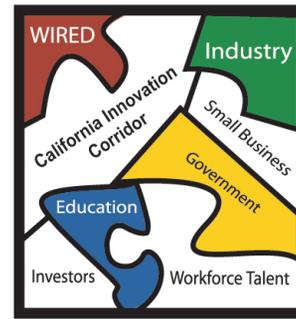




*“Never before in history has innovation offered so much promise to so many in so short of time.”*

*Bill Gates, Founder of Microsoft*



The Innovation Cornerstone is built upon the WIRED initiative, the California Innovation Corridor of partners, and the sustaining power of collaboration and funding.

## Building a Better Tomorrow Through Collaboration Today

In the mid-19th century, America’s westward expansion recognized California as the “Golden State,” a title born less from its gold deposits than to its great opportunities for anyone looking to build a better life, a brighter future. California represented the hope of the frontier, a new world, a promising tomorrow where freedom, entrepreneurial invention, and hard work brought wealth and satisfaction for the individual. Today, in the 21st century, California’s Innovation Corridor is the “mother lode,” the golden vein of intellectual, creative, entrepreneurial, and professional capital that has the potential to alter and shape the nation. The failure in not mining our potential, refining our prospects, and delivering on the dream of a better tomorrow is nothing less than sacrificing America’s position as a global leader and the security of our posterity.

**Hope** is what drove the pioneers westward in past. Hope is what also drives the 42 partner organizations within the California Innovation Corridor today. Together, as a living network we are seeking new ways to do business, fresh ways of organizing manufacturing and supply chains, and dynamic approaches in energizing workers to be self-improving and adaptable to market changes. Where the mid-1800s attracted miners, sailors, ranchers, and foreign labor to the shores and cities of California, the new millennium is drawing professionals in science, business, government, education, and workforce talent to collaborate on the nation’s Internet, and wireless communication networks.

**“Eureka!”** The State motto that is the cry or triumph of “discovery” first echoed by the ancient engineer Archimedes and later taken by the State’s 49ers, is the cry that is coming from a new way of how innovation is created. The fractious, hierarchical business, educational, and workforce structures are crumbling with the realization that intense collaboration across resources and systems is the gateway to creating a successful tomorrow.

The partners of the California Innovation Corridor face several challenges that represent some, if not all, the dilemmas shared by other regions, but on a scale consistent with the State’s size and ranking as having the world’s 7th most powerful economy in the world. Here are the hurdles:

- 1) **Bringing together different industries and sectors of the economy** that in the past would never considered interaction, collaboration, and alliance. Through the WIRED grant, the California Innovation Corridor has been able to bring education and business leaders together to create talent development programs, and created events where workforce talent organizations work closely with entrepreneurs and venture capitalists to encourage innovation and the creation of new jobs.
- 2) **Innovation occurs only when three dynamics are achieved: A) Support Innovation**—tools, instruments, programs must exist with **B) Industrial Rejuvenation**—models and methods being employed with **C) Talent Development**—educational workforce and economic development systems must align and leverage resources to produce the high-skilled workers needed for high wage, high-tech jobs of the future.
- 3) **Collaboration is the catalyst for change to occur and is what sustains success.**

**California leads the way and our success ensures America’s preeminence worldwide.** The worldwide economic climate is changing rapidly with the rapacious growth of China’s economy, the intellectual capital of India, and the high-tech and financial muscle of Japan. Who shapes the values, culture, and issues of tomorrow? Answer, the leading innovator, and California represents the best of the best, the region of regions driving innovation.

### FACTS ON WIRED (Workforce Innovation in Regional Economic Development)

**History** - In January of 2006, Governor Arnold Schwarzenegger submitted to the U.S. Department of Labor the California Space Authority (CSA) “Workforce Transformation” proposal to secure the Workforce Innovation in Regional Economic Development (WIRED) grant.

**Grant Disbursement** - \$15 million over three years involving 42 funded partners.

**Project Goals** - WIRED initiated and supports various statewide projects in innovation that encourage innovation in **Innovation Support** (i.e., economic development toolkit, asset inventory), **Industrial Rejuvenation** (the development of a “Smart Supplier Strategy”) that supports manufacturers, small businesses and entrepreneurs in adapting to the global manufacturing transformation; and in **Talent Development** (i.e., mentoring, STEM, skills analysis).

**Geographic Impact** - WIRED supports the **California Innovation Corridor**, a region that extends through 13 counties from Alameda in the north, to the Inland Empire and Antelope Valley to the east, and San Diego to the south.

**Catalyst** - “Collaboration” is the dynamic model for success among **California Innovation Corridor** participants as described in William’s seminal work, *Wikinomics: How Mass Collaboration Changes Everything*.



