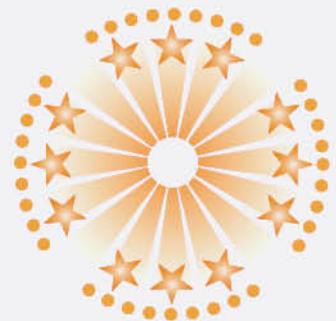
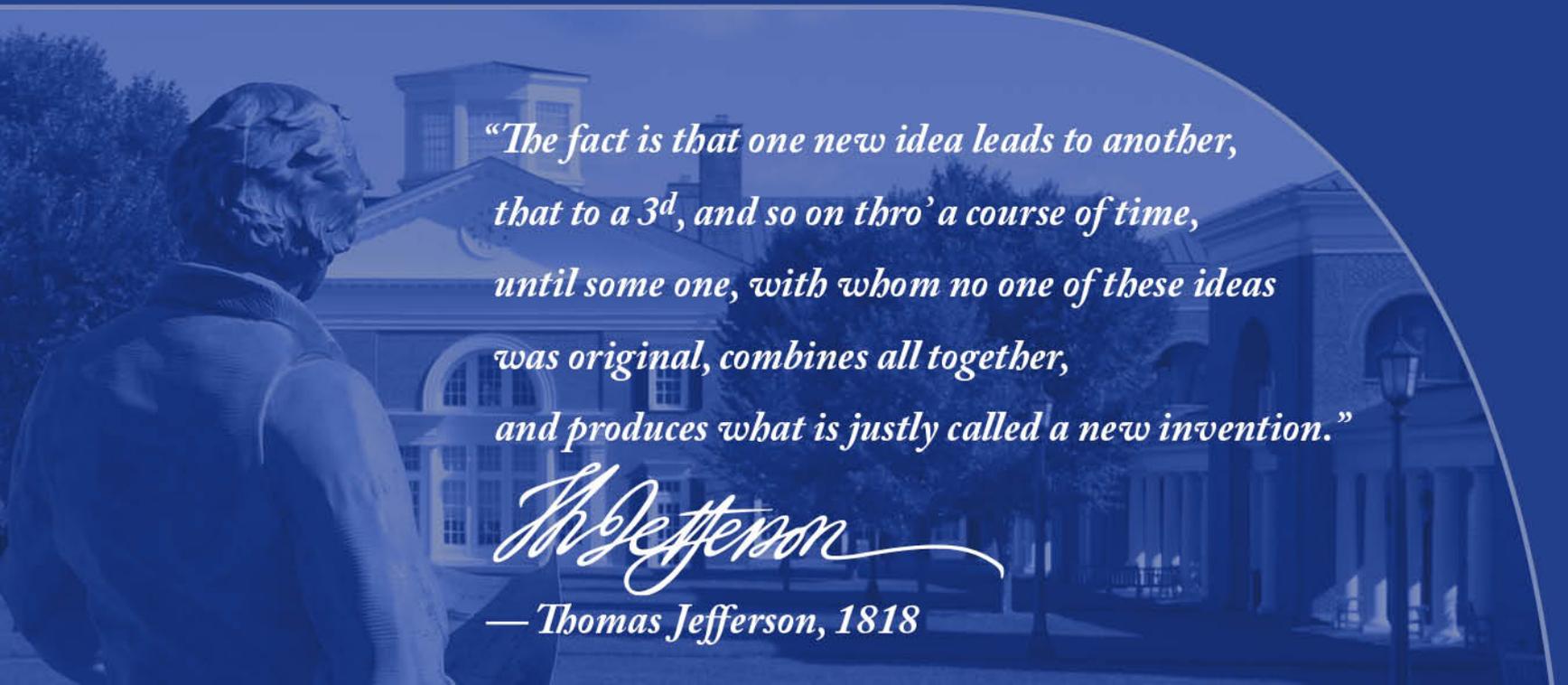




JEFFERSON
INNOVATION
SUMMIT



Delegate Briefing



*“The fact is that one new idea leads to another,
that to a 3^d, and so on thro’ a course of time,
until some one, with whom no one of these ideas
was original, combines all together,
and produces what is justly called a new invention.”*

Th. Jefferson

— Thomas Jefferson, 1818

WELCOME SUMMIT DELEGATES

With the words “life, liberty and the pursuit of happiness,” Thomas Jefferson launched one of the most innovative social experiments in history. As the nation’s first patent official, Jefferson also understood the importance of invention itself for the vitality of the young republic. To encourage both innovation and invention, Jefferson championed robust discourse and the civil exchange of ideas throughout his eventful life. It is in this spirit of engagement and exploration that we have invited you here to participate in the Jefferson Innovation Summit.

Motivated by today’s economic challenges, the Jefferson Innovation Summit embraces Jefferson’s vision for open and purposeful dialogue. Together we call for renewed attention to innovation and entrepreneurship as catalysts for economic growth, job creation, and global competitiveness. Through an unconventional format at historic locations on the grounds of the University of Virginia and at Monticello, the Summit will ask you – our delegates – to grapple with how best to create and sustain a society of entrepreneurs and innovators.

