



10 Easy Steps to a State IOF Program!

Carl Irwin

Industries of the Future - West Virginia

OIT Customer Day

February 16, 2000



1. Find out if your state's industry profile has a fit with the IOF program.

- For West Virginia, IOF sectors account for about 55% of the manufacturing jobs in the state and 72% of the manufacturing GSP.

2. Be the champion of your state's IOF program - or find one.

3. Find help! Build your core team - including your state energy office (they can apply for SEP grants) and land grant universities (to leverage existing R&D capability and resources).
- WVU President David Hardesty's talk at the 1999 NASULGC conference describes the synergy between IOF and the extension/outreach mission of a land grant university.

4. Work with individual companies to form industry working groups - build grass roots support with state companies - visit their plants - hold working group meetings and get them started talking about their concerns for the future and their R&D needs.

- Warning! These discussions may get outside the scope of technical topics.

5. Develop partnerships with trade associations and professional societies.
 - For us – the Aluminum Association, AISI and the WV Steel Advisory Commission, Society of Glass Science and Practices, the WV Polymer Alliance Zone, the Chemical Industry Committee of the WVMA, WV Forestry Association, the American Foundrymen Association, ...

6. Work with the OIT people – invite them to your group meetings to discuss Industry Visions, Technical Roadmaps, IOF solicitations, NICE³, and other funding opportunities. Bring in your Industrial Assessment Center.

7. Get elected officials involved.

- In our case, Governor Underwood has spoken at all three symposia and Senator Rockefeller was at our 1998 symposium. State legislators make great participants.
- Programs such as IOF that help a state retain its high paying manufacturing jobs are politically appealing.

8. You must have goals for each industry group – something to work toward.

Finding resources to co-fund projects, writing proposals that address industry needs, implementing projects, banning together to address policy issues.

- IOF-WV has led to approximately \$5.3 million dollars in funded projects and groups are currently preparing proposals worth approximately \$8 million.
- For example, the IOF-WV metal casting group formed a coalition to seek new permitting regulations for productive uses of spent foundry sand.

9. Hold general interest symposia to present results, celebrate accomplishments, and to educate and inform more people in your state about IOF.

- At the 1999 IOF-WV Symposium, the Governor announced a review of incentives for manufacturers that invest in new technologies.
- Gerry Meyers, CEO of Century Aluminum, gave the keynote talk at the 1999 symposium.
- Annual symposia are fine, but it's really what you do in between all year long that counts!

10. Develop synergies and keep the momentum going – how can your state IOF help other organizations achieve their goals?

- West Virginia's economic development goals include retention of existing companies and development of downstream manufacturing.
- Dupont's corporate commitments to zero waste and emissions, flat energy usage, 10% of global energy from renewable sources, and CO₂ reductions of 65% by 2010 are great for IOF project development.

Conclusions

- In general, IOF is a great organizing concept. It encourages companies in an industry sector to work together to improve overall competitiveness – and develops synergy between different industry sectors.
- On the state level, IOF has the added potential to rally people around economic development efforts in your state, to partner with applied research, extension and outreach at land grant universities, and to lead companies in your state to the national IOF program and all the resources of OIT.
- Even if the core industry sectors are not prominent in your state, you can tie into various cross cut technologies and programs.