



**FOR IMMEDIATE RELEASE**

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## **CONNECT Leader Helps San Diego Land Prestigious TEDMED2009 Conference**

*Brilliant Minds in Life Sciences and Health Care To Gather in San Diego for Annual  
Leadership Conference*

SAN DIEGO – CONNECT, one of the nation's most successful regional economic development programs for high technology and life science innovators, today announced its involvement in a collaborative effort in a winning bid for San Diego to host the October 2009 TEDMED2009 Conference. This project was a joint outreach effort by Jerry Sanders, mayor of San Diego; Don Jones, vice president of business development of health and life sciences for Qualcomm; Duane Roth, CEO of CONNECT; Julie Meyer Wright, CEO of the San Diego Regional Economic Development Corporation; and Joe Panetta, CEO of BIOCUM. The annual TEDMED Conference provides venue for discussion and collaboration of today's bright minds in health care, life sciences and medicine.

“By any measure, the San Diego innovation economy is one of the best anywhere,” said Roth. “San Diego is home to the densest clusters in the world of wireless and biomedical companies and as a result, we're the premier location in the U.S. for collaboration between wireless and life sciences. That makes us the ideal region to host and feature the world's leading minds and most creative researchers to discuss the growing convergence of medicine, health care, wireless technologies and software.”

TEDMED2009 will take place Oct. 27-30, 2009 at The Hotel Del Coronado, and will focus on building the ultimate understanding of health care, its system and products, where it's going and how it is going to get there. The meeting is an extension of the world-famous TED (Technology, Entertainment, Design) conferences – annual gatherings of the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives in 18 minutes. TED was founded in 1984 by Richard Wurman as a conference bringing together people from those three worlds. Wurman founded and chaired TED conferences from until 2002 and also created and chaired past TEDMEDs.

“The selection of San Diego as the host of this prestigious conference validates what we’ve known for quite some time – that our city is a thriving technology innovation hub that is respected around the world,” said Sanders. “We pursued this conference because it will facilitate new ideas, new partnerships and new business opportunities for San Diego area companies.”

Attendees will include some of the world's most forward-thinking minds who are pioneering cutting-edge research, next-generation robotics, genetic social networks, prime time medical television, artificial intelligence, health systems and records, innovative prosthetics and human longevity. The conference brings together top pioneers in the life sciences industry to celebrate innovation with a focus on the intersection of technology, medicine and health care. TEDMED2009 is the fifth in a series of meetings celebrating conversations that demonstrate the connections between all things medical and health care related: from personal health to public health, devices to design and Hollywood to the hospital.

“Home to a growing number of technology powerhouses, the San Diego region has become a global center for wireless innovation and leadership. TEDMED offers an excellent venue for some of the most forward-thinking minds in the world to join together to discuss medical and health care topics, including opportunities for wireless health,” said Jones.

For more information about the TEDMED2009 conference, please visit [www.tedmed.com](http://www.tedmed.com), and for information about CONNECT, go to [www.connect.org](http://www.connect.org).

### ***About CONNECT***

CONNECT is a non-profit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Each year CONNECT delivers more than 300 programs and services that benefit more than 2,000 CEOs and companies. CONNECT is widely regarded as the nation’s most successful regional program linking inventors and entrepreneurs with the resources they need for success. Its programs include: Springboard, Venture Round Table, Frontiers in Science and Technology, FrameWorks, CEO Strategy Forum and Connect with CONNECT; affiliate programs including The Center for Commercialization of Advanced Technology (CCAT), Tech Coast Angels (TCA), and MIT Enterprise Forum (MITEF); and its awards and recognition programs, Hall of Fame, and The Most Innovative Product (MIP) Awards. For further information, see [www.connect.org](http://www.connect.org).

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