Your presence here, your engagement with one another, and the contributions of your time, energy, and ideas will be essential ingredients for a Summit that successfully informs and motivates the public discourse. Your conversations will establish the framework for a productive dialogue about the challenges of sustaining the nation’s

innovative capacity and entrepreneurial ecosystem. Through regular exchanges we will continue to push the limits of our own ingenuity to address the great challenges of our time. Thank you for your participation in this inaugural gathering.

EXECUTIVE TEAM

Batten Institute
Darden School of Business

Sean D. Carr
Dan Bierenbaum
Michael Lenox

Thomas Jefferson Foundation
Ann H. Taylor

CNBC
Steve Lewis
Tyler Mathisen

Fred Friendly Seminars
Richard Kilberg
Joan Greco

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Summit Host and Organizer

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Rotunda Dialogue Producer



Official Media Partner

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A WORD FROM THE THOMAS JEFFERSON FOUNDATION

The Jefferson Innovation Summit is rooted in a landscape where the genius of Jefferson provides a touchstone and inspiration for dialogue on innovation and entrepreneurship. It is an environment that connects the power of ideas – what Jefferson envisioned as “the illimitable freedom of the human mind” – with the power of place.

As the author of the Declaration of Independence, Thomas Jefferson became the primary spokesman for a revolutionary generation—one that created a new nation based on radical ideas. He trusted human reason, and thought that with education, people were capable of self-government. The ideas of the Declaration launched an experiment in political liberty. Jefferson’s public positions ranged from local delegate to the House of Burgesses to President of the United States. His epitaph lists his achievements as author of the Declaration of Independence, sponsor of the Statute of Virginia for religious freedom, and founder of the University of Virginia, but he is also well recognized for his role as third President, sponsor of the Lewis and Clark expedition, and as the force behind the Louisiana Purchase.

Jefferson’s continuous quest for knowledge and the breadth of his curiosity and intellect provide a compelling model for purposeful dialogue on issues of innovation and entrepreneurship in our society. Influenced by Enlightenment philosophers, Jefferson thought reason and knowledge could be harnessed to improve the human condition. He studied science, writing to Pierre Samuel Du Pont de Nemours in 1809, that “nature intended me for the tranquil pursuits of science, by rendering them my supreme delight.” Jefferson was an “enthusiasm” of the arts, shaping public architecture in America. Jefferson’s wide-ranging interests were the product of his Enlightenment intellect. He studied and made contributions to multiple fields including architecture, botany, horticulture, archaeology, ethnography, natural history, and astronomy.



The Jefferson Innovation Summit takes place at Monticello and the University of Virginia—jointly recognized by the United Nations as World Heritage Sites, as masterpieces of human creative genius, embodying ideas of outstanding universal significance. It is an environment that fosters inspiration and enlightenment, as did Jefferson’s legendary dinners at Monticello. His granddaughter’s description for such an evening, a “feast of reason,” is an apt metaphor for the Summit’s stimulating exchange of ideas.

Leslie Greene Bowman
President, Thomas Jefferson Foundation

Th. Jefferson
MONTICELLO

SUMMIT OVERVIEW

On October 11 and 12, 2011, you and your fellow delegates will contribute to a series of distinct sessions for exchange at three historic locations in Jefferson's Virginia: 1) the **Rotunda Dialogue**, a moderated discussion guided by thought-provoking scenarios to draw out the main issues and obstacles to innovation and entrepreneurship; 2) the **Monticello Dinner**, a less formal conversation over dinner focused on brainstorming ideas and potential solutions; and lastly, 3) the **Declaration of Innovation**, a working session to integrate the previous day's conclusions into a meaningful plan of action.



ROTUNDA DIALOGUE

The Rotunda, University of Virginia

Tuesday, 11 October 2011
Start time: 1:00 pm



MONTICELLO DINNER

West Lawn, Monticello

Tuesday, 11 October 2011
Start time: 6:00 pm



DECLARATION OF INNOVATION

Robert H. Smith Center, Montalto

Wednesday, 12 October 2011
Start time: 7:30 am
Final statement: 11:00 am

PUBLIC EVENTS

Rotunda Dialogue Simulcast, Special Film Screening and Panel Discussion

Abbott Auditorium, Darden School of Business, University of Virginia (North Grounds)

Tuesday, 11 October 2011, Start Time: 3:00 pm

For more information, see page 42.

ROTUNDA DIALOGUE



THE ROTUNDA, UNIVERSITY OF VIRGINIA

Delegates Only

A unique exchange among thought leaders about the power and promise of innovation and entrepreneurship.

