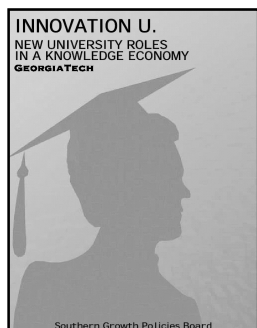


Tech Tops the List

Georgia Tech operates what may be the most comprehensive program for state and local economic development support of any



research university in the United States, a new Southern Growth Policies Board report concludes. "Innovation U: New University Roles in a Knowledge Economy" profiles the economic development and technology transfer

practices of 12 universities considered the best.

Georgia Tech uses a broad range of programs and external partnerships to boost Georgia's economy, the study reports, adding that economic development is an integral, critical component of Georgia Tech's mission — a commitment that starts with President Wayne Clough.

While the Office of Economic Development and Technology Ventures houses formal economic development activities, Georgia Tech units ranging from individual academic colleges to the Georgia Tech Research Institute and continuing education program all support that mission.

The study began with a survey of 40 economic development practitioners, researchers and experts who were asked to rank 164 U.S. research universities to be profiled in the study. Georgia Tech topped the list by a wide margin.

www.edtv.gatech.edu/articles/articlesans.cfm?ID=93

Current News

Efforts by researchers in Georgia Tech's Center for Economic Development Services continue (see *Impact*, M/A 2002) to positively affect nature-based tourism along southeast Georgia's Altamaha River.

In implementing recommendations from the 2000 CEDS study, the Altamaha River Partnership has made great strides, including: (1) over \$1.46 million raised by individual counties for infrastructure improvements and marketing, (2) attractive signage for landings, (3) a Web site, (4) at least three new river-based events and increased attendance at existing ones, and (5) a formal organizational structure. Also, one new outfitter company has located in the area. www.ceds.gatech.edu

Savannah Start-up

Savannah will be the first community in the state to launch a new technology business development center as a joint initiative of CyberGeorgia (see *Impact*, J/F 2002), an economic development program from the Georgia Department of Industry, Trade and Tourism (GDITT) in conjunction with Georgia Tech's Advanced Technology Development Center (ATDC). The initiative focuses on growth of technology-based start-up businesses and location of high-tech companies based on unique community strengths. Funding for the initiative comes from a partnership of ATDC and GDITT.

Among Savannah's technology assets are the Savannah College of Art and Design, Skidaway Institute of Oceanography, Georgia Tech Regional Engineering Pro-



Chia Chong

Preston Hall, Savannah College of Art and Design.

gram, high-tech firms such as Gulfstream Aerospace and the city's port facilities. Regional higher education institutions will help supply the intellectual talent for expanding Savannah's technology business community.

The Savannah initiative will serve as a model for other Georgia cities interested in developing innovative economic development programs focused on their own community technology strengths.

atdc.org/news/april152002.html

On Course

Georgia Tech's Economic Development Institute held its 35th annual Basic Economic Development Course in March, attracting 95 people from Georgia, Alabama, Florida, Louisiana, South Carolina and Tennessee.

Attendees heard from some 30 guest speakers, and the course covered fundamentals of economic development, ranging from economic base analysis and international trade to strategic planning and incentives. It also featured a bus tour of Henry County, where participants toured the Snapper facility, Atlanta Motor Speedway and other sites. www.ceds.gatech.edu

Get Smart

Georgia cities and counties are growing technologically, due in part to Georgia Tech's TechSmart program that boosts technology development in small communities statewide.

For example, **Chattooga County** has spearheaded a campaign for low-cost Internet access. Public-private partnerships in **LaGrange**, **Newnan** and **Thomasville** have offered advanced telecommunications services. **Soperton** has hopped on the information technology bandwagon with the launch of its first official Web site. And **Henry County** has formed an alliance to identify and organize local technology talent.

Unlike most programs dealing with rural digital development, TechSmart focuses on a community's need to become organized and build skills and community capacity to put technology to work. The key is coupling technology talent with civic and business leadership.

www.ceds.gatech.edu

Sparking Innovation

The Southeast Regional Technology Transfer Center at Georgia Tech, established to foster commercialization of NASA-developed technologies, held an **Atlanta** workshop in early March that drew more than 75 firms interested in the federal government's Small Business Innovation Research and Small Business Technology Transfer programs. These programs offer hundreds of thousands of dollars in contracts to develop innovations that support both commercial and NASA mission-specific applications.

Most attendees came from **Georgia**, but some also represented Alabama and South Carolina.

www.edi.gatech.edu/nasa/



TEAMwork

Manufacturing resource planning software developed last year by Georgia Tech's Economic Development Institute for small manufacturers has enjoyed rapid popularity. A free version received more than 2,500 downloads nationwide and globally in the first year. The Total Enterprise Application Manager (TEAM™) now requires a license fee for non-Georgia firms, but in-state companies can still obtain it at no cost.



The TEAM System stores and maintains product, customer and vendor data; processes customer orders; and plans and schedules production. Based in Microsoft® Access, it has a built-in interface to the Peachtree Accounting® software package.

Georgia firms implementing TEAM include Star Packaging and Tara Plastics in **College Park** and Oliver Rubber in **Athens**. www.mfgteam.com 770/535-5843

Around the State

■ An **Augusta** brick maker wanted to curb rising energy costs and asked Georgia Tech for assistance. Staff helped devise a concrete block curing room using a wood-fired burner instead of one fueled by natural gas. Augusta Concrete Block Company has boosted production 60 percent while cutting heating energy by two-thirds.

■ Georgia Tech's Procurement Assistance Center specialists helped **Warner Robins**-based Star Software Systems Corp. with identifying buyers, understanding federal regulations, pricing and other aspects of contracting with government agencies. The firm has landed some \$12 million in contracts, and its labor force—now at 33—could more than double by year's end.

■ A **Cave Spring** manufacturer of expanded polystyrene sought help with implementing the ISO 9000 quality standard to retain a major client. Georgia Tech assisted Davis Core & Pad with a pre-assessment audit, complete system design and implementation. The client company moved its business anyway, but Davis still saw a 12 percent sales growth, and added three employees.

Georgia Tech's Regional Office Network

Albany	229/430-4188	Dublin	478/275-6543
Athens	706/542-8900	Gainesville	770/531-4550
Augusta	706/737-1414	Griffin	770/412-4081
Brunswick	912/634-4860	Macon	478/751-6190
Carrollton	770/836-6665	Newnan	770/254-7592
Cartersville	770/387-4002	Rome	706/295-6008
Columbus	706/649-1661	Savannah	912/651-2551
Dalton	706/272-2702	Warner Robins	478/953-3155
Douglas	912/384-1121		



For more information: Assistance to Georgia businesses, communities and economic developers:

www.edi.gatech.edu • Assistance to start-up technology companies: www.atdc.org •

Commercialization assistance to Georgia Tech faculty: www.venturelab.gatech.edu • Applied research: www.gttri.gatech.edu •

Continuing education: www.conted.gatech.edu • Georgia Tech home page: www.gatech.edu •