



## Press Release

Media Contact:  
Mr. Jim Poage  
P 210 458-2523  
F 210 458-2529  
jbp@satai.us

### **SATAI STARs 2009 Technology Innovation Conference to be held Tuesday, October 27, 2009 in San Antonio, TX**

*Keynote speakers include 5-Mission NASA Astronaut John Blaha and Rackspace CEO Lanham Napier and Co-Founder Pat Condon*

*Wednesday, September 30, 2009, San Antonio, Texas:* SATAI today announced the [STARs 2009](#) Technology Innovation Conference presented by [AT&T](#) will be held Tuesday, October 27, 2009 at the Rosenberg Sky Room on the campus of the University of Incarnate Word in San Antonio, TX.

SATAI re-designed their awards gala into a one-day technology innovation conference to encompass the technology awards and add fun, interactive, educational, inspirational keynote addresses and educational sessions. In addition, SATAI incorporated their second annual Elevator Pitch Competition into the program. The diversity of the program addresses the various interests of attendees. Jim Poage, CEO, SATAI said, “We threw out the rubber chicken dinner in favor of a full-day conference to deliver more value to our attendees, participants and sponsors. We have a content-rich program with star-studded speakers, an elevator pitch competition with outstanding prizes, and a full day of networking.”

Entrepreneurs and Researchers will learn from experts how to navigate the startup “valley of death”. Investors will meet other financial gurus who made it big and discover new opportunities. Service Providers and Technology Businesses will interact with people who can help grow your business, learn about new technology innovations, and give their views on the future of what’s hot and what’s not.

### **Keynotes and Speakers**

The conference features two keynote addresses. The morning keynote is an armchair-chat with Rackspace CEO Lanham Napier and Co-Founder Pat Condon moderated by Jim Forsyth, News Director, Clear Channel San Antonio. The lunch keynote address by Five-Mission NASA Astronaut John Blaha is guaranteed to inspire the audience to aim for the stars. Other confirmed organizations speaking at the conference include: [Cancer Prevention and Research Institute of Texas](#) (CPRIT), [Central Texas Angel Network](#), [Frost and Sullivan](#), [Jackson Walker](#), [Pillar Capital Management, LLC](#), [Santé Ventures](#), and [Sevin Rosen](#), to name a few.

### **Elevator Pitch Competition**

SATAI incorporated their annual Elevator Pitch Competition into the STARs 2009 event. Competitors will deliver a 90-second elevator pitch for a new technology idea or innovation. Winners will receive cash and sponsor prizes and a private meeting with a Venture Capital firm. These “lightning round” elevator pitches are a blast to watch and judge. Judging will be by the audience.

### **STARs of Innovation Awards**

SATAI recognizes individuals and companies that have made a beneficial impact to the San Antonio and South Texas technology community. SATAI chose award winners in the categories of Science & Technology Hall of Fame; Technology Superstar, and a 2009 Technology Hero.

STARs 2009 is presented by Platinum Sponsor [AT&T](#). Other sponsors are listed on the event website.

The STARS 2009 Technology Innovation Conference is on Tuesday, October 27, 2009 from 7:30 am - 6:30 pm at the Rosenberg Sky Room on the campus of the University of Incarnate Word. Registration is \$150 and includes Continental Breakfast, Lunch, and Afternoon Mixer. To attend, sponsor, participate in the elevator pitch competition, or for more information please call 210-458-2523 or visit [www.satai.us/stars2009](http://www.satai.us/stars2009).

---

### **About SATAI**

SATAI exists to **Inspire** technology innovation and commercialization, **Create** technology companies, and **Grow** them into viable businesses in the San Antonio and Bexar County regional economy. SATAI, as the host of the South Texas RCIC, is the South Texas portal for the Texas \$200M Emerging Technology Fund, and all applications in a 32 county region from Nueces County (Corpus Christi) to Bexar County (San Antonio) go thru SATAI. For more information on SATAI, visit [www.satai.us](http://www.satai.us). SATAI derives support from the City of San Antonio, the University of Texas at San Antonio, the State of Texas, Bexar County, private companies, individuals and public institutions.

###