Date Tuesday, 11 October 2011
Time 1:00 – 2:00 pm Registration and Reception
2:00 – 5:30 pm Taped Dialogue

The signature event of the Jefferson Innovation Summit is the Rotunda Dialogue, an exchange among thought leaders about the power and promise of innovation and entrepreneurship. Guided by a moderator, a carefully selected group of innovators, entrepreneurs, policymakers, authors, and creative thinkers will navigate provocative scenarios that highlight the challenges of strengthening the nation's innovative capacity and entrepreneurial ecosystem. Developed by Fred Friendly Seminars in collaboration with the Summit's official media partner, CNBC, the Dialogue will take place in the Dome Room of Jefferson's iconic Rotunda.

The Rotunda Dialogue is modeled on the award-winning Fred Friendly Seminars, in which participants adopt roles and respond to fact-based hypothetical scenarios. They are given no scripts or materials to prepare; instead, with guidance from an experienced facilitator, they work through the decisions presented in the

scenarios, taking on roles consistent with those they have in real life. The focus throughout is not "What do you think?" but "What would you do?"

Scenarios are designed so that there is no one "right" course of action but rather legitimate competing goals, constituents, and values, which compel participants to engage the issues with extraordinary depth and subtlety. As delegates wrestle with the intricacies of the scenarios, and as vague opinions give way to the need for decisions, the seminar becomes a drama that illuminates complex questions in a stimulating, compelling, and entertaining way.

MODERATED BY:



Tyler Mathisen
CNBC, co-anchor,
Power Lunch;
Vice President, Strategic
Editorial Initiatives

As co-anchor to CNBC's "Power Lunch" and Vice President for Strategic Editorial Initiatives, Mathisen works closely with CNBC's Business Development and Marketing teams on strategic initiatives and alliances. Previously, Mathisen was Managing Editor of CNBC Business News responsible for directing the network's daily content and coverage. Mathisen also hosted CNBC's "High Net Worth" and was co-anchor of CNBC's "Closing Bell with Maria Bartiromo and Tyler Mathisen."

PRODUCED BY:

Fred Friendly Seminars, Inc., with CNBC

MONTICELLO DINNER



WEST LAWN, MONTICELLO

Delegates and Invited Guests

Convivial discussion and refreshment among delegates on the grounds of Thomas Jefferson's historic home.

Date Tuesday, 11 October 2011
Time 6:00 – 7:00 pm Reception
7:00 – 9:00 pm Dinner

Summit delegates and invited guests will enjoy a rare opportunity for exchange and refreshment on the grounds of Monticello, Thomas Jefferson's historic home. During this event, developed in partnership with the Thomas Jefferson Foundation, participants will continue the discussions initiated at the Rotunda Dialogue. These conversations will focus on generating ideas and potential solutions to the issues raised during the afternoon's thought-provoking seminar. Facilitators will be on hand to motivate discussion and to capture ideas for the next day's Declaration of Innovation working session at Montalto.

Note: Transportation will be provided from the Rotunda Dialogue to the Monticello Dinner; return transportation provided to the Inn at Darden.

DECLARATION OF INNOVATION



ROBERT H. SMITH CENTER, MONTALTO

Delegates Only

Statement of principles and constructive recommendations for building a robust entrepreneurial future.

Date Wednesday, 12 October 2011
Time 7:30 – 8:00 am Continental Breakfast
8:00 – 11:00 am Working Session
11:00 – 11:30 am Final Summit Statement

To conclude the Summit, delegates will participate in a working session at Montalto, the Thomas Jefferson Foundation's education and conference center overlooking Monticello. Delegates will draw from the previous day's discussions to compose a Declaration of Innovation – a constructive plan of action for creating and sustaining a society of entrepreneurs and innovators.

This culminating plan will ensure that the outcomes of the Summit's fruitful exchanges are propelled into discussions within the public and private spheres. With an emphasis on practical, action-oriented proposals, the Declaration will provide a meaningful framework for all stakeholders to improve the nation's innovative capacity and entrepreneurial ecosystem. Since the Jefferson Innovation Summit is envisioned as an annual event, the Declaration of Innovation will ensure that each Summit builds upon the progress achieved in previous years.

SUMMIT PARTNERS AND SPONSORS



SUMMIT HOST AND ORGANIZER

The University of Virginia's Darden School of Business is a top-ranked graduate business school (#7 *The Economist*; #7 *Entrepreneur Magazine*; #11 *Bloomberg BusinessWeek*); the Batten Institute, a research center within Darden, is dedicated to the study and teaching of entrepreneurship and innovation. The Batten Institute conceived and designed the Summit, providing substantial financial support for the event.



OFFICIAL SUMMIT PARTNER

The Thomas Jefferson Foundation is the non-profit organization that owns and operates Monticello. As official Summit partner, the Foundation is providing unprecedented access to the iconic West Lawn of Thomas Jefferson's home and the new Robert H. Smith Center at Monticello. Through its Robert H. Smith International Center for Jefferson Studies, the Foundation fosters Jefferson scholarship and disseminates findings to a global audience through research and education.



