



No.1/September 2013

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THE FUTURE OF INNOVATION

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FOR
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UPS

Featuring
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The next step in
children's health

**BRIDGES TO
SUCCESS**
Tools for start-ups

MOVING WASHINGTON FORWARD

Michael Young—President of the University of Washington,
expresses his desire to make Washington State an innovation hub

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CHALLENGES

Innovation is the application of new solutions.

This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to markets, governments, and society.



The innovation economy



Michael K. Young
PRESIDENT,
UNIVERSITY OF
WASHINGTON

“After WWII, America embarked upon a remarkable journey, emerging as the world’s leader in innovation.”

Part of America’s DNA is rooted in the creative spirit, embodied in some of the founding fathers of invention like Benjamin Franklin and Thomas Jefferson. Inventing things has always been an American strength. Names like Henry Ford and the Wright brothers come to mind, along with their modern counterparts Gates, Jobs, Zuckerberg, and Bezos.

After WWII, America embarked upon a remarkable journey, emerging as the world’s leader in innovation, thanks to the unique American model combining federal government investment in research and discovery with its major institutions of higher education. The result

has been not only a flood of invention and innovation over the past sixty years but also the steady supply of graduates infected with the bug to discover and invent.

As they move into business and industry, a remarkable partnership develops leading to new products and processes that fuel economic growth and lead to a better quality of life. From biotechnology to laser technology, GPS to the Internet, modern life has improved dramatically as a result of discoveries at our nation’s universities.

Our nation’s major centers of innovation—whether it be Highway 128 in Massachusetts, North Carolina’s Research Triangle, California’s Silicon Valley or places like San Diego and Seattle—all have at least two things in common: the pres-

ence of one or more major research universities and a community of local inventors and investors eager to take risks.

Our state, one of the nation’s leading suppliers of innovation and home to many of our country’s most exciting companies, is well-positioned for the future.

I firmly believe that whatever the coming decades have in store for us as global competition heats up, as long as our universities remain vibrant and our companies continue to grow, we will be right there in the mix, one of the world’s epicenters of innovation.

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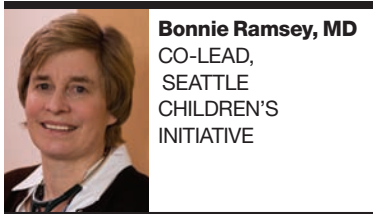
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The process of inclusion: rethinking clinical trials



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The road to improving pediatric healthcare starts with a medical question for which there is no satisfying answer. Finding answers to these unknowns frequently involves research studies that bring together families with clinical researchers who are trying to find

better care and treatment options for these young patients.

Research studies call for participation by pediatric patients and often provide opportunities for participants to benefit from the latest thinking or therapies. Participation may include providing a tissue sample, trialing a new medication or sur-

gical procedure, or answering survey questions about day to day activities.

It can sometimes be a difficult decision for a family to enroll their child in a study, and many families decide to opt-out. However, it’s vital that patients and their families realize they have the opportunity to improve patient care by getting involved, whether they decide to participate or not.

Children today are benefiting from research of the past that involved others like them. Vaccines for diseases like polio and better treatment options for conditions like ADHD, cystic fibrosis, leukemia, and dia-

betes are a result of children and their families volunteering for research. By partaking in research, participants have the opportunity to help children of the future in a similar way.

As pediatric clinicians and researchers, families expect us to challenge the status quo and develop new and better therapies for children. Every child should have the opportunity to directly or indirectly benefit from research. Participating in research studies can help make this vision a reality.

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She won't be born until 2017.
We're working today to save her life.

Every morning in downtown Seattle, something remarkable takes place. Over 1,000 researchers and professionals gather at a three-building campus in a relentless effort to find new treatments and cures for the diseases that plague children here and around the world. Welcome to Seattle Children's Research Institute, which has emerged as one of the nation's leading pediatric research facilities. Our talented investigators have made stunning breakthroughs in the fight against cancer, cystic fibrosis, epilepsy and AIDS. Because we believe that every child deserves a full, healthy life. To learn more or donate, go to seattlechildrens.org/research



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At this very moment, thousands of university researchers across the U.S. are working on extraordinary innovations that have the power to change the world. From treatments for deadly and debilitating diseases, to biofuel alternatives, and water purification technology for the developing world, research breakthroughs hold more promise than ever for translating scientific discovery into products, services, therapies, diagnostics, and cures that can help millions of people worldwide.

The challenge is bridging the gap between academic research outcomes and the commercial potential of those discoveries. How do we take these seeds of scientific discovery and innovation on our campuses and maximize their potential to become relevant products, therapies, or services in the marketplace?

LINDEN RHOADS, VICE PROVOST,
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A bright energy future

Solar and its growth in Washington State

Washington home and business owners are “going solar” in record numbers, and our local industry is powering the boom. Consider these facts:

- Installation of solar energy systems in Washington homes and businesses is nearly doubling every year.
- Solar panel manufacturing output in our state has increased six-fold over the past 24 months, driving down the cost for consumers.

With some of the most progressive incentives in the nation, the return on investment for Washington residents today is real and

substantial. Working together, our state has made solar a smart buy.

How smart? Residential and commercial property owners with a “Made in Washington” solar array may be eligible for a check up to \$5,000 per year for the power their panels put into the grid, while at the same time their power bill is reduced by the amount of power they produce. There’s a federal tax incentive as well – put a new solar array onto your home, and you may qualify for a credit of up to 30 percent of the cost from Uncle Sam. That’s not a deduction from taxable income, it’s a tax credit—same as cash. And installation of solar

systems in Washington is exempt from sales and use taxes, sweetening the deal for buyers.

With the incentives in place today, a new solar system can pay for itself in seven years or less. After that, all the power you generate goes into your pocket.

That’s a great investment for consumers, but there’s a larger benefit for our Washington economy: local jobs. The boom in demand has driven the production of solar panels and related equipment by Washington manufacturers to record levels, while professional installers in our local communities are finding new

customers every day. All across the industry, those are green jobs building a greener Washington. That’s innovation.

And don’t let those cloudy days put you off—solar panels are more efficient in cool climates like our own. A panel in Seattle produces 90 percent of the power of one in Miami.

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