

# INNOVATION GAINESVILLE VOLUNTEERS

## INNOVATION ADVOCATES

Terry Van Nortwick  
PRO iNK

John Spence  
Flycaster & Company

**Susan Washer, Co-Chair  
AGTC**

Hutch Hutchinson  
Alachua Conservation Trust

Randall Reid  
Alachua County Board of  
Commissioners

Rod Smith  
Avera & Smith LLP, Attorney  
At Law

Phoebe Miles  
Cade Museum Foundation

Breck Weingart  
Charles Perry Construction,  
Inc.

Glovis Watson, Jr.  
City of Alachua

Pegeen Hanrahan  
City of Gainesville

Rich Blaser  
Infinite Energy Inc.

Tom Rothrock  
Info Tech

Jim McClave  
Info Tech, Inc.

Ward Boston  
North Florida Regional  
Medical Center

Andy Sherrard  
O2B Kids!

Brian Hutchison  
RTI Biologics

**Jackson N. Sasser, Co-Chair  
Santa Fe College**

Sandy Hollinger  
School Board of Alachua  
County

Cesar Fernandez  
SFC Graduate, UF Student

Jane A. Adams  
University of Florida

Stephanie Warrington  
Xhale, Inc.

## ACTION TEAM MEMBERS

Richard R. Allen  
Tracy Bachmann

Judy Boles  
Greg Bradley

Erik A. Bredfeldt  
Patti Breedlove

Florida Bridgewater-Alford

Chris Brown  
John V. Carlson

Joe Cirulli  
Charles W. Clemons, Sr.

John Cole  
Scott Costello

Bryan daFrota  
Rick Drummond

Dave Edwards  
Matt Fajack  
Rose Flagler

Mitch Glaeser  
Martin Gold

Bruce Gordon  
Kelly Gridley

Taal Hasak  
Robert Hutchinson

Kevin Ireland  
Ed Jennings, Jr.

Greg Johnson  
Debbie Lee

Joseph Lowry, Jr.  
Tom Mallini

David S. Massias  
Linda McGurn

Sean McLendon  
Richard G. Miles

Kimberly Mitrook  
Cassy Morgan

Jane Muir  
Chris Needles

Annie Pais  
Cindy Regan

Ed Regan  
William Rossi

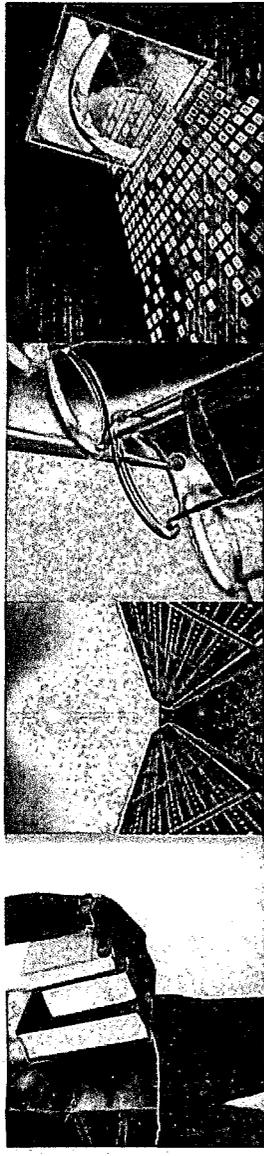
Dan Rua  
Erik Sander

Randy Scott  
Janine Sikes

Nina Stoyan-Rosenzweig  
Adrian S. Taylor

Marilyn Tubb  
Kathy Viehe

Mark Walker  
Heather B. White



# INNOVATION GAINESVILLE

## Transforming Gainesville's Assets to Compete in the Global Economy

### THE OBJECTIVE AND CHALLENGE

Can Gainesville transition its current economic focus to a more competitive, knowledge-based economy for all of our citizens? How can we engage the University and other knowledge providers – public and private sector alike – to transform the way we do business, retain students and graduates, and expand the resources necessary to enhance our quality of life?

### ADDRESSING THE CHALLENGES

In less than six months, more than 200 individuals worked together in an unprecedented approach to create and prioritize Fundamental Actions for Implementation.

Can we overcome limitations – in both mindset and the way we measure success – by adopting new metrics?

Through an initial research phase, including data analysis and defining our unique assets, rich and robust targets of opportunity were identified on which to grow a new generation of jobs and startup enterprises, and to attract the best minds and ideas to Gainesville.

Can we tell our story better – about our successes, assets and individual endeavors? **Yes we can. And we will.**

In turn, we determined barriers limiting our success and agreed to collaborate on resolutions.



**Gainesville Area**  
CHAMBER OF COMMERCE

Special thanks to the hundreds of individuals who participated in discussions and focus groups.

# THE BIG IDEA: Collaboratory for Connected Innovation

A Big Idea implies that there is only one solution to improve our economic competitiveness through being an innovative community. For Greater Gainesville, **THE BIG IDEA** is one that culminates months of discussion and informal debate

our rich and abundant capabilities for specific and measurable results.

In areas of Health Technology and Green Technology, this community Collaboratory will bring together an interdisciplinary set

of experts, market-makers, inventors and investors to design and launch new products and services.

This is not another incubator. By leveraging our Sid

At no time in Gainesville's history have all the technologies, skills sets, institutions and innovative minds aligned as we find now in the Collaboratory. Solving both routine and unique challenges through a connected innovation team will be our brand and our message!

to solve national and regional grand challenges in areas of business, industry, society and community development.



## ONE BIG IDEA

Create Jobs, Industries, Products and Innovate Like No Other Region

future generations. But no community can focus on such a broad portfolio immediately. Therefore, Innovation Advocates and Action Teams have prioritized the most critical next steps into a Jump-Start Plan that calls for:

1. Measurable results in the first year
2. The creation of a new organizational platform through which to sustain our work, and most vital to ensuring that Greater Gainesville continuously benefits from the Road Map
3. Metrics and outcome briefings, reports and online materials to engage every parent, student, teacher, faculty member, CEO, staff member, community leader and elected official – the entire range of our region!

This is our time, our moment, our future. Join us at [www.InnovationGainesville.com](http://www.InnovationGainesville.com)

# MOMENTUM AND SPARK: Our Jump-Start Plan

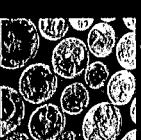
## ACTING INNOVATIVELY THE FIVE ELEMENTS



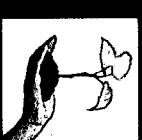
CELEBRATE  
INNOVATIVELY



LEARN  
INNOVATIVELY



INVEST  
INNOVATIVELY



LIVE  
INNOVATIVELY



SPEAK  
INNOVATIVELY

A portfolio of action steps and implementation strategies to retain students, attract innovators and ensure a greater quality of life.