

*Oklahoma Innovations* Radio Show

Air Date: November 15, 2009

Guests: **Shelli Todd**, OKStartUp.com, Oklahoma Department of Commerce; **Josh O'Brien**, Bioscience Promotion, Greater Oklahoma City Chamber; and **Jim Wheeler**, Center for Entrepreneurial Studies, University of Oklahoma

[ Music ]

From the OCAST Radio Network, this is *Oklahoma Innovations*, a weekly science and technology radio magazine brought to you as a service of OCAST, the Oklahoma Center for the Advancement of Science and Technology. OCAST is the state's only agency whose sole focus is technology, its development, transfer, and commercialization. OCAST mission is to identify and fund promising research in technologies that allow Oklahoma to compete in a global market economy from our own backyard. This program features some of the state's most gifted and talented scientists, inventors, entrepreneurs, manufacturers, and business leaders who all have one common goal, developing technology-based economic growth for all Oklahomans. Now here are your hosts, Gary Owen and Steve Paris.

>> We're delighted you tuned in to this week's edition of *Oklahoma Innovations*. We're going to be talking about young people and entrepreneurship. It's Global Entrepreneurship week, November 16<sup>th</sup> through the 22<sup>nd</sup>, Steve and we're going to tell the audience all about how this all evolved. But basically it's the Global Entrepreneurship week that will connect young people everywhere through local, national, global activities and it's designed to help them explore their potential as self starters and innovators. We'll tell you all about that. We've got three guests in the studio.

>> We do. And you're exactly right Gary and if you want to find out how to be involved in Global Entrepreneurship week, we're going to tell you about some place where you can go on the web and find out more information about this. This is very important for our children and our grandchildren.

>> It is.

>> Because one of the things we've learned in over the last 20-30 years is that you know, entrepreneurship to some extent, can be taught. And you know, if you, if you don't learn how to do it then you're going to learn it by happen stance if you learn it at all and we find out that most people don't learn it unless there's a special effort underway. We're going to have some guests we're going to introduce here in just a minute, but before we do that I think you have some news for us.

>> Oh I've just got a few new stories this week. Scuba divers are exploring the depths of a volcanic lake in Guatemala to find clues about an ancient, sacred island where Mayan pilgrims flocked to worship before it was submerged by rising waters. Samabaj, the first underwater archaeological ruins excavated in Guatemala were discovered accidentally about 12 years ago by a diver exploring a picturesque lake ringed by Mayan villages and popular with foreign tourists. Well it just so happens, researchers believe this area 50 feet below the lake surface was once an island until a catastrophic event like a volcanic eruption or landslide raised water levels. The rising lake drowned the buildings around 250 A.D., before the hype of the Mayan empire. And ceramics found intact there suggest the inhabitants left in a hurry. Ya think? Ten years and \$2.5

billion in research have found no cures for alternative medicine, yet these mostly unproven treatments, according to scientists, are now mainstream and used by more than a third of all Americans. This is one in an occasional Associated Press series on their use and potential risks. Future doctors and nurses are learning about acupuncture and herbs, along with anatomy and physiological, physiology rather, at a growing number of medical schools. It's another example of how alternative medicine has become mainstream and is often done with the help of the government. As a matter of fact, the government has spent more than \$22 million to help medical and nursing schools start teaching about alternative medicine. Lessons plans that some critics say will help doctors in communicating with their patients in a non-judgmental way, although they still don't see the results of the remedies. Well anyway, what they're hoping to gain out of the education is that doctors basically need to know about these popular remedies so they can again discuss them, non-judgmentally and give competent advice. And the government says and many universities and medical groups agree. That's interesting stuff. Well here's an interesting story this week. West Virginia is where people are really staying away, according to the first government study to monitor state by state differences in sleeplessness. So if you're one of those persons that isn't getting enough rest, listen to this. West Virginians lack of sleep was about double the national rate. Perhaps a side effect of health problems such as obesity. Nearly one in five West Virginians said they did not get a single good night's sleep in the previous month. The national average was about one in ten according to a federal health survey conducted last year and released this past week. Now get this, Tennessee, Kentucky and Oklahoma, also were notably above average in the reported lack of sleep.

>> Hm.

>> In contrast, North Dakota had fewer problems sleeping with only one in thirteen reporting that degree of sleeplessness and health officials don't know exact reasons for the differences. And listen to this. Hawaii racked up the most z's with nearly 36% saying they were fully rested every day. The national average was about 31%. And in every state, most people reported a mix of nights when they got enough sleep and nights they did not.

>> That's amazing.

>> Yeah. Steve has our Innovations in History.

>> Thank you Gary. It was on November 13, 1939 the first automatic cow milking machine was demonstrated.

