



**FOR IMMEDIATE RELEASE**

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**San Diego's CONNECT Selects Gable PR**

PR Agency Brings Award-Winning Experience To  
Organization that is Accelerating Innovation in San Diego

SAN DIEGO, CA – CONNECT, widely regarded as the nation's most successful regional economic development program linking high-technology and life science inventors and entrepreneurs with the resources they need to be successful, has selected Gable PR to manage its public and media relations programs.

“CONNECT is experiencing a period of sustained growth and plans to introduce new programs, and, along with its members, expand the services it offers to inventors and entrepreneurs throughout the region,” said Duane Roth, CEO. “We’re pleased that Gable PR will be spreading the word about the impact CONNECT has had on the development of the technology and life science clusters in the San Diego region. We are also excited about telling the community about the breadth of our programs which include new company creation, networking, education and recognition for companies in all stages of development.”

The public and media relations program will be managed by Tom Gable, a nationally-recognized authority on managing PR programs for results, who also has a long history with CONNECT. His firm at the time, The Gable Group, created the name and logo for CONNECT after it was founded in 1985 as the UCSD Program in Technology and Entrepreneurship. They launched the new CONNECT brand and ramped up its image as the organization developed under the leadership of CONNECT’s then-executive director Bill Otterson and Mary Walshok, currently the Associate Vice Chancellor for Public Programs, Dean of University Extension, UC San Diego. Gable also named the organization’s popular Springboard program, where entrepreneurs-in-residence help inventors go from interesting innovations to launching new companies.

“CONNECT is continually increasing its abilities to accelerate the flow of innovation in the San Diego Region,” said Gable. “We will focus our efforts on making inventors and entrepreneurs more aware of the resources CONNECT can provide. New company creation based upon science and technology innovation has been one of the most

important economic engines for the San Diego region's growth over the past several decades.

“Given CONNECT's expanding and critical role as an accelerator of innovation, the team at Gable PR envisions a steady stream of new success stories in the future. We're pleased to be helping support the region's innovation growth,” said Gable.

CONNECT recently completed its first year as an independent non-profit organization, with record growth in membership and programs, including Springboard. It previously operated as part of UCSD Extension.

### ***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. Since 1985, CONNECT has assisted in the formation and development of over 1,000 companies and 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, and Connect with CONNECT; affiliate programs with 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 Products (MIP) Awards.

### ***About Gable PR***

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed.

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