OFFICIAL MEDIA PARTNER

With CNBC in the U.S., CNBC in Asia Pacific, CNBC in Europe, Middle East and Africa, CNBC World and CNBC HD+, CNBC is the recognized world leader in business news providing real-time data, analysis and information to more than 390 million homes worldwide. The network's 16 live hours a day of business programming in North America (weekdays from 4:00 a.m.- 8:00 p.m.) is produced at CNBC's global headquarters in Englewood Cliffs, N.J., and includes reports from CNBC News bureaus worldwide. CNBC.com and CNBC Mobile Web (mobile.cnbc.com) offer real-time stock quotes, charts, analysis and both on-demand and live streaming video.



SUPPORTING MEDIA PARTNER

Education Nation is NBC News' initiative to engage the country in a solutions-focused conversation about the state of education in America. By sparking discussion and shining a spotlight on one of the most urgent national issues of our time, NBC News hopes to educate and inform Americans on how they can improve our education system, in pursuit of the shared goal of providing every American with an opportunity to achieve the best education in the world. NBC News is proud to support the Jefferson Innovation Summit through coverage on EducationNation.com's blog, The Learning Curve, and cross-promotional support.



ROTUNDA DIALOGUE PRODUCER

Fred Friendly Seminars, Inc. (FFS) is the official production advisor for the Rotunda Dialogue, the Summit's signature event. For decades FFS, a nonprofit organization based at Columbia University's Graduate School of Journalism, has specialized in creating "relevant, spontaneous, and compelling" conversations through Socratic dialogues in order to address urgent social and public policy issues.



PRINCIPAL SUMMIT SPONSOR

Accenture is a global management consulting, technology services and outsourcing company, with more than 223,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. As a major underwriter of the Summit, Accenture is providing generous financial support to the University of Virginia Darden School Foundation.



KESWICK HALL AT MONTICELLO

SUMMIT HOSPITALITY PARTNER

History and spectacular landscapes come together in Charlottesville where Thomas Jefferson country meets Virginia's Blue Ridge Mountains. This is the setting for Keswick Hall, an impressive mansion in true Orient-Express style, with its own Arnold Palmer Signature 18-hole golf course and a luxurious spa. Named Number One U.S. Mainland Top Small Resort by Condé Nast Traveler, Keswick Hall is providing generous amenities and services to all Summit Delegates during their time in Charlottesville.

PUBLIC EVENTS SPONSORS



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Boston Scientific, Co-Founder

Frank Batten, Jr.
Landmark Media Enterprises, CEO & Chairman

Leslie Greene Bowman
Thomas Jefferson Foundation, President

Lyons Brown
Altamar Brands, Founder & CEO

Robert Bruner
Darden School of Business, Dean

Robin Fray Carey
Social Media Today, CEO

Scott Case
Startup America Partnership, CEO

John Casteen
University of Virginia, President Emeritus

Aaron Chatterji
Fuqua School of Business, Associate Professor

James Cheng
**Commonwealth of Virginia,
Secretary of Commerce & Trade**

Aneesh Chopra
The White House, Chief Technology Officer

Jacob Colker
The Extraordinaries, Co-Founder & CEO

Mark Crowell
**University of Virginia, Executive Director for
Innovation Partnerships & Commercialization**

Bill Davidow
Mohr Davidow Ventures, Partner Emeritus

Trip Davis
**TRX, Co-Founder & Former CEO
Darden School Foundation, President**

Allison Cryor DiNardo
King Street Wireless, President

John Elstrott
**Levy-Rosenblum Institute for Entrepreneurship,
Executive Director**

Ntiedo Etuk
Tabula Digita, Co-Founder & CEO

John Fetterman
Braddock, Pennsylvania, Mayor

Mark Galant
GAIN Capital/FOREX.com, Founder & Former CEO

Frank Genovese
The Rothbury Corporation, President

John Glynn
Glynn Ventures, Founder & General Partner

Linda Goldstein
Original Artists, President & CEO

William Hawkins
Medtronic, Former Chairman & CEO

Cheryl Heller
Heller Communication Design, Founder & CEO

Edward Hess
**Darden School of Business, Professor &
Batten Executive-in-Residence**

Mary Himinkool
**Google, Head of Global
Entrepreneurship Outreach**

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Don King
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(Automotive “X Prize” Winner)

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Tree.com, Chairman & CEO

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CarMax, Co-Founder & Former CEO

Robert Litan
Kauffman Foundation, VP for Research & Policy
Brookings Institution, Senior Fellow

Mark Little
General Electric, Senior VP & Director of Global Research

Gene Lockhart
Berenson & Company, Senior Advisor

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William McDonough + Partners, Founder

Daniel Mudd
Fortress Investment Group, Director & CEO

Joseph Parrish
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Drive & A Whole New Mind, Author

Charles Provini
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Harry Rein
Foundation Medical Partners, General Partner

John Rogers, Jr.
Local Motors, Co-Founder & CEO

Joel Salatin
Polyface, Inc., Farmer & Author

Saras Sarasvathy
Darden School of Business, Associate Professor

Richard Satava
US Army Medical Research and Materiel Command, Senior Science Advisor