>> Moo.

>> There you go. Willys-Overland Company delivered the first Jeep prototype to the U.S. military on November 13, 1940. By the way, you know how it got it's name?

>> No.

>> Well the paperwork said, general purpose, GP – general purpose quarter ton vehicle. So it became known as a Jeep. Mariner 9 became the first Earth made satellite to orbit another planet on the same date in 1971. By the way, it is still circling Mars. This is the 63<sup>rd</sup> anniversary of the day artificial snow was used on the ski slope for the first time. It was November 14, 1832, the world's first street car named the John Mason, made it's appearance in New York City. It was horse drawn and it carried 30 passengers. November 16<sup>th</sup> has significances. There were many innovations in history on that date. November 16<sup>th</sup>, 168 years ago, Napoleon Guerin of New York, received a patent for the first life jacket. And while we're on the subject of containers, the

contoured Coca Cola bottle was patented on November 16, 1915. Introduced in 1916, it is still the most recognized container in the world.

>> And they're still around.

>> And they're, yes they are. November 16, 1971, Intel Corporation unveiled a single microchip that contained an entire central processing unit. That breakthrough led to the advent of personal computers.

>> Wow.

>> November 16, 1968, Gerber announced that it would start selling baby food in plastic jars, becoming the first company to do so. And the first push button telephones, manufactured by Western Electric, went into service in Pennsylvania on November 18, 1963. There you go. And that Gary, is our Innovations in History for this week.

>> We're going to talk this week on *Oklahoma Innovations* about Global Entrepreneurship Week 2009. Now you know, we talk about, in fact our previous shows we've talked about getting young people involved.

>> Right.

>> In innovation and entrepreneurship. Well like many great ideas and great movements, Global Entrepreneurship Week started with an idea. The vision was to inspire innovation in youth began with prime minister Gordon Brown and Carl Schramm, president and CEO of the Ewing Marion Kauffman Foundation. I'm very familiar with that group. Global Entrepreneurship Week was a combination and expansion of two successful initiatives The debut of Entrepreneurship Week USA in 2007 and the inspiration behind it, Enterprise Week in the UK which was kicked off in 2004 by Prime Minister Brown. Global Entrepreneurship Week quickly grew into a worldwide movement to unleash the ideas of tomorrow's entrepreneurs. In 2008, it's inaugural year, Global Entrepreneurship Week involved more than three million participants, one hundred countries, twenty five thousand activities and eight thousand eight hundred partners. With a goal to inspire young people to embrace innovation, imagination and creativity, Global Entrepreneurship Week encouraged youth to think big. To turn their ideas into reality and to make their mark. Partners from more than seventy seven countries around the world participated including Australia, Brazil, China, France, Mexico, Nigeria, Pakistan and Uganda. Organizations ranging from large non-governmental to small community based groups held activities. Well guess what? Global Entrepreneurship Week 2009 promises to be even bigger and we have three guests in the studio that are going to tell us more about that Steve.

>> And you're exactly right Gary. But before we introduce our guests, I want everyone to write this down. If you want to learn more about Global Entrepreneurship Week, besides what you learn here on *Oklahoma Innovations*, you can look at [www.UnleashingIdeas.org](http://www.UnleashingIdeas.org).

>> Now Global Entrepreneurship Week is going to be November 16 through the 22<sup>nd</sup>.

>> That's exactly right.

>> Right?

>> All right, let's introduce our guests.

>> Let's do that.

>> First we have Shelli Todd, who's the director of the OKStartUp.com, business solutions department, Oklahoma Department of Commerce.

>> Been one of our guests in the past.

>> Yes she has. We also have in the studio, Jim Wheeler, Stanley White executive director and co-founder of the Center for Entrepreneurial Studies, the Price College of Business, University of Oklahoma. Welcome Jim. And we also have with us, Josh O'Brien and Josh is with the Oklahoma City Chamber of Commerce. Is that right? Yeah. And we're going to introduce him, he's going to get to talk a little later.

>> Right now he's not on the microphone.

>> He's not. He didn't have a mike on.

>> We'll get him on a microphone.

>> We're going to get him on a little later on. Shelli, welcome to *Oklahoma Innovations*. Tell us a little bit about what you're doing over at the Department of Commerce as it relates to entrepreneurs.

>> And nice to have you back.

>> Yeah.

>> Nice to be back. Thank you for having me back on. We have a lot of interesting things going on statewide. Obviously since we're the state agency, our focus is not just going to be one location or another. We have been working to collect information from across the state, people who are participating in the Global Entrepreneurship Week. To get that information out in a much more direct and local fashion. So I'm beginning to collect information and you can email me your organizations Entrepreneurship Week event information also. You can find me out on OKStartUp.com. You can find my contact information there. So anyway, there's, there's lots of stuff going on running from Duncan to Claremore to Tulsa, here in Oklahoma City. There's all kinds of stuff spread across the state that's going on.

