

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

For continuous updates, check out www.engenuitysc.com

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Collaborate or Die: Why Making Friends Is No Longer Just The Right Thing To Do



Creating collaborations across political, geographic, social, and economic boundaries is supercharging economic growth in the Midlands and is central to our success in the knowledge-based economy of today, tomorrow and into the future.

A recent study sponsored by the Information Technology and Innovation Foundation set out to analyze the sources of award-winning innovations over the past few decades to understand where U.S. innovations come from. The study found that in the last two decades approximately 80 percent of award-winning U.S. innovations have stemmed from some kind of inter-organizational collaborations or partnerships involving business and government and including federal labs and federally funded university research.

Special Science Cafe: Domecasting Technology and Free-Floating Icebergs



August 12th Science Cafe Not To Be Missed!

Tom Falvey, the SC State Museum's Director of Science and Outreach, will talk about the museum's expansion plans to build a 55 foot digital dome planetarium, observatory and 4-D theater. The new planetarium software technologies will bring researchers - virtually- into the immersive dome environment and allow a scientist to talk to an audience from almost anywhere in the world, including Antarctica.

Dr. Tim Shaw, with the USC Department of Chemistry and Biochemistry, will discuss his latest research in Antarctica and how this new technology will enhance dissemination of research efforts like his across the world. Dr. Shaw is researching the phenomena that free-drifting icebergs, formed from the melting of Antarctic ice shelves due to global climate change, in the

Our region is exemplifying the new nature of the innovation process, and our collaborative mindset is allowing us to accelerate our progress in a way few regions are able to. Organizations such as the South Carolina Research Authority (SCRA), SC Launch!, the City of Columbia, Midlands Technical College, the University of South Carolina, Richland County, the Central SC Alliance, the South Carolina Department of Commerce, and EngenuitySC are coming together to make things happen, to grow the knowledge economy and to provide a home for innovation.

Download the July 2008 Information Technology and Innovation Foundation report, "[Where Do Innovations Come From? Transformations in the U.S. National Innovation System, 1976-2006](#)", by Fred Block and Matthew R. Keller.

Columbia's Entrepreneurial Community Is Going "Inside-Out"

More communities are taking hold of the inside-out approach to job growth by dedicating resources to develop, retain and inspire growing companies already in the area. Columbia is one of those communities.

Government, higher education, and business leaders in the Columbia region are pioneering an entrepreneurial alternative to the traditional economic development approach.



CALL TO ACTION: Our region is looking at taking on more programs to support the growing entrepreneurial community. Think ...

- Entrepreneurial Network
- Entrepreneurial Roundtables
- Young Entrepreneurial Social Events

EngenuitySC wants to hear from you! What programs are you looking for? What do you think is needed to better support the "inside-out" way to grow jobs in our knowledge economy?

Send your comments to info@engenuitysc.com. Comments will be featured in next month's newsletter.

Weddell Sea can actually play a role in removing carbon from the atmosphere.

Come discover the big changes happening at the museum, learn about how a scientist studying global climate change in Antarctica can use "domecasting", and take a tour in the portable planetarium!

Date: August 12th

Time: 6PM

Location: SC State Museum (301 Gervais Street)

RSVP: krobinson@engenuitysc.com

The Crescent Cafe will be serving food and beverages.

Quick Links...

[Register Now at EngenuitySC](#)

[Greater Columbia Fuel Cell Challenge](#)

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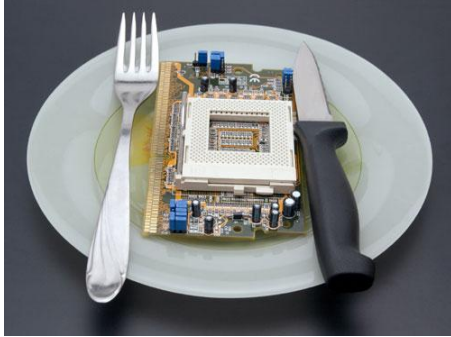


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Technology: It's Hot, It's Happening, and It's Here!



Our region is embracing the knowledge economy like never before as evident by the cool and cutting edge kind of technology-based events that are starting to

happen.

The first ever [Palmetto Open Source Software Conference](#) is being held on July 30th in Columbia. Open Source Software (OSS) is the hottest and most talked about topic in IT today. OSS permits users to use, change, improve, and redistribute software, offering a more flexible technology and quicker innovation. The conference is being hosted by the USC College of Engineering and Computing, the USC College of Hospitality, Retail and Sports Management, and TM Floyd & Company.

The 10th annual [Palmetto Pillar Technology Awards](#) banquet is being celebrated on August 14th. This event showcases the leaders and innovators in the region's technology community. The 10th anniversary event, presented by AT&T, demonstrates that more and more organizations are leading the region to greatness through technology. Ed Sellers, CEO of BlueCross BlueShield of South Carolina, will be the keynote speaker for the evening.

Ride, Drive, and Race - Got Fuel Cells?

It's time to put the pedal to the metal in Columbia's Fuel Cell District.

Two exciting events will be happening in Columbia over the course of the next few months that will provide the public the opportunity to see fuel cell powered vehicles in action and even take them for a spin! More details to come but lock down August 16th on your calendar...



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