Agenda

12:00 - 12:15
Lunch, Exhibitor Presentations & Networking

12:15 - 12:45
Welcome Remarks

Dyan Brasington
Vice President, Innovation and Applied Research

Dr. Maggie Reitz
Interim Provost and Vice President for Academic Affairs

Dr. Timothy Chandler
Interim President

Mini Presentations

Promoting Food Access and Food Equity for All
Dr. Andrea Brace, Department of Health Science

Reenvisioning a Professional Development School through Collaborative Inquiry
Dr. Laila Richman, Department of Special Education

Measuring Head Impact in Men's and Women's Lacrosse
Dr. Michael Higgins, Department of Kinesiology

Economics Comes to Life: Integrating Data into a Dynamic Viewer Dr. Julie Knight, Regional Economic Studies Institute

12:45 - 1:00
Lunch, Exhibitor Presentations & Networking

1:00 - 1:20
Keynote Remarks

Ben Wu
Deputy Secretary
Maryland Department of Business & Economic Development (DBED)

1:20 - 2:00
Exhibitor Presentations & Networking

Keynote Speaker

Ben Wu

Deputy Secretary
Maryland Department of Business and Economic Development

In January 2015, Governor Larry Hogan and DBED Secretary Mike Gill announced Benjamin H. Wu as Deputy Secretary of the Maryland Department of Business and Economic Development (DBED).

In his role, Wu acts as the Chief Operating Officer, responsible for overseeing the Department's charge of attracting companies to the State, working with in-state companies to help them expand and add jobs, connecting companies with resources and partners and driving tourism, film and the arts. Wu previously served as the Maryland Assistant Secretary of Business and Economic Development and Senior Technology Policy Advisor, as well as the U.S. Deputy Undersecretary of Commerce for Technology and the U.S. Assistant Secretary for Technology Policy. In addition, Wu was Counsel for former Maryland Congresswoman Connie Morella and the Technology Subcommittee of the House Science Committee.

2015
Business Plan
COMPETITION
organized by
TOWSON UNIVERSITY
Incubator

Attend the Annual Business Plan Competition Finale

- ✓ Meet TU's Director of Entrepreneurship, Frank Bonsal III.
- ✓ See the ten finalists present their business ideas in lightning presentations.
- ✓ Witness the judges award prizes, including Incubator memberships, to the winners.
- ✓ Mix-and-mingle during a networking reception with participating judges, the TU Entrepreneurship board members, Student Launch Pad participants, leading professional service providers, and our innovative finalists.
- ✓ Support local innovation and entrepreneurship while making lasting connections.

JOIN US MAY 6, 2015

4:00 - 4:30 PM
Registration and Check-In

4:30 - 5:00 PM
Finalist Lightning Presentations and Awards Ceremony

5:00 - 6:00 PM
Power Networking, Reception with Refreshments

Minnegan Room
Johnny Unitas Stadium
Towson University

Learn more and RSVP to this free event
www.tuincubator.com

TOWSON
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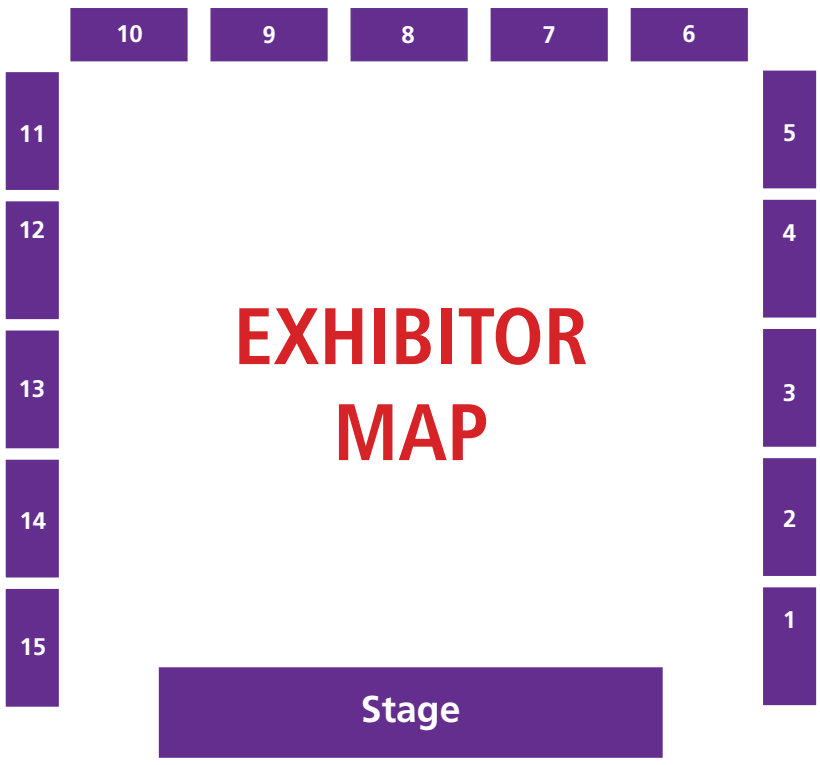
TOWSON UNIVERSITY SHOWCASE