>> So if you haven't heard about this yet, you're soon going to be right?

>> That's right.

>> All right.

>> Yes.

>> Very good. Jim Wheeler. We have just a very brief amount of time. We'll let you talk a little later too. But Jim, you're at the University of Oklahoma and you guys are just really moving and shaking when it comes to areas of entrepreneurship. Have a lot of training going on there. Kind of give us a brief, quick overview. Then we'll let you talk a little more in depth later.

>> Fair enough. Well we have, thanks for having me on by the way. We're pretty excited about what we've got going on and the University of Oklahoma. We happen to be riding high right now. We just got ranked number 11<sup>th</sup> in the country by the Princeton Review and 18<sup>th</sup> in the country by US News and World Report. So we're, we know we're doing real strong from a curriculum standpoint in the college of business. What this Entrepreneurship Week allows us to do and we can talk more about it later on, is it allows us to hit different points of the university.

A lot of innovation doesn't come necessarily from business students. It comes from engineering students like science folks.

>> Right.

>> And so what this allows us to do is it gives us pretty much a format to plant the seed of entrepreneurship with those folks.

>> I got a real quick question if I have time Gary. I've wondered for many years. You know there was a time you didn't hear much about entrepreneurship at the university level or anywhere for that matter.

>> Right.

>> We're we just missing the boat? I'm talking about not at OU, but nationwide.

>> Yeah, I've told this story a few times. It's not just us, but the nation was missing the boat. In the 50s and 60s, colleges of business taught business.

>> Right.

>> OK how to start running, growing your own business. That was what you got your MBA, that's what, that's the whole purpose of it. You think well that's a novel approach Jim, why wouldn't a college of business teach students how to start, run and grow their own businesses? Well what happened is about the mid 60s, colleges of business became very silo driven of creating Fortune 500 executives. Finance folks, marketing folks.

>> You know, I'll tell you, this is going to be a long sentence.

>> Sorry about that.

>> A long comment.

>> Yeah.

>> So let's take a break.

>> Go ahead.

>> We'll come back and talk more about this when we return on *Oklahoma Innovations*. Your science radio magazine.

[ music ]

>> As you drive across Oklahoma, you can see thousands of gas wells sprinkled throughout the countryside. Many of these wells don't produce enough natural gas to justify pipelines, but without this access, thousand's of well sites are abandoned. With the support of the Oklahoma Center for Advancement in Science and Technology, one company is creating portable device, transported on a flatbed truck, to process natural gas at well sites. This technology optimizes the amount of gas that can be captured and releases no by-products into the atmosphere. This idea provides new opportunities for small oil and gas producers while bringing us one step closer to energy independence. Supporting innovation. That's what OCAST is all about. OCAST is looking for small business owners serious about investigating new products, services and processes. For more information call OCAST toll free at 866-265-2215 or visit their website at [ocast.ok.gov](http://ocast.ok.gov). Investing in research and development, it pumps new life into Oklahoma's economy.

>> You're listening to *Oklahoma Innovations* with Gary Owen and Steve Paris, on the OCAST radio network.

[ music ]

>> One of the challenges we have as entrepreneurs and people in innovation is recruiting and motivating young people to become entrepreneurs and find their future if you will. And so one of the things that has evolved is Global Entrepreneurship Week, which will connect young people everywhere through local global activities. We'll help them explore those potentials. Right now we want to go back to Jim Wheeler who is with Price College of Business, University of Oklahoma. Before the break, kind of revamp what you were talking about.

>> Yeah Gary. So what happened is, is education as a whole, higher education in the United States, started creating Fortune 500 executives in the starting in the late 60s, early 70s. That was the age of the conglomerates right? So that was the age you created Fortune 500 executives that plugged into these big, conglomerate companies. Well what happened is, if you're not a state that has a lot of Fortune 500 executives, your students left. You had a big brain drain. But the more compelling argument was that Fortune 500 companies don't create jobs, they actually get rid of jobs. They've, since 1985, Fortune 500 companies cut close to 14 million jobs.

>> Wow.

>> In employment comes from small businesses and entrepreneurial ventures and so stakeholders, tax payers, higher education donors said, you know what, why are we not teaching students how to start, run and grow their own businesses.

>> Yeah. Right.

>> For those very facts.

>> And we know President Obama, it's one of this emphasis's. In fact, he's talking about that very issue. Small businesses is the key to our economy.

>> You have to be.

>> Yeah.

