

Please take a moment to read the latest news from Columbia SC's knowledge economy.

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Calling All Kids - Hydrogen Hybrid Bus Wrap Art Contest



The Hydrogen Hybrid Bus will be heading to Columbia in the coming months to spend a year in operation in our community. To give it some local flavor, an art contest for kids to design the graphics for the outside of the bus has been launched.

Winners will be selected based on clarity of design, promise of new technologies, and South Carolina- related environmental themes. The winning school will receive a photo of the wrapped bus and dinner at a Midlands area restaurant for a group of 20 students and parents. Instructions and a template can be found on the Hydrogen Hybrid Bus website. Designs must be submitted by December 1, 2008.

The Hydrogen Hybrid Bus project is part of the National Fuel Cell Bus Program, which is administered by the Federal Transit Administration. The project Team includes almost two dozen organizations from around the country. Columbia will be the first host city for the bus, which will then travel to Connecticut and Alabama.

Engenuity '08 At Innovista - November 12th



On November 12th, please join us at Engenuity '08, Columbia's Knowledge Economy Leadership Conference, to celebrate our region's transition to a knowledge-based economy. Tickets for this event are on sale now but space is limited. Click [HERE](#) or call (803) 233-3672 to make your reservations.

This year's conference will be looking back on our region's achievements over the past five years with a look to the future to come and will be celebrating the legacy of Dr. Andrew Sorensen. With special keynote Rebecca Ryan, author of "Live First, Work Second", this event will focus on Columbia's single greatest economic opportunity to transition to a next generation city where talent, innovation, quality of life and economic development come together in dynamic live, work, play environment.

The conference will be held at Innovista's Discovery I Building which couldn't be more symbolic of the progress we've made and of the future ahead. We hope you will make plans to join us. *Come to celebrate...leave inspired.*

[Engenuity '08](#)

Discovery I, at Innovista (915 Greene st.)

6:00 pm Cocktails

7:00 pm Tapas Dinner and Program

Tickets \$125

RSVP: Call (803) 233-3672

The bus will be powered by a combination of advanced technology batteries and hydrogen fuel cells. It will be one of the first customers of the Columbia Hydrogen Fueling station. Along with carrying passengers on a daily downtown and University route, the bus will also make appearances at community events, festivals, USC football games, local schools, and more.

Entrepreneurial Forecast: Cloudy With A Chance of Sunshine

The current economic crunch suggests a cloudy forecast for the livelihood of small business owners and entrepreneurs. However, a new working paper from Chad Moutray, Chief Economist of the US Small Business Administration's Office of Advocacy, calls for



sunny skies thanks to renewed investments in technology and innovation, support for innovative regional "economic gardening" strategies, and through entrepreneurial ventures started by new immigrants and minority populations.

Small businesses play a key role in the U.S. economy by providing much of the net new job growth. In fact, a 2008 [report](#) found that high impact firms actually account for almost all of the private sector employment and revenue growth in the U.S. economy.

Moutray's report examines the most important issues and opportunities small business owners and entrepreneurs will be facing in the future. He notes that both political parties embrace policies that support the contributions of entrepreneurs to our economy, but that our leaders will need to put more policies in place that promote economic growth and stability, allowing small business owners and entrepreneurs to take advantage of the opportunities that lie ahead in the global marketplace.

To read the full report, click [here](#).

Sign Up For Learning With Leaders on October 31st!



The Young Leaders Society (YLS) of the United Way of the Midlands is hosting a professional development breakfast on October 31st featuring Engenuity's own Neil McLean. Admission is Free for YLS

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members and \$10 for each non-member.

When: October 31st

Where: Inn at USC (1619 Pendleton St.)

Register: [Online](#)

McLean will discuss Columbia's knowledge economy and the city's position as a leader of hydrogen and fuel cell research and technology. Enjoy breakfast and learn more about Columbia's role in energy conservation.

Growing The Knowledge Economy One Award At A Time

Recent awards given to SCRA and Trulite demonstrate that the knowledge economy in our region is no longer a vision. It's real and thriving!

This month, the State Science and Technology Institute (SSTI) presented is prestigious 2008 Excellence in TBED (technology-based economic development) Award to four recipients nationally, selected as best practice models in knowledge- based economic development. SCRA's [SC Launch!](#) was awarded in the Building Entrepreneurial Capacity category.



Also this month, [Trulite](#) announced that the company had been awarded a \$531,000 naval development contract to develop a high energy density hydrogen generation system that can provide up to five hundred watts of power in a compact, portable unit. Having just moved into the Midlands Technical College Enterprise Campus, Trulite will leverage the chemical proficiency of [BoroScience International](#), another local company in town.

Congratulations SCRA and Trulite!

Talent: We Asked, You Responded



Thanks to the over 1,000 citizens, students, young professionals, entrepreneurs, civic officials, artists, and everyone else that responded the Columbia Talent Magnet Survey. The Columbia Talent Magnet Project, along with the Southern Growth Policies Board will be compiling the results to be presented at the 1st Annual Columbia Talent Magnet Forum on November 21st, as a follow up to the Engenuity '08 Annual

Leadership Conference. Results will also be presented to city and county officials to help chart the course for the next five years in our region.

The Columbia Talent Magnet Project is committed to developing a dynamic region where education, economic prosperity, community engagement, quality of life, and experiences attract and retain the best and the brightest talent in the region and the country. This vision will fuel our community's growth in the new economy.

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