



# Business Innovation

2008

conference

SEPTEMBER 8-10  
WHEATON, IL

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**Agenda / Program****Day 1: 8-Sep-08**

7:30am-8:30am	Registration - <i>Atrium</i>		
8:30am-12:00am	<b>Workshop 1 - Room 103</b> <a href="#">Inventive Problem Solving</a> <b>Ellen Domb</b> , Ph.D., Editor, TRIZ Journal, PQR Group	<b>Workshop 2 - Room 114</b> <a href="#">Financing Innovation</a> <b>Stefania Aulicino</b> CapitalLinkUSA	<b>Workshop 3 - Room 118</b> <a href="#">Service Innovation</a> <b>Alexis P. Goncalves</b> Innovation Insight Network
12:00pm-1:30pm	Lunch - <i>Atrium</i>		
1:30pm-5:00pm	<b>Workshop 4 - Room 103</b> <a href="#">Generating "High Potential" Ideas in the Early Discovery Phase of Innovation</a> <b>Joseph Dellaria</b> Perceptive Realities	<b>Workshop 5 - Room 114</b> <a href="#">Synthesis for Innovation</a> <b>Bill Burnett</b> Leader of Innovation W Burnett, LLC	<b>Workshop 6 - Room 118</b> <a href="#">Breakthrough Innovation</a> <b>Praveen Gupta</b> Accelper Consulting

**Day 2: 9-Sep-08**

7:30am-7:50am	Continental Breakfast and Registration - <i>Atrium</i>	
7:50am-8:00am	<b>Welcome - Room 166</b> <b>Praveen Gupta</b> , Conference Chair, Instructor, Business Innovation, Illinois Institute of Technology, Chicago	
8:00am-9:00am	<b>Keynote - Room 166</b> <b>Innovation - A Necessity for Entrepreneurship</b> <b>Prof. Charles Cooney</b> , Faculty Director, Deshpande Center of Technological Innovation, MIT	
9:00am-10:00am	<b>Track 1 - Room 103</b> <b>Innovations in University Environment</b> Case Study – Launching innovative programs <b>C. Robert Carlson</b> , Director, Rice Campus, Illinois Institute of Technology	<b>Track 2 - Room 118</b> <b>Leading Innovation</b> 3M's GRIT – Building Grass Root Innovation Teams <b>Kimberly A. Johnson</b> , Trisential
10:00am-10:30am	BREAK - <i>Atrium</i>	
10:30am-11:30am	<b>Protecting IP in Global Economy</b> Global protection and enforcement of patents and trademarks <b>Joseph T. Nabor</b> , Partner, FitchEvenTabin& Flannery	<b>Creating the Innovation Culture</b> Learn roles and responsibilities to sustain the innovation culture <b>Langdon Morris</b> , Partner, Innovationlabs, and Author
11:30am-12:30pm	<b>Innovation Hardwired: A Model to Drive World Class Transformation</b> Learn a roadmap to hardwire innovation <b>Alexis P Goncalves</b> , Faculty, Georgetown University, Washington D.C., and Author	<b>Steps to Become an Innovative Company</b> Learn crucial characteristics that foster innovation <b>Bill Burnett</b> , Leader of Innovation, W Burnett LLC
12:30pm-1:30pm	<b>Lunch - Atrium</b> <b>Keynote: Innovation for Profitable Growth</b> <b>Tony Reyes</b> , CEO, CartonCraft, Inc.	

