p.m.
Contact Paul Tommaselli
ptommaselli@gnhcc.com
www.gnhcc.com

August

- 11th **Connecticut Technology Council Project Management Fundamentals & Certification Prep Course Preview**
6 p.m. to 8 p.m.
Contact Kristin Plonski
kplonski@goadnet.com
www.goADNET.com
- 21-29th **Pilot Pen Tennis Tournament**
Schedule varies Contact Pilot Pen Tennis at www.pilotpentennis.com
- 24th **Evening at Pilot Pen, sponsored by the Greater New Haven Chamber of Commerce**
Visit the Chamber's web site
www.gnhcc.com

September

- 10th **Regenerative Engineering: New Avenues for Tissue Repair, sponsored by the Biological Engineering Alliance and Consortium (BEACON)**
5:30 p.m. to 7:30 p.m.
Contact Theresa Wilson
theresa.wilson@beaconalliance.org
- 15th **Soundview Innovation Luncheon, a regular event sponsored by the Connecticut Technology Council**
Noon to 2 p.m.
Contact Keith Reynolds
keithrey@maxim.com
- 17th **Connecticut Innovation Pipeline Awards, sponsored by the EDC**
time tbd.
Contact Mike Scricca
mscricca@ct.org
860-289-0878 x334



SARGENT Manufacturing: Unlocking Door Opening Innovation

A manufacturer that's operated in New Haven since 1864 is still making history.

SARGENT Manufacturing Company (www.sargentlock.com) is at the center of life-safety and security innovation. Long a maker of over 60,000 different items including cow bells, tools and hardware products, today SARGENT focuses exclusively on commercial door hardware products and solutions.

ASSA ABLOY, a Swedish multinational company and global leader in door opening solutions, acquired SARGENT in 1996. The acquisition allowed ASSA ABLOY to establish its presence in North America with the best quality brand in the business.

Center for Research & Development

Today, SARGENT is the company's center of excellence for electro-mechanical research and development for locks, panic bars and practically any hardware that is used to control a door opening or closing; local researchers concentrate on "any piece of hardware solution that controls a door with a wire or intelligence," said Paul Marquis, director of electro-mechanical product development.

Research and development work done in New Haven shows up in SARGENT and other ASSA ABLOY Group company products.

As a result, schools, hospitals and other institutions can choose fully networked locking systems that can immediately lock down a building – literally locking every door – and protect people in an emergency. An additional solution developed by SARGENT and other ASSA ABLOY Group companies, called Hi-O technology, creates a network between smart devices installed around a door similar to a USB connection between computer peripherals. This intelligent opening technology is easier to install and will notify maintenance when doors should be inspected or repaired, saving time and money.

"We've stayed in New Haven for many reasons, but the most compelling is the quality of the work force."

- The company's systems allow building owners to network doors through a standard Ethernet or WiFi connection. This permits sophisticated access control without installing new wires.
- One system of this type is currently in test with Quinnipiac University, a longtime customer.

Good Design Matters

- "We're also making our products more aesthetically pleasing," said Sandy Matheny, architectural development manager for ASSA

ABLOY Door Security Solutions. "Today, designer levers, pulls and doors are very important to customers. And, growing research suggests that good design is conducive to good health. That's important for hospitals. Studies show the new look helps people heal faster and helps hospitals attract and retain the best talent."

In addition to R&D, local manufacturing is important to ASSA ABLOY. The local operation has refined manufacturing processes in New Haven. Today, nearly 700 employees work in New Haven including manufacturing, R&D, sales and marketing administration and ASSA ABLOY's Americas Division headquarters. The company operates from a 358,000 square-foot building located just a quarter mile from the original SARGENT Manufacturing space, overlooking New Haven harbor.

"We've stayed in New Haven for many reasons, but the most compelling is the quality of the work force," said Jack Dwyer, vice president of human resources and administration for ASSA ABLOY Americas. "It's a very educated workforce and there's a lot of loyalty. It's common for people to spend their careers with us. We think that's made us a stronger company."

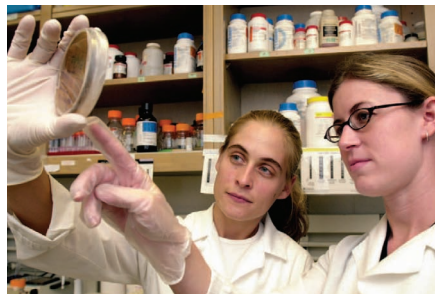
Briefs

Business Retention/Outreach

During its first year of operation, the Economic Development Corporation of New Haven (EDC) has met with more than 300 local companies. Part of the EDC's core mission, the outreach aims to build stronger relationships with local companies and provide assistance, including:

- Help with local permitting issues.
- Site assistance to help companies expand at their current locations, find other space or build.
- Identifying the right local organizations to fund new-employee training.
- Advice on local tax credits and incentives.
- Connections with city staff to resolve issues.
- State assistance to help companies access financing and other assistance.

Business Growth and Attraction



The EDC's growth and attraction strategy seeks to expand the business base within key industries and create a critical mass and sense of community that will help all companies within the industry to grow.

Based on an analysis of various factors, the EDC identified bioscience, information technology and manufacturing as three primary growth sectors to target for business growth. Other sectors are also being assessed for future growth potential.

Small-Business Support

The EDC is committed to support New Haven's small business community, already an extensive and diverse group of companies across all industry sectors. On June 16th, the EDC launched the first of what will be a series of seminars focused on small businesses. Seventeen small-business owners attended a seminar focused on helping local entrepreneurs build their brands during a challenging economy. The session, co-hosted by the EDC and think creative group, a New Haven web site, marketing and branding firm, was a hands-on, interactive event that provided insights to help participants market their companies online and through other channels.



For more information please contact

Michele Whelley, Economic Development Corporation of New Haven, 195 Church Street 14th Floor, New Haven, CT 06510
Phone (203) 785-1000 Fax (203) 785-9900 Email: mwhelley@edcnewhaven.com

Subscribe to Ideas & Innovations New Haven by emailing info@edcnewhaven.com.



Neighborhood Business Revitalization Initiative

Strengthening neighborhood business districts is an important part of the EDC's comprehensive economic development program.

EDC staff is providing expertise and resources to two of the city's business districts to:

- Help develop and implement streetscape improvements and other beautification projects.
- Address issues of "crime and grime."
- Assist with targeted marketing programs to attract new, more diverse types of businesses.
- Help specific businesses with issues ranging from financing to technical assistance to permitting.



Medical District Strategic Plan for Redevelopment

The EDC has been charged with managing the process of developing and implementing the Medical District plan, a new mixed-use neighborhood anchored by Yale-New Haven Hospital and Yale University Schools of Medicine and Nursing at one end and Union Station at the other.

Clough Harbor & Associates is designing a new street grid which will eventually connect with the urban thoroughfares that will replace Route 34.

Recently, the EDC engaged Alex Cooper of Cooper Robertson & Partners, a premier architecture and urban design firm, to create urban design guidelines and standards for the district. Cooper Robertson is teaming with John Alschuler of HR&A to provide the financial models needed to explore financing options for the public infrastructure.