Jigar Shah
The Carbon War Room, CEO

Premal Shah
Kiva, Co-Founder & President

Gary Shapiro
Consumer Electronics Association,
President & CEO

Thomas Skalak
University of Virginia, VP for Research

Laurie Spengler
ShoreBank International, President & CEO

Mary Beth Stanek
General Motors, Director of Federal Environment
& Energy Regulatory Affairs

Brian Trelstad
Acumen Fund, Chief Investment Officer

Mary Tripsas
Harvard Business School, Associate Professor

Albert Wenger
Union Square Ventures, Partner

Roger Werner
Speedvision and OLN Networks, Former CEO

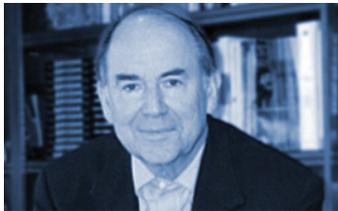
Craig Wynett
Procter & Gamble, VP & Chief Learning Officer

Albe Zakes
Terracycle, Inc., Global VP

JOHN ABELE

BOSTON SCIENTIFIC
Co-Founder

John is the retired Founding Chairman of Boston Scientific Corporation and an early pioneer in the then counter-intuitive concept of less invasive surgery. He holds numerous patents and has published and lectured extensively on the many different disruptive technologies of various medical devices and on the technical, educational, social, economic, and political factors influencing their acceptance into global clinical practice. One of his major interests is science literacy for children, education, and the process by which new technology is invented, developed, and introduced to society.



From 2002 to 2010, he served as Chairman of the FIRST Foundation, which runs a range of robotics competitions from grade to high school, for kids to make being science-literate cool and fun. He continues to serve as Vice-Chairman. Other interests include the development of the Kingbridge Centre and Institute, a conferencing institution whose mission is to research, develop, and teach improved methods for interactive conferencing: problem solving, conflict resolution, strategic planning, new methods for learning and generally help groups to become “collectively intelligent.”

FRANK BATTEN, JR.

**LANDMARK MEDIA
ENTERPRISES**
CEO & Chairman

Frank Batten Jr., 53, is chairman and chief executive officer of Landmark Media Enterprises LLC, which is based in Norfolk, Virginia.



Landmark is a diversified media company that owns Dominion Enterprises, television stations in Nashville and Las Vegas, and daily newspapers in Norfolk and Roanoke, Virginia, in Greensboro, North Carolina, and in several smaller cities around the country. Landmark also owns a number of other Internet and technology businesses, including Continental Broadband and Digital Envoy.

Batten is a 1976 graduate of Norfolk Academy. He received a bachelor's degree in history in 1980 from Dartmouth College. He received an M.B.A. in 1984 from the Darden Graduate School of Business at the University of Virginia.

LESLIE GREENE BOWMAN

THOMAS JEFFERSON
FOUNDATION
President

Leslie Greene Bowman is President of the Thomas Jefferson Foundation, Inc., which owns and operates Monticello, the home of Thomas Jefferson. Prior to coming to Monticello, she served nine years as executive director of Winterthur, the nation's greatest collection of American decorative arts. She spent the first half of her career as a curator at the Los Angeles County Museum of Art, where she rose to become head curator of decorative arts as well as assistant director of exhibition programs. While in Los Angeles, she also enjoyed academic appointments with both USC and UCLA, where she taught American decorative arts history. She is the author of *American Arts & Crafts: Virtue in Design*, and co-author of *American Rococo, 1750-1775: Elegance in Ornament*, each amplifying scholarship on important eras in American art history.



Leslie has served at the highest levels of the museum field, both as an accreditation commissioner for the American Association of Museums and a board member of the Association of Art Museum Directors. From 1993-2010, she served by Presidential appointment on the Committee for the Preservation of the White House. She is currently a Trustee on the Board of the National Trust for Historic Preservation.

LYONS BROWN

ALTAMAR BRANDS
Founder & CEO

Brown launched the Corona Del Mar-based company in 2005 for the purpose of “developing luxury spirits brands that change perception.” Altamar’s portfolio consists of Right Gin, Tequila Ocho, and Kubler Absinthe. Prior to starting Altamar, Lyons spent fifteen years in his family business at Brown-Forman where he was Marketing Director for Europe and Director of Sales for the United States before retiring to pursue entrepreneurship.



He is a Trustee of the Darden School of Business at the University of Virginia, a Trustee of the Laguna Beach Community Foundation, a Trustee of The Betty Ford Foundation and an Entrepreneur-in-Residence at the A. B. Freeman School of Business at Tulane University. He teaches cases at Virginia and Tulane annually. His previous Board service includes Lenox China in Lawrenceville, NJ, National City Bank and the J. B. Speed Art Museum in Louisville, KY and St. Margaret’s Episcopal School in San Juan Capistrano, CA.