# WIRED Snapshots Across the Innovation Corridor

The Inertia of Innovation Born From Individual Talent, Industry Models, and Support Instruments

WIRED Innovation  
Network Roundtable



**INNOVATION SUPPORT SNAPSHOT**  
**The Bay Area Science and Innovation Consortium Innovation Network Roundtable** - Gathering an array of leading thinkers and innovators, BASIC created a pristine environment (no press was admitted) for discussion and dialogue. The thrust of the discussion was to identify emerging patterns and drivers of the next wave of innovation. Over 30 thought leaders from innovative companies like Hewlett-Packard and Google shared ideas about patterns of innovation, the power of collaboration and networking, and implications for future success.

## INNOVATION SUPPORT SNAPSHOT

**California Tech 100 Conference** - The two-day long conference culminated in the awarding of 15 companies (from more than 300 nominations) with the California Innovation Award. These companies were chosen because of their innovative approaches, products, and services and contributions toward California's economy. The event drew students, entrepreneurs, venture capitalists, angel investors, workforce talent professionals, CEOs and more. The event was unique in drawing a broad range of industries together in one venue to facilitate innovative drive and success for the 21st century. Notable California leaders like Secretary Dale Bonner of the California Business, Transportation, and Housing Agency (BTH), and Secretary Victoria Bradshaw of the Labor Workforce and Development Agency (LWDA) were keynote speakers with awards presented by the California Commission for Jobs and Economic Growth.



**INNOVATION REJUVENATION SNAPSHOT**  
**Supplier Transformation Project and Survey** - The half-day forum in Los Angeles in November, 2006, conveyed to attendees both the nature of the supply-chain transformation, the profile of the Corridor, and the State's available resources to help keep businesses competitive. The survey gathers information from current or potential California suppliers, with the intent to characterize current capabilities of California's supply chain. Results will be analyzed on an aggregate and anonymous basis, to identify core supplier capability requirements and gaps, and to optimize a California supplier development and training strategy, to help California businesses compete in the global economy.

## TALENT DEVELOPMENT SNAPSHOT

### STEMCAP (Science, Technology, Engineering and Math Collaborative Action Plan) -

The third STEMCAP forum held on May 2007 drew students, graduates, teachers, professors, and mentors throughout the State. One of the crucial dynamics for success is in bringing together all the educational systems together in an effort to seek out solutions for creating a strong high-tech workforce. Representation included University of California Office of the President, the Chancellor's Office of the California State University system, the California Community Colleges, K-12, industry, and informal science entities. Notable speakers included the California Superintendent of Public Instruction, Jack O'Connell; the President of California Polytechnic San Luis Obispo and California State University Lead on Math and Science Teacher Initiative, Dr. Warren Baker; and the Senior Vice President of the Boeing Company, Richard Stephens all addressing critical STEM issues. Plans are underway to synthesize the information gathered to date and to develop an action plan for educators, government and workforce professionals.



**TALENT DEVELOPMENT SNAPSHOT**  
**PearlSats Launch** - A PearlSat is a ping-pong ball cut in half that has a test item placed inside. The ping-pong ball is then resealed, placed on a string that resembles a "string of pearls," launched by balloon that reaches an altitude as high as 100,000 feet where it bursts. The drop is then monitored by a GPS satellite and the items in the PearlSats are reviewed for scientific study. Nearly 500 students from Sherman Oaks Elementary in San Jose were involved in the PearlSats experiment that created intense interest and awareness of space and in scientific methodology. Specifically, the WIRED project involves the mentoring of the 4th grade class with adults from industry with the goal of providing a new science challenge to the same class of students each year as they move up through high school.

*Today the California Innovation Corridor goes beyond state boundaries and the original grant. The power that drives the 42 partners is linked to their shared vision—they want a dynamic region, and nation, that is free to be creative and rewards its citizenry with prosperity and security. That dream can only be achieved by strength of will, the collective want, the peoples' passion, the national fury to take us and keep us at the top of innovation. If we fall short, our children suffer, and increasingly our global competitors will shape the world of the 21st century.*

As a California Stakeholder, ask yourself, "What piece of the puzzle do I bring? How can I, we, my company, my organization help California and the nation rise to excellence?" Your part to join us today is invaluable. Together, we can cry out the State Motto of "Eureka!" and make new discoveries of triumph as did Archimedes in the ancient world and the 49er miners in the mid-1800s. Today, the success stories in the California Innovation Corridor carry the same underlying enthusiasm, and drive to discover fresh ways to spur innovation and improve our economy and workforce. For more information on the vision of the California Innovation Corridor visit



[www.InnovateCalifornia.net](http://www.InnovateCalifornia.net) Plug into WIRED today!

