

# MBEI 2011 FALL CONFERENCE TENTATIVE SCHEDULE

## ROCHESTER, MN

Thursday, October 13, 2011	
9:00 am-3:00 pm	MBEI Board Meeting
5:00-7:00 pm	Registration
7:00-9:00 pm	Welcome Reception Honoring Past Presidents
Friday, October 14, 2011	
7:30-8:45 am	Breakfast
7:30-9:00 am	Registration and Vendors
8:00-8:30 am	Color Guard Friedell Middle School World Drummers, Carrie Kouba, Instructor Announcements – Jean Kyle SEMBEI President Welcome – Cindy Drahos – MBEI President Comments - Don Supalla, RCTC President
8:30-9:15 am	Keynote Address – Wade Beavers, CEO of DoApp Inc. DoApp Inc, is a web innovation and mobile development company of both consumer and business applications (apps) for web sites, desktops and mobile devices. The company, based out of Minnesota with teams in Rochester and Minneapolis, focuses on making apps "cool" and easy-to-use. DoApp's product portfolio encompasses mobile entertainment, productivity apps and lifestyle apps. They are an approved member of the Apple iPhone developer program. DoApp has developed relationships with Sony BMG and other Fortune 500 organizations who are in need of mobile consulting or development partnerships for mobile solutions. DoApp's latest product release is called Adagogo, an advertising network which provides an easy way for local businesses to advertise on mobile devices. DoApp also has extended its technologies to the real estate industry with a full service IDX and mobile solution for real estate agents.
9:15-9:45 am	Break and Vendors
9:45-10 am	Assemble for Walking Tours
10:00-11:15 am	Tours – See descriptions on next page Mayo Clinic – Center for Innovation U of M - Rochester Post Bulletin Mark It Advertising
11:30 am-1:00 pm	Luncheon/Awards
1:00-1:45 pm	Session One (More information is coming!) A – Ryan DeGrote – Emerge – A Wikiway to Teach B – Entrepreneurial Panel C – Jessica Espinosa - Dual Enrollment Specialist, MDE
1:45-2:15 pm	Light Refreshment Break/Vendor Visits
2:30-3:15 pm	Session Two (More information is coming!) A – First Alliance Credit Union – Personal Finance Presentation B – Electronic Library Resources C – Social Media in Business
3:30-4:30 pm	Business Meeting

# MBEI 2011 FALL CONFERENCE TENTATIVE SCHEDULE

## ROCHESTER, MN

### **Mayo Clinic Center for Innovation**

---

**Transforming the Experience and Delivery of Health Care** - The Mayo Clinic Center for Innovation (CFI) is using a patient-centered focus to transform the experience and delivery of health care for patients everywhere. The CFI team develops ground-breaking solutions and facilitates the application of these discoveries in the practice of medicine. Mayo Clinic has a history of investing in innovation. We work diligently to bring innovative practices to our patients. CFI's patient-centered mission is to transform the way health care is experienced and delivered.

**WHAT WE DO | Design Thinking** - To design clinical experiences that meet patients' needs, Mayo Clinic must understand those needs. The CFI uses a defined methodology to bring discipline and focus to the work of innovation. Housed on the 16th floor of the Gonda and Mayo buildings, the center is like a giant incubator - a space for nurturing new ideas, enabling them to grow, mature and evolve until they are ready for the patient.

### **University of Minnesota – Rochester**

---

The University of Minnesota Rochester is a world class higher education institution that leverages the University of Minnesota's research capability, in partnership with IBM, Mayo Clinic and other industry leaders to build signature academic and research programs that complement southeast Minnesota's existing leadership roles in health sciences, biosciences, engineering and technology.

UMR is a collegiate environment like no other. Faculty and students, research and education intertwine seamlessly with the strengths of biomedical and business enterprises of the Rochester area and the international reach of the University of Minnesota system. Rather than staying within traditional departmental structures, our programs span disciplines, institutions, even continents.

Home to more than 30 technology-rich and learner-centered academic programs and hub of dozens of collaborative research initiatives, we proudly lead the way to a brighter future for our community, our state, and our world. Through interactive TV courses, online programs, and on-campus offerings, students can pursue graduate, undergraduate, and continuing education opportunities, and can tap into the expertise of premier faculty from around the state.

### **Post Bulletin**

---

**“What Matters to You, Matters to Us”** The Post-Bulletin Company follows this guiding principle in publishing Minnesota's largest daily afternoon newspaper. Residents of Rochester and surrounding communities have found both print edition and online their first choice of information for local news, sports, school and community events.

Two daily editions, the *Post-Bulletin* and *Austin Post-Bulletin*, are published six days a week. Additionally, we produce *Agri News*, weekly southeastern Minnesota agricultural news source, *Rochester Magazine*, a monthly, glossy city magazine, *Exposed* magazine, weekly publication marketed to 20-somethings and *Radish* magazine, a monthly “green,” organic lifestyle tab that has become very popular with Farmers Markets. The company also maintains an active online presence at [www.postbulletin.com](http://www.postbulletin.com) where breaking news stories, community news and information that includes a variety of story, video and photo journalism, and weather and emergency alerts are posted.

### **Mark It Advertising**

---

Mark It Advertising is a locally owned marketing firm. More information will be provided soon!