ROBERT BRUNER

DARDEN SCHOOL OF BUSINESS

Dean

Robert F. Bruner is the Dean of the University of Virginia's Darden School of Business. He was named to the position in 2005. He is also the Charles C. Abbott Professor of Business Administration at Darden. Bruner's areas of teaching, research, and writing include corporate finance, mergers and acquisitions, investing in emerging markets, and financial crises, among other business topics. Bruner is regularly quoted in the business press, often discussing business education and topics found in his books. His latest book, *The Panic of 1907: Lessons Learned from the Market's Perfect Storm*, with Sean D. Carr, was published in 2007. *Deals from Hell* focuses on failure in mergers and acquisitions. It was published in 2005. He also wrote *Applied Mergers and Acquisitions*, which was published in 2004.



A member of the Darden faculty since 1982, Bruner served as the executive director of the Batten Institute, an endowed

foundation within the Darden School that focuses on entrepreneurship, innovation, and corporate growth, from 2000 to 2004. He has been a visiting professor at various business schools including Columbia, INSEAD, and IESE. Formerly, he was a loan officer and investment analyst for First Chicago Corporation. He holds the B.A. degree from Yale University and the M.B.A. and D.B.A. degrees from Harvard University.

ROBIN FRAY CAREY

SOCIAL MEDIA TODAY CEO



Robin Carey is the co-founder and CEO of Social Media Today, LLC. A veteran of the big-book print media world that included

Fortune, *Newsweek* and *BusinessWeek*, Carey introduced Social Media Today in 2007 as an online B2B community model, connecting leading influencers across a variety of business conversations. As one of the first online B2B marketing models, Social Media Today pioneered innovative online strategies to drive customer recruitment, cultivation, engagement and management. As traditional media went digital, and internet went social, Carey realized the huge potential for social media platforms to facilitate direct communication among customers, their employees, and experts from the Ivy Towers, the Street and the Hill.

Now, Carey and her team have proven that the editorially independent, online community is the cornerstone of B2B social media, and a gateway for FORTUNE 500 clients who are pursuing social business. These communities have attracted over 100,000 registered members and over half a million monthly visits. Carey also serves the non-profit world, offering expertise and leadership as the co-chair of the Women's Refugee Commission, member of the International Rescue Committee Board of Overseers, and Business Advisor to the Society for New Communications Research.

SCOTT CASE

STARTUP AMERICA
PARTNERSHIP
CEO

Timothy “Scott” Case is a technologist, entrepreneur and inventor, and was founding CTO of Priceline, the “Name Your Own Price” company that was one of only a handful of startups in U.S. history to reach a billion dollars in annual sales in less than 24 months. As Chief Technology Officer, he was responsible for building the technology that enabled Priceline’s hyper-growth.



Most recently, Scott was named CEO and board member of the Startup America Partnership, where he’ll invest his energy to

drive American entrepreneurship to create jobs and sustain our nation’s global leadership.

Prior to joining the Partnership, Scott served as CEO of Malaria No More, where he worked to inspire individuals and institutions in the private sector to end deaths caused by malaria. Previously, Scott helped build a portfolio of intellectual property at the Walker Digital Invention Laboratory, and is a named inventor on dozens of U.S. patents.

Scott serves as the Chairman of Network for Good, a national nonprofit that has distributed more than \$475 million to 60,000 nonprofits and provides online fundraising and communications services to over 5,000 nonprofit organizations. He is also on the Advisory Board of By Kids for Kids, Tickets-for-Charity and ThreeJars.

JOHN CASTEEN

UNIVERSITY OF VIRGINIA
President Emeritus

John Casteen is University Professor and President Emeritus of the University of Virginia.

A specialist in the early Middle Ages, Mr. Casteen became UVa’s seventh president in 1990 after serving as Virginia’s Education Secretary and as president of the University of Connecticut. He became President Emeritus last year.

Mr. Casteen’s recent work has connected education and research to government and the private sector, with an emphasis on universities’ international functions. He is a Trustee of the Woodrow Wilson Center in Washington. He serves also on corporate and foundation boards.

Since the late 1980s, Mr. Casteen’s international work has had to do with collaboration among universities, most notably through the international research consortium known as U21 and the Windsor Group, a global effort of university, corporate, and government leaders to find innovative applications of research products to complex problems, including infrastructure development in sub-Saharan Africa and sustainable water for urban areas in developing nations.



Mr. Casteen was awarded the Gold Medal of the National Institute of Social Sciences in 1998. He became a Fellow of

American Academy of Arts and Sciences in 2009. His honorary degrees include doctorates from the University of Athens and Edinburgh University.

AARON CHATTERJI

FUQUA SCHOOL OF
BUSINESS

Associate Professor

Aaron “Ronnie” Chatterji, Ph.D. is an Associate Professor at Duke University’s Fuqua School of Business. From 2010-2011, he served as a Senior Economist at the White House Council of Economic Advisors (CEA) where he worked on a wide range of policies relating to innovation, entrepreneurship, infrastructure and economic growth.

Chatterji has testified as an expert witness at the House Committee on Small Business and the U.S. Department of State. His work has been cited by CNN, *The Wall Street Journal*, *The Economist*, and he was recently profiled in *Fortune*. He has authored opinion pieces in national publications and appeared on television and radio.