>> That's, those are the job creators.

>> Absolutely.

>> Those are the creators.

>> Want to get on the microphone right now. Josh O'Brien. Josh is senior business development manager, bioscience promotion, public awareness in bio-science industry for the Greater Oklahoma City Chamber. That's a big title of jobs you have. Explain all of that. What does that mean?

>> Well thanks for having me on Gary.

>> You bet.

>> And Steve. Our program, it's, at the chamber we focused in on some key industry segments that we believe are industry segments that we can build off of and that we have some special opportunities for success. Bioscience is one of them with our Presbyterian Health Foundation Research Park and some of it's entities. Aerospace, energy, logistics are other areas that we

believe have a lot of potential. I'm pretty fortunate to have key partners that have made my position possible and it's led to a lot of great opportunities that we've been able to do together.

>> When we talk about motivating young people to get into business and become entrepreneurs, Oklahoma is certainly a very attractive state. And I'd like you if you would, to kind of go over some of the accolades we've heard about recently, but some maybe our listeners have not heard about, that really make Oklahoma shine economically. Talk about that.

>> Well, we've been fortunate in the Oklahoma City area, the region, to have come across on a lot of different outlets and publications. I think that's a tribute to some of the work that's going on by all the different organizations that we partner with. I think it shows a lot of collaborative spirit which we believe is in the long run, is going to create more opportunities. But whether you're talking about from the Bureau of Economic Analysis, talking about the Oklahoma City is in the top 20% of all metro areas in terms of real GDP growth. We recently, in Inc. magazine, had 28 companies in their fastest growing company list. USA Today has focused on us, talking about the stories and the titles that people have heard quite a bit across the country, about Oklahoma City being named one of the most recession proof cities. Now we all know that with lists and publications, there comes their own criteria and their own accolades that come with it. I think rather that focusing strictly on just the things that are said there, I think what's most important is recognizing some of the characteristics that got us there. Whether it's improvement we've all made in workforce, education opportunities, early stage investment, some of the tech based economic issues, as well as some of our state programs. I think it reflects all of the different things that are out there and people have jumped on it.

>> And a focus of diversification.

>> Yes.

>> Shelli, do you want to duck tail off of what Josh has said?

>> Yeah. Some of the other things too and Josh saved a little bit for us to talk about. So to add into his list is for instance, not only have all of those other economic pieces come together, but even specifically for entrepreneurs and start ups. One of the things that we got tagged with lately was Oklahoma City got ranked first as a place to start a business and Tulsa, number 19. And you know, this was not just a regional thing, this was a nationwide discussion. So.

>> Yeah.

>> Oklahoma is really arising to the top of being a great place culturally, both in a business and a broader sense, as a great place to do start up business. Something that Jim had said early about how the Fortune 500 businesses aren't necessarily where jobs are being created. Since 1980, nearly all the net job growth in the US has been accounted for by companies that are less than five years old. So they are the entrepreneurial start up. So you know, very much of what you were saying, our economic future, absolutely rests in the creativity, the ingenuity and the drive and passion of our entrepreneurs of which we would love to say and I believe we do wholeheartedly, foster and grow here in Oklahoma.

>> Now something I want to say real quick Steve.

>> Sure.

>> Is that, off of all of this that you're hearing, our audience is hearing, regardless of some of the negative news that you hear about the economic impact and the domino effect that maybe Oklahoma is feeling a little pinch on, overall Oklahoma is doing fabulous economically.

>> Well we really are and one of the things that we like to point out.

>> Compared to other states.

>> Well yeah. We came to the recession later than most of the other states.

>> That's right.

>> And Josh may have a different take on this. But I don't think we're going to go into it quite as deeply as other states have gone. I mean that remains to be seen. Because we are suffering from some downturns right now.

>> Right.

>> But let's go back to why that is and let's go back to you know, the 80's in Oklahoma weren't all that great either, because of energy and one of the things that the leaders in the state said to do is we're going to diversify. And we have diversified and so while energy and agriculture are still very important mainstays of our economy, we have other things to rely on and Josh talked about biotechnology is one part of the overall you know, technology aspect of it. And Shelli you have something you wanted to say.

>> Just absolutely goes with what we're talking about.

>> Yeah.

>> About the economy being where it is. If you look at the 2009 Fortune 500 list, over half of the companies that are on the list right now were started either during a recession or during a bare market.

>> There was motivation there.

>> That's right.

>> Yeah.

>> There's nothing like strong motivators so.

>> Exactly.

