

CONTENTS

David Pakman <i>Former President and CEO, eMusic.com Inc.</i> TRANSFORMING THE CONSUMER/COMPANY DYNAMIC	7
Anthony P. Schirripa AIA, IIDA <i>Chairman and CEO, Mancini•Duffy</i> SERVING CLIENTS BY STIMULATING CHANGE FROM WITHIN	19
Dr. Margaret Mary Fitzpatrick S.C. <i>President and CEO, St. Thomas Aquinas College</i> ADOPTING AN ENTREPRENEURIAL ATTITUDE	29
A.G. Karunakaran <i>President and CEO, GDA Technologies Inc.</i> ACCELERATING INNOVATION TO GROW THE COMPANY	37
Kent A. Murphy, Ph.D. <i>Chairman and CEO, Luna Innovations Inc.</i> FINDING NEW TECHNOLOGY AND NEW MARKETS BY UTILIZING INNOVATIVE IDEAS	47
Gary Shapiro <i>President and CEO, Consumer Electronics Association</i> STAYING AHEAD OF THE CURVE: INNOVATION FOR CUSTOMERS AND EMPLOYEES	57
Scott A. Root <i>President and CEO, Astra Tech Inc.</i> ACHIEVING SUCCESS THROUGH RESPONSIBLE INNOVATION	65

Thomas H. Oliver <i>President and CEO, United Planners Financial Services</i> <i>EXCEEDING CLIENT EXPECTATIONS</i> <i>THROUGH TECHNOLOGY</i>	75
Patric M. Verrone <i>President, Writers Guild of America, West</i> <i>EXPANDING THE CREATIVE INFLUENCE</i> <i>THROUGH CONSISTENT INNOVATION</i>	83
Arthur J. Lendo, Ph.D. <i>President and CEO, Peirce College</i> <i>EMBRACING INNOVATION AND 21st CENTURY</i> <i>TECHNOLOGY: A TRANSFORMATIONAL</i> <i>LEADERSHIP STUDY</i>	93
Penelope H. Wills, Ph.D. <i>President, Northeast Iowa Community College</i> <i>PARTNERING WITH THE CONSUMER:</i> <i>ENGAGING THE COMMUNITY'S TRUST</i>	107
Edward T. Reilly <i>President and CEO, American Management</i> <i>Association International</i> <i>INSTILLING A CULTURE OF CURIOSITY</i>	119
Robin Raina <i>Chairman of the Board, President, and CEO, Ebix Inc.</i> <i>INCREASING PRODUCTIVITY BY</i> <i>SIMPLIFYING PROCESSES</i>	129