Professor Chatterji has been an advisor for Duke’s Program for Entrepreneurs, a board member for Durham Community in Schools,

and a Fellow at the Center for American Progress. Professor Chatterji received an inaugural Junior Faculty Fellowship from the Kauffman Foundation to recognize his work as a leading scholar in entrepreneurship. He also received the Rising Star award from the Aspen Institute for his work on business and public policy.

He holds a Ph.D. from the Haas School of Business at the University of California at Berkeley and a B.A. in Economics from Cornell University.

JAMES CHENG

COMMONWEALTH
OF VIRGINIA

Secretary of Commerce & Trade

As Secretary of Commerce & Trade, Jim Cheng manages the jobs and opportunity agenda for Virginia. In this role, Secretary Cheng oversees thirteen state agencies focused on promoting the growth of Virginia’s vibrant business community and attracting new investment into Virginia’s economy.



Secretary Cheng has over 20 years of experience in information technology and government contracting, and is active in angel

investment and early stage entrepreneurial ventures of various types. He was most recently the President of Totus Lighting Solutions, a startup efficient-energy firm.

From 1994-2005, Secretary Cheng was founder and CEO of CHM, a government contracting company specializing in Information Technology, which he grew from a staff of 5 people to 550 and \$90M in revenue at the time of sale in 2005. In 1999, his company was named *Virginia Business Magazine’s* fastest growing private company in Virginia and #12 fastest growing private US company in *Inc Magazine’s* “Inc 500”. In 2001, he was named SE Virginia’s KPMG Entrepreneur of the year. Secretary Cheng holds a BS Degree in Computer Science from Old Dominion University, a MBA from the Colgate Darden Graduate School of Business (UVA) and a JD from Georgetown University Law Center.

ANEESH CHOPRA

THE WHITE HOUSE

Chief Technology Officer



Aneesh Chopra is the United States Chief Technology Officer and in this role serves as an Assistant to the President and Associate

Director for Technology within the Office of Science & Technology Policy. He works to advance the President's technology agenda by fostering new ideas and encouraging government-wide coordination to help the country meet its goals from job creation, to reducing health care costs, to protecting the homeland.

He was sworn in on May 22nd, 2009. Prior to his appointment, he served as Secretary of Technology for the Commonwealth of Virginia from January 2006 until April 2009. He previously served as Managing Director with the Advisory Board Company, a publicly-traded healthcare think tank. Chopra was named to *Government Technology* magazine's Top 25 in their Doers, Dreamers, and Drivers issue in 2008. Aneesh Chopra received his B.A. from The Johns Hopkins University and his M.P.P. from Harvard's Kennedy School.

JACOB COLKER

THE EXTRAORDINARIES

Co-Founder & CEO

Social entrepreneur Jacob Colker is Co-Founder and CEO of The Extraordinaries, a new community action and engagement platform that is working to jump-start the innovative concept of micro-volunteering. Described as volunteering 'anytime and anywhere', micro-volunteering helps people get involved with their spare time from a mobile phone or personal computer. During a free moment, people can share their skills and professional expertise with an NGO from around the world.

Time Magazine praised Colker's project saying, "The Extraordinaries offers ways to devote even just a few minutes of free time to something worthwhile," and National Public Radio declared that The Extraordinaries "has captured the imagination of the philanthropic world." The Extraordinaries are recipients of a 2010 Rolex Young Laureates Award for Enterprise, a 2009 Echoing Green Fellowship, a 2009 United Nations World Youth Summit Award, and a 2009 Ashoka Changemaker's Award.



Colker is a recognized leader in political activism and issue advocacy, and a leading voice in the use of technology for community engagement.

He has managed political campaigns in California, Illinois, and Maryland, and he was one of the first field directors in America to leverage Facebook® to win a statewide election for public office. Colker has also managed issue advocacy campaigns for The International Campaign for Tibet, The 1Sky Campaign, and other non-governmental organizations, both in the U.S. and around the world.

MARK CROWELL

UNIVERSITY OF VIRGINIA

Executive Director for Innovation Partnerships & Commercialization

Mark Crowell has extensive experience in technology licensing, start-up company formation, seed capital development, innovation-based economic development initiatives and planning, and research campus planning. During the past 22 years, the technology transfer programs Mark has directed - UNC, NC State, and Duke - have helped to launch more than 135 start-up companies and numerous products and services. In North Carolina, Mark served on the Boards of key economic development and entrepreneurial support agencies, including the North Carolina Biotechnology Center, the Council for Entrepreneurial Development, the Research Triangle Regional Partnership, and the Orange County Economic Development Commission.



Throughout his career, Mark has led many public-private collaborations, including most recently a major initiative to work with Alex-

andria Real Estate Equities, Inc., to launch an 85,000 square foot business accelerator - the Carolina Innovation Center - on UNC's new research campus, Carolina North. Another highlight includes co-founding a US \$10 million seed fund at NC State University (in partnership with the NC Technology Development Authority). Mark also had extensive involvement in planning and managing the widely acclaimed Centennial Campus, a 1200+ acre research campus at NC State University.