>> Fabulous stuff here. Well and we haven't gotten into the meat of the Global Entrepreneurship Week and what all that involves and why it's so important and why Oklahoma's participation in this event is so important. And we've got a conference coming up that I guess we want to talk about, the Oklahoma Entrepreneur's Conference 2010 and we'll learn more about all of that as well because we've got three fabulous guests here that are kind of all partnering together to pull it together. We'll be back with more on *Oklahoma Innovations*.

[ music ]

>> There's more to learn on the *Oklahoma Innovations* with Gary Owen and Steve Paris on the OCAST radio network.

>> The stress of finding a job after college is compounded for recent graduates entering a tough job market. But thanks to the Oklahoma Center for Advancement of Science and Technology,

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>> Research and development. Technology transfer and commercialization. Creating high paying jobs in Oklahoma. It's what OCAST is all about. This is *Oklahoma Innovations* on the OCAST radio network.

[ music ]

>> The subject this week we're talking about is Global Entrepreneurship Week, connecting young people on local, national, global levels, to explore their potential as innovators and business people. By the way, whether you're a young person or whether you're an adult, if you're thinking about starting a new business or trying to maintain or grow an existing small business in our state, I encourage you to contact the Oklahoma Department of Commerce, your state and local chambers. Great resources for entrepreneurs and business people that will help you continue and be successful business people. Steve.

>> And I'm glad you said that because, Business Week had a quote long ago. It's says, if you're itching to launch a business soon, schools such as Babson College, the University of Oklahoma and the University of Arizona are among the best known.

>> Really?

>> And that's from Business Week.

>> Wow.

>> And I'll, I'll bet you that Jim Wheeler has got a few things to say about that. Tell us a little bit of what you're doing at OU.

>> We're pretty excited this year with Global Entrepreneurship Week. We are really getting aggressive in promoting entrepreneurship on campus with other students. Our student club is CEO, Collegiate Entrepreneurs Organization, and they are really just running with this. So every

day on the south oval, we're having a tent set up that we're going to hand out information. I've got some of those little metal environmentally friendly coolers that say, Entrepreneurship Center, on it. Free pizza. So I know students are going to come.

>> Oh, they'll show up.

>> From 11:30 to 1:30. But also some information about a pitch competition we're doing, events for the week. We're having guests speakers in the evening. But every day from 11:30 to 1:30, we're out there with different students and student groups, promoting entrepreneurship, talking about the minor, talking about the major, trying to expose students. At least get them thinking about entrepreneurship. And then every evening we're having a speaker's conference or symposium. We're doing the one on Monday night with multiple partners and Shelli can talk more about that one, and then on Tuesday, Wednesday and Thursday night we're doing something at the Fred Jones Museum of Art. And on campus, where we're bringing guest speakers down to talk about social entrepreneurship, social networking entrepreneurship and then we're talking about the aerospace industry which is pretty significant.

>> Social networking entrepreneurship?

>> Big deal.

>> Yeah, big.

>> Is that like Twitter and Facebook?

>> Exactly what it is.

>> Yeah, that's exactly what it is. So and so we're excited about all the events that we have on and trying to bring all of our students into the world of entrepreneurship.

>> Casual observation. We've had a lot of students from the University of Oklahoma, Oklahoma State University and the University of Tulsa, among others, on this program at different times and those who have been through entrepreneurial training, there's something I notice about them. They seem to be a lot more excited than the students who have not been through that. Now maybe that's just my imagination, but it seems to.

>> Well it's the confidence about them.

>> Exactly. And are you seeing this in the students that you work with out at OU?

>> It's pretty unique in that when we first started the program, I attracted the kids who came in and they wanted something different. They didn't, they knew they wanted to, I always use Steve Job's comment, I want to put a ding in the universe. They wanted to change the world but they weren't sure how and they were attracted by our unique approach to teaching entrepreneurship and our curriculum, which has been recognized on a nationally. I tell you what's really interesting guys, that I'm seeing now is that, I'm seeing students from across the country coming. This was just in Oklahoma, Texas kids that we always get. But I had two kids in my office yesterday, one was from New York and the other was from Georgia, who are coming to Oklahoma only because of the entrepreneurship program.

>> Wow.

>> And that's really unique and it's actually surprising to me. I just didn't think we would see that. But so these students, they're ready to venture out. It's not surprising, they have confidence.

It's not surprising, they're aggressive. They're not bounded by any kind of, you have to go into finance, you have to go into marketing, you have to do this. They're only bounded by where can the world take us and what problems can I solve.

>> And these are the young people who are going to be taking care of the rest of us in the future. Because they're going to be developing, creating the companies and the small businesses and the ideas.

>> Absolutely.