1:30pm- 2:30pm	<b>Creating a Culture of Innovation</b> Learn 12 programs to create the innovation culture <a href="#">Paul Davis</a> , President, Scanlon Leadership Network	<b>Market Factor Co-Evolution: A New Approach to Designing Products and Services</b> Learn how to leverage existing products, technologies to meet changing social trends <a href="#">Thomas Duening</a> , Director, Entrepreneurial Program, Ira Fulton School of Engineering, and Author
2:30pm- 3:30pm	<b>Innovation in Payments and Identity Management</b> A new method for securing transactions <a href="#">Richard O'Brien</a> , CEO, Payment Pathways, Inc.	<b>Accelerate Innovation Using TRIZ</b> An overview of this analytical and proven approach to innovation <a href="#">Ellen Domb</a> , Consultant, PQR Group, and Author
3:30pm- 4:00pm	BREAK - <i>Atrium</i>	
4:00pm- 5:00pm	<b>Products, Services and Software Innovation in a Cornfield Mayo Clinic</b> Learn innovation techniques utilized throughout the Mayo Clinic that sustained its innovation leadership in healthcare <a href="#">Brett E. Trusko, Ph.D.</a> , Bioinformatics Researcher, Mayo Clinic, and Author	<b>Repurposing Old Cures - Medicine's Best Kept Secret</b> Learn how patients benefit from repurposed therapies <a href="#">Bruce E. Bloom, Ph. D.</a> , Partnership for Cures
5:00pm- 7:00pm	<b>Networking Reception with special Keynote presentation - <i>Atrium</i></b> <b>Design Thinking for Customer Driven Innovations</b> <a href="#">Patrick Whitney</a> , Director, Institute of Design, Illinois Institute of Technology	

### Day 3: 10-Sep-08

7:30am- 8:00am	Continental Breakfast and Registration - <i>Atrium</i>	
8:00am - 9:00am	<b>Keynote - <i>Room 166</i></b> <b>Technology Innovation in Tata Consultancy Services</b> <a href="#">Gautam Sardar</a> , PhD, Principal Scientist and Head, Tata Consultancy Services (TCS)	
9:00am - 10:00am	<b>Track 1 - <i>Room 103</i></b> <b>Building A Knowledge Ecosystem</b> Culture and structure to create knowledge and innovate <a href="#">Raj Datta</a> , Vice President, Knowledge Management, MindTree Ltd.	<b>Track 2 - <i>Room 118</i></b> <b>White Space for Innovation</b> Learn how to overcome organizational barriers to innovation by effectively creating and implementing white space <a href="#">Adam Hartung</a> , Managing Partner, Spark Partners, and Author
10:00am- 10:30am	BREAK - <i>Atrium</i>	
10:30am- 11:30am	<b>Steering Education in Innovation</b> Role of Microsoft in promoting education in innovation <a href="#">Krishna Kumar</a> , Developer Evangelist - Academic	<b>Hands-on Knowledge Experience - A New Innovations in Corporate Education</b> Learn how laboratory of knowledge devices help accelerate learning and retention of knowledge <a href="#">Nancy Munro</a> , CEO, KnowledgeShift
11:30pm- 12:30pm	<b>Innovate Like Edison - Inspiring Innovation in a Flat World</b> Learn Edison's 5 competencies of innovation <a href="#">Sarah Miller Caldicott</a> , Great Grandniece of Thomas Edison	<b>Innovation as a Repeatable Business Process</b> Learn key requirements for a consistent, repeatable innovation process <a href="#">Jeffery Phillips</a> , VP Marketing, OVO
12:30pm- 1:30pm	<b>Lunch - <i>Atrium</i></b> <b>Keynote: Returns on Innovation</b> <a href="#">Sean O'Toole</a> President and Chief Executive Officer, GiftCertificates.com	
1:30pm- 2:30pm	<b>Innovation in Marketing</b> Applying innovation principles to the marketing	<b>Process and Culture of Continual Innovation</b>

	process <b><u>Mak Joshi</u></b> , Product Manager, Abbott Laboratories	Learn 5 basic characteristics of innovative companies <b>Robert W. Beachy</b> , President, Axiom
2:30pm-3:30pm	<b>Innovation at Microsoft</b> Innovation practices and tools deployed at and developed by Microsoft <b><u>Adam J. Hecktman</u></b> , Director - Microsoft Technology Center	<b>Sustaining Innovation</b> The Elkay Manufacturing's Innovation Story <b>Mark Lawson, Vice President; James Smith</b> , Director, Elkay Manufacturing, iwerks Innovation Center
3:30pm-4:00pm	BREAK - <i>Atrium</i>	
4:00pm-5:00pm	<b>Keynote - Room 166</b> <b>Highlighting National Innovation Priorities</b> <b><u>Larry Gess</u></b> , Chief Operating Officer, Chicago Manufacturing Center	
5:00pm-6:00pm	<b>What's Next - Closing Remarks - Room 166</b> <b><u>Roy A. Luebke</u></b> , Director of Capability Development, Innovationedge	

\*Conference Schedule Subject To Change

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