Where Partnerships Start

April 28, 2015
Noon - 2pm

TOWSON
UNIVERSITY



Showcase Exhibitors

1 Marketing Research for Community Organizations and Small Businesses

The Consumer Behavior Analysis course in the College of Business and Economics teaches students how to examine the buying behavior of individuals and organizations. The students then have the opportunity to apply what they have learned with real-world clients, such as the Town of Port Deposit, Mazda, and McCormick. These partnerships create service-learning projects that benefit students, the University, and the external community.

Web: www.towson.edu/marketing
Primary Contact: Philippe Duverger – pduverger@towson.edu

2 Deaf Studies Outreach Programs and Undergraduate Research

The Deaf Studies Program at TU connects with the community in a variety of ways. Students from the program have the opportunity to work directly with deaf populations through internships, service-learning, and independent study courses. Undergraduate students also perform research on important issues facing deaf individuals. In addition to curricular opportunities, students connect with the deaf community through the American Sign Language Club and the ASL Residential Community, which both bring in guest speakers and performers on deaf-related topics. Faculty members also provide training to area organizations, such as fire departments, about how to work with deaf people in emergency situations.

Web: www.towson.edu/asld/undergraduate/deafstudies
Primary Contacts: Jody Cripps – jcripps@towson.edu; Sheryl Cooper – scooper@towson.edu

3 Reenvisioning a Professional Development School through Collaborative Inquiry

This project creates a new model for professional development schools that strengthens and extends partnerships with local and regional school districts. Currently, TU is working in partnership with Baltimore County Public Schools to establish a model Professional Development School Learning Center at Halstead Academy. Once this model is fully operational, the instructional and teacher preparation practices will be spread to nearby BCPS schools.

Primary Contacts: Clare Kruft – ckruft@bcps.org; Diane Wood – dwood@towson.edu

4 New Approach to Professional Development for Teachers

Towson University, through an Improving Teacher Quality Grant with the Maryland Higher Education Commission, has developed a replicable model for the professional development of in-service teachers. This model integrates Universal Design for Learning principles, literacy in the content areas, STEM curriculum and Next Generation Science Standards, and new accountability standards. The model uses a five-pronged approach: Learn, Apply, Support, Reflect, and Lead.

Primary Contacts: Laila Richman – lrichman@towson.edu; Elizabeth Neville – eneville@towson.edu

5 Continuing Education, Customized Training, and Workforce Development

The Towson University Center for Professional Studies is committed to developing customized workforce training programs for clients within the government and corporate sector designed to address critical skill gaps. Drawing upon the talent of faculty, staff, and a broad network of alumni, we identify experienced subject matter experts to develop and deliver dynamic training programs to enhance productivity and efficiency within your workforce. With a flexible delivery model including in-person and remote training, we can adapt to meet the needs of your staff regardless of location.

Web: www.towson.edu/innovation/cps
Primary Contact: Jeff Beeson – jbeeson@towson.edu

6 Accessible Technology-Driven Health Solutions

Towson University is partnering with health-care companies and support groups to create Smart Health applications that improve the well-being and lives of individuals and their families. Examples of apps include: Portable Assistive App to Improve Independence for People with Autism, ProCare: A Proactive Real-Time Solution for Asthma Care and Management, and ARM-Stroke: A Mobile App for Everyday Stroke Rehabilitation.

Web: address
Primary Contacts: Jinjuan Heidi Feng – jfeng@towson.edu; Subrata Acharya – sacharya@towson.edu; Ziying Tang – ztang@towson.edu

7 Kinesiology Research: Implications for Exercise Performance and Public Health

Faculty members in Towson University's Department of Kinesiology are performing research on a wide variety of topics. This research addresses relevant issues facing various populations across the state and even the world. Their findings can be directly applied to individuals and organizations in order to enhance understanding of human movement as it relates to them. The two featured research projects are "Measuring Head Impact in Men's and Women's Lacrosse" and "Assessing the Effects of High Altitude Exposure on Human Physiology."