>> You bet. Josh O'Brien, from the Greater Oklahoma City Chamber. Always glad to hear from you because you deal with a lot of the businesses and industry in the greater Oklahoma City area. And I know that many of them are interested in entrepreneurship. I mean, a lot of them are success stories for entrepreneurship and they're interested in finding people who have been trained in this area. Kind of give us an overall take of what kind of support you see for entrepreneurial activities from chamber members.

>> Well what we've tried to do Steve, is the chamber we look at our role as the facilitator. We try and bring opportunities and information about different programs to not only our members, but to the industries and the segments we believe are worthwhile. Just like we talked about diversification earlier, I think in our program of work at the Greater Oklahoma City Chamber, we've diversified more. We've focused more of our efforts on workforce and education through our Greater Grads Program. We are doing more with our business retention and expansion efforts, which also gets at entrepreneurship in it's own way as well. And then you have our different industry segments that we talked about earlier on that. But we've really tried, we've really tried a mixed bag of ways to kind of reach out and help fill the gaps. We don't, we want to make sure, especially in a state like Oklahoma where sometimes we're dealing with limited resources, we believe it's important to leverage all the assets and a good example is Global Entrepreneurship Week, by working with the university and the state. It's another way we can bring activities together and all kind of make our contribution to changing the culture.

>> Josh, you or Shelli have an idea of what Tulsa's chamber is doing? Do you guys have any consensus there?

>> Well I'll leap in here.

>> OK.

>> They have, much like what OU has done and I know OSU is doing and several other groups around the state, they also have a whole week of activities that are planned that include the spirit, I guess it's a business plan competition for the spirit awards. That's going on that week. There is a host of other things that end, I think the final big piece for the week is the Tulsey awards that they do. So they, they also have a great deal going on in conjunction with the city and Tulsa Chamber and their various partners which I believe include also Tulsa University. But don't hold me to that, I'm drawing off the top of my head.

>> OK.

>> I also know that OSU has a full week of activities planned as well.

>> So those of you up in Tulsa area and KRMG listeners, you got a pretty good handle of what's going on there. Josh, you've got a layout for entrepreneurship you want to and also looks like you've got some information there you want to pass along to us.

>> Yes. One of the activities that we're working with and a big thanks to Oklahoma Department of Commerce and Shelli's program, as well as the university. It's a good example of where the collaborative has really helped. Because we're able to compliment each other on this. We have, the first day, one of the many events OU is doing is we're having a special event to help celebrate Global Entrepreneurship Week on November 16<sup>th</sup>. It's at the Oklahoma City Co-working Collaborative. That's located at 723 North Hudson Avenue. Downtown Oklahoma City. It's nearing the bombing memorial. It's from 5:30 to 7:30 and we're going to have a couple of different things. We're going to learn more about the Oklahoma City Co-working Collaborative, which is very interesting concept. Shelli's going to regale us with some of the state activities, programs and upcoming events. And then also we're going to have a panel discussion with some of our young, successful entrepreneurs.

>> Outstanding.

>> We think that's a great way to hear the success stories and it hopefully will motivate people and give them a chance to network and come up with their own ideas for the future.

>> Outstanding. Jim, I have a question for you, you being in education. And I always bring this to the table with universities is, how do we get our high school students motivated? I mean to me that would seem like there's some good seeds to plant there. How can we get high school kids exposed to this? Because you know, as you think about around the country some of the stories you've heard, I mean there's kids that actually start businesses in junior high and high school. I mean, little things that just happened. How do we motivate our high school students to get more interested in entrepreneurship?

>> Well I can speak a little bit. I'm going to speak a little before we're ready to announce this. But this summer, in June, we're going to have an entrepreneurship boot camp for high school kids.

>> Outstanding.

>> And it's going to be the second week in June and we're going to bring in kids and we're lining up sponsors for it now. Hopefully get it to, our goal is to get it where it's paid for, it's free. And we want a selection process where we can bring in all, our goal is to get twenty four of the best juniors out there who are thinking about entrepreneurship and we want to bring them in and for a full week, talk about entrepreneurship, go do corporate visits of great entrepreneurial companies in the area and have the entrepreneurs speak about what they do, what drove them, the passion and then they see it. They will take a tour of the businesses and the companies and ask questions. So from our perspective, that's what we're trying to do is reaching out to the high school kids in the state of Oklahoma.

>> That's awesome. You know, some of the, one of the things too Steve, that we should talk about when we come back in the next segment is, we have a lot of business entrepreneurs who listen to this program and maybe they're sitting out there and talking about man, how do I get involved in this. How can I be a part of this? Because I'm interested in getting our youth, getting behind our youth and motivating them, being mentors and so forth. And so there's some opportunities here maybe, as this event progresses in the future.

>> And maybe they can help you run your company on down the line. That's.

>> Absolutely.

>> A little succession planning maybe going on here.

>> Absolutely. I think this is a phenomenal event and we want to learn a little bit more. We've got to take a little break folks as you know and when we come back, we'll talk more with our guests Shelli Todd and Jim Wheeler and of course our good friend Josh O'Brien, when we return on *Oklahoma Innovations*.

[ music ]

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[ music ]

>> This program is about innovation, it's about research, it's about education, it's about business. All science and technology related. This week we're talking about involving young entrepreneurs and Global Entrepreneurship Week. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and more, will participate in a range of activities November 16 through the 22, from online to face-to-face and from large scale competitions to intimate networking events. And through this initiative, Oklahoma's next generation of entrepreneurs will be inspired and in doing so they'll begin to acquire the knowledge, skills and networks needed to grow innovative, sustainable enterprises that have a positive impact on their lives, their families and their communities. Our guest, Shelli Todd, she's with Oklahoma Department of Commerce. We have Jim Wheeler, who is with Price College of Business at the University of Oklahoma. And Josh O'Brien who's with the Greater Oklahoma City Chamber. Steve.

>> You're exactly right Gary and we'll go to Shelli. And we're going to talk about a shameless plug that we discussed during the break and we're all into shameless plugs. We're going to let you do that, then I'm going to ask you another question about maybe a hard example of some entrepreneurial activity. Go ahead, tell us about, give us your plug.

>> It's a beneficial shameless plug. Coming up this February, we have once again, the Entrepreneur's Conference. And if you have any inclination whatsoever to grow what you already have momentum with, to begin doing what you've been wanting to do in business, you've had this great idea but you may not be quite sure to start. Maybe you're stuck or whatever. This is a good way to either get rolling.

>> Right.

>> Overcome the inertia of whatever you've been doing. Get off high center or just fine tune where you're going with your business. The conference this year will be set up in tracks so that if you are a brand new start up or you're totally in idea stage or if you're a little more of a growth entrepreneur, we are, we are tracking the content out so that there's something for you. We will have great speakers. Our partners are all there. And as so true to supporting entrepreneurship, this is very much a collaborative effort. While the Department of Commerce hosts this, it absolutely would not help without the collaborative support of all of our partners across the state, including OU, OSU, the Oklahoma City Greater Chamber of Commerce, Tulsa Chamber. We all recognize that this is something that we all support together and this is one opportunity for Oklahoman's to come and get whatever information they need, get connected and introduced face-to-face to the service providers, to help them get to the next step of their business.

>> By the way and you said something important, Oklahoman's. And I want to reach out to, we have a lot of rural listeners who are small business owners in small communities that listen to this program. So those of you that are in western, southern and northern Oklahoma, who listen to *Oklahoma Innovations*, again we encourage you to put it on your calendar, make plans for this here.

>> Absolutely. And to make very clear. We put the content together in such a way that it will benefit any entrepreneur.

>> Right.

>> We don't stay focused in on high technology or you know, mainstream. We try to keep it so that it's beneficial core concepts that are good.

>> Broad spaced.

>> Yes, that are good for any entrepreneur.

>> And don't discount this. This is a very important process you can go through if you're an entrepreneur at all, you need some help with your idea or your start up company. Remember what Shelli has said. Because it can be the beginning of a very good thing.

>> Absolutely.

>> And we all, those businesses people, if you are a businesses person. I'm a small business person, you're always needing to re tune, refocus and of course with the challenges we have ahead with the economy, you've got to adjust with the times and of course, technology also makes us refine or re tune if you will our businesses.

>> Absolutely.

>> So we've got to keep on the latest thing.

>> You bet. Shelli, you were talking also during the break about an example of a company that attended this meeting last year. And.

>> Yeah.

>> Some great things came out of it.

>> The funny part about this is, this particular individual I bump into every so often, kind of keep in touch with. I didn't realize where he had been with this until a couple of weeks ago. I

heard him speak at an OKC Coco event and he had talked about how he had come to the conference, not really sure where he was going to go from there.

>> Right.

>> And was able to get introduced to people who run an incubator, which he's now a client. Also got connected up to what an SBA loan could do for his business development. His name's Dave Redkin. He has a company called I Track and they have been able in the last year to really get momentum and start getting things going in the direction he wanted to go and so. I was very, very tickled to hear that there was actually some impact there for him to help him get moving forward so. If you want to know more about the conference, it will be February 23 and 24. Watch our website, [www.OKStartup.com](http://www.OKStartup.com) which is part of the Oklahoma Department of Commerce website. That will take you straight out to the new business and entrepreneurship section. Go out there, check it out. More information will be coming. The ability to register, that sort of thing. So just keep watching for it. It will be a really fun event. We'll have a good time.