Web: www.towson.edu/kinesiology
Primary Contacts: Michael Higgins – mhiggins@towson.edu; Devon Dobrosielski - ddobrosielski@towson.edu

8 Promoting Food Access and Food Equity for All

Food access and food equity are pressing issues, not only in the Baltimore area, but across the country. Towson University's College of Health Professions is working to raise awareness of these issues and work towards solutions. The department is doing this through a variety of research and initiatives on topics such as community gardens and food deserts.

Primary Contact: Andrea Brace – abrace@towson.edu

9 Alcohol Tobacco & Other Drugs (ATOD) Prevention

Towson University is host to the Alcohol, Tobacco and Other Drug Abuse (ATOD) Prevention Center, which has been in existence since 1990. The goal of the Center is to reduce risk-taking behaviors associated with the use of alcohol and other drugs. The ATOD Prevention Center is an important partner in the university's overall goal of reducing behaviors that compromise student safety and academic success.

Web: www.towson.edu/atod
Primary Contacts: Donna Cox – dcox@towson.edu; Laurencia Hutton-Rogers – lhuttonrogers@towson.edu

10 Applied Research and Technical Services for Business, Government, and Non Profit Organizations

Centers and institutes within the Division of Innovation and Applied Research have a long history of providing analytical, technical, and research services for the region's federal agencies, state agencies, county and local governments, non-profit organizations, and private sector companies. Solutions include GIS analysis and application development, economic and policy analysis, business analysis and management consulting, and IT consulting.

Web: www.towson.edu/innovation/arts
Primary Contact: Dr. Daraius Irani – dirani@towson.edu

11 Glen Arboretum

The Glen Arboretum at Towson University is a treasured campus and community resource located adjacent to Smith and Van Bokkelen Halls. It was dedicated in 1936 to provide an educational experience for students in the Baltimore region. The Glen Arboretum offers many opportunities to the campus and community, such as tree planting, walking tours, the Challenge Course, educational presentations, and research projects.

Web: www.towson.edu/glen
Primary Contact: Jim Hull – jhull@towson.edu

12 Ailey Camp and Art Summer Camps

AileyCamp provides youth from Baltimore and surrounding areas, between the ages of 11 and 14, with an opportunity to explore their creativity, master their bodies, and strengthen their respect for themselves and others within a supportive framework. TU's College of Fine Arts and Communications also offers a variety of other summer camps for area children, including art and dance.

Web: www.towson.edu/aileycamp
Primary Contacts: Marissa Berk-Smith – mberksmith@towson.edu; Linda-Denise Fisher-Harrell – lfisherharrell@towson.edu

13 Towson Theatre Infusion & Reading Encouragement Program

TU's Department of Theatre Arts works closely with area schools to enhance the cultural vitality of the region and to expose children to theatre and the arts from a young age. The Towson Theatre Infusion program pairs undergraduate theatre majors with area high school students to teach them the art and craft of theatre. The students then get the opportunity to see a production and discuss their reactions with TU undergraduate theatre majors. The Reading Encouragement Program educates theatre majors to use theatre as a tool to inspire third-graders to be lifelong readers. TU theatre students use storytelling techniques to work with third graders to improve their reading skills.

Web: www.towson.edu/theatre/opportunities/outreach.asp
Primary Contacts: Susan Rotkovitz – srotkovitz@towson.edu; Steven Satta – ssatta@towson.edu; Sarah Lloyd – slloyd@towson.edu

14 TU Entrepreneur Experience

TU is deeply committed to fostering entrepreneurship and innovation through the TU Entrepreneur Experience, which involves the TU Incubator and the Student Launch Pad. The TU Incubator, Towson University's business incubator, serves as an entrepreneurial resource and activity hub inside and outside of Towson University. Education Technology (EdTech) is a main area of focus, and the TU Incubator is uniquely positioned to help companies succeed by leveraging the University's resources and expertise in education. The Student Launch Pad at Towson University facilitates interdisciplinary collaboration between academics, student life, and our larger community to encourage Towson students to create enterprise as innovators, agents of change, and scholars.

Web: www.towson.edu/innovation/entrepreneurship
Primary Contact: Frank Bonsal III – fbonsal@towson.edu

15 3D Object Lab

In partnership with manufacturing organizations around the state, the 3D Object Lab is bringing digital prototyping and rapid manufacturing to the region. The Object Lab is a state of the art digital fabrication facility that provides students access to technologies across the entire digital fabrication ecosystem. Students can learn various CAD (Computer Aided Design) programs, 3D scanning, 3D printing, laser cutting and CNC milling. The lab is dedicated to not only teaching students about these technologies, but introducing new ways of thinking about technology and collaborating with partners across campus and across the region.

Web: www.theobjectlab.com
Primary Contact: Joshua DeMonte – jdemonte@towson.edu