>> Very good. Going to Jim Wheeler next. Jim, University of Oklahoma. You have an example of a company that has a lot to do with your students. Tell us about that.

>> What we have at the University of Oklahoma, spin out company called Dormatarg, which is a drug development and research company and they focus on bringing oncology related therapeutics to the market. Rather than treating actively growing tumors, Dormatarg is targeting dormant cells before they begin to actively grow and they currently have three compounds in the pipeline, all of which target and treat the following indications. Breast, bladder and pancreatic cancers. And the great thing about that is their business development folks. Graduated from my program.

>> Outstanding.

>> That's great. Josh.

>> What was particularly interesting too, with Jim's mention of Dormatarg is it's a reminder to what the invaluable contributions our entrepreneur's make as far as on existing industry. Some of the key people, a part of Dormatarg, have already been actively involved in partnering opportunities over at Presbyterian Health Foundation, working to kind of create more opportunities for translational research and the evolution of more companies. And they, it's an opportunity they took a hold of, no one asked them to do it. They jumped in there and saw a need and jumped in there. Which is really the entrepreneurial spirit. One of the things that we find in my, the world I work in the most, the bioscience world, is so much of the future of bioscience in Oklahoma City, really is entrepreneurship in the sense that we have to be very strategic. We have to grow our own companies. We're not going to pay millions and millions of dollars to bring in companies from San Francisco or from Boston or from San Diego or from North Carolina. What we, what we need to do is grow our own and I think we've done a good job of that. Thanks with some of the research entities, service providers and state agencies like OCAST and i2E, we're doing a very nice job over at Presbyterian Health Foundation creating companies. They've got 35 different companies there now. Many of them are coming from research at the University of Oklahoma Health Science Center, Oklahoma Medical Research Foundation and other nearby organizations. And I think that's, that gives me hope and gives me excitement for the future of not only entrepreneurship, but another way to diversify our economy.

>> Well and when you look at, when you look at ten years ago and look at what we have now, I mean when you take on initiatives like this, I think it's great for the entire state of Oklahoma. You know a lot of people may say, well that's Oklahoma City or that's, it's great for the entire state.

>> Yes, I and one of the things that's been particularly rewarding for me, even though I work for a city slash regional organization, our bioscience initiative has been a statewide deal. We worked, we've worked closely with the city of Norman and their entities. We've worked with Ponca City, Ardmore, we've worked with Claremore, we've worked with Tulsa, we've worked Stillwater. We've worked all over the state and we, through some of our events and partnering opportunities, we've had a chance to kind of bring people together and realize that you know, we're not alone in this and that benefits in Tulsa or in Oklahoma City benefit rural areas, as well as discovery that happens in Ardmore and Ponca City, Bartlesville, that benefits the cities, at the larger cities. And I think when we are able to bring that point across, I think we'll see even more interest in supporting these endeavors, whether it's at the state or whether it's private.

>> OK, we have about a minute left. I want to re-emphasize the Entrepreneurship Week activities. First of all in Oklahoma City, they talk about the Co-working Collaborative or excuse me the activities going on with the Oklahoma City Co-working Collaborative. This is going to be at.

>> Yes Gary, it's going to be at the Oklahoma City Co-working Collaborative. That's 723 North Hudson Avenue.

>> OK right there on the corner?

>> Yes. It's 5:30 to 7:30. There's going to be a lot of interesting stuff here. We're going to, you're going to get to see a very interesting concept about how entrepreneurs are working on their own and developing more opportunities there.

>> OK. And want to talk about other things that are going on during that week. Shelli.

>> Just participate. Wherever you are, get plugged in. I think it's really important if you're an entrepreneur or you support entrepreneurs, that you be heard. That people know you're there. We don't always know who you are out there, so let us know who you are. We want to hear from you.

>> Steve, I've got about thirty seconds.

>> Got about thirty seconds. Well I'll tell you what, I'm going to ask everybody. Make sure you contact the people who we've had in our studio. They've given their websites, they've given contact information. But if you want to hear about the Global Entrepreneurship Week, remember [www.UnleashingIdeas.org](http://www.UnleashingIdeas.org). That's the national website for this activity. And everything that's going on here is partly under the offices of what's happening on this Global Entrepreneurship Week effort. So, hey thanks for being on board with us Shelli and Jim and Josh. This has been fun.

>> And thanks to our audience. We sometimes challenging to have three guests in the studio, but I think it worked out great and we got a wealth of information here. And those of you that live statewide, encourage youth in your area. If they're interested in business, encourage them and support them what you can. And if you're a business person, be a mentor. We're out of here. See you next week on *Oklahoma Innovations*. Have a good week.

[ Music ]

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