BILL DAVIDOW

MOHR DAVIDOW VENTURES

Partner Emeritus

Bill Davidow has been a high-technology industry executive and a venture investor for more than 30 years. He continues to act as an active advisor to Mohr Davidow Ventures, a venture capital firm. Davidow is the author of *Marketing High Technology* and a co-author of *Total Customer Service* and *The Virtual Corporation*.



While at Intel, Bill served as senior vice president of marketing and sales, vice president of the microcomputer division and vice

president of the microcomputer systems division. Prior to Intel Corp., Bill worked in various managerial positions at Hewlett Packard and General Electric. Bill's community involvement extends to serving on the boards of California Institute of Technology and Stanford Institute for Economic Policy Research. He also sits on the Foundation Board of the University of California, San Francisco, and on the Board of the California Nature Conservancy.

Bill earned a bachelor's degree in electrical engineering from Dartmouth College, a master's degree in electrical engineering from both Dartmouth College and the California Institute of Technology, and a doctorate in electrical engineering from Stanford University.

TRIP DAVIS

TRX

Co-Founder & Former CEO

DARDEN SCHOOL FOUNDATION

President



Trip Davis is the President of the Darden School Foundation and Senior Associate Dean for External Relations at the Darden Graduate

School of Business at the University of Virginia. He has responsibility for the foundation's endowment, development, finance, and administration as well as the school's Executive Education business, hospitality operation, corporate relations, alumni relations, media relations, marketing and communications.

As an entrepreneur and executive in travel technology and data services over the past 17 years, Trip is a visionary and driving force. He built two successful technology services firms which have been enablers of online travel, now the largest ecommerce category.

Through his firms, he's made fundamental changes in travel marketing and distribution. As non-executive Chairman of TRX, a global leader in travel technology and data services, Trip led the company from start-up to revenue of \$110 million in five years. He raised over \$100 million in growth capital from strategic investors in November 2001 and an IPO in September 2005. He was named Chairman of the Board in December 2008.

Earlier in his career, Trip also co-founded Green Room Productions, a San Francisco based Internet travel technology company, which he sold to iXL in February 1998. In 2002 and 2007, *Business Travel News* recognized Trip as one of the Top 25 most influential executives in the travel industry.

ALLISON CRYOR DINARDO

KING STREET WIRELESS

President

Allison Cryor DiNardo manages four wireless spectrum companies specializing in deploying spectrum for wireless and broadband transmissions. Her largest company, King Street Wireless, is currently launching high-speed 4G LTE wireless service in parts of Wisconsin, Iowa, Maine, Virginia, North Carolina, Texas and Oklahoma in a joint venture with US Cellular. King Street's 152 licenses rank the company in the top 10 of spectrum license holders in the U.S.

In addition to King Street Wireless, DiNardo holds spectrum in three other companies: Carroll PCS, Barat Wireless, and Aquinas Wireless. Based in Alexandria, Virginia, the companies hold spectrum in 26 states.



DiNardo earned her MBA degree from the Darden Graduate School of Business and her B.A. in English from the University of Virginia.

DiNardo serves as a member of the University of Virginia's Board of Visitors and as chair of the Alexandria Economic Development Partnership.

JOHN ELSTROTT

LEVY-ROSENBLUM INSTITUTE FOR ENTREPRENEURSHIP

Executive Director

Dr. John Elstrott is a Professor of Entrepreneurship and the Executive Director of the Levy-Rosenblum Institute for Entrepreneurship at Tulane University's Freeman School of Business in New Orleans, LA. He holds bachelor and master's degrees in economics from Louisiana State University at Baton Rouge and a doctorate in economics from the University of Colorado at Boulder.



Dr. Elstrott teaches courses in entrepreneurship and has research interests in the areas of entrepreneurship, family business, strategic

planning, regional economic development, technology commercialization, and the environment. He has won numerous teaching awards including the National Freedoms Foundation Leavey Award for Excellence in Private Enterprise Education, the Edwin Appel Prize for bringing Entrepreneurial Vitality to Academe, the James T. Murphy award for Teaching Excellence.

He is also a consultant to family businesses and to profit and not-for-profit corporations and serves as the Director of the Tulane Family Business Center. Prior to joining Tulane University, Dr. Elstrott was Chief Financial Officer for Celestial Seasonings, Inc. He is an active entrepreneur in the venture capital, wetlands mitigation banking, music, pharmaceutical, financial services, natural food, and authentic herbal remedy industries. Dr. Elstrott serves on numerous boards and is currently the chair of Whole Foods Market, Inc.

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TABULA DIGITA

Co-Founder & CEO

Nt founded Tabula Digita on the premise that the education system needed to become truly "customer-oriented," where the real customer in education is the student. It was his belief that prior to Tabula Digita most emphasis was placed on creating tools to help teachers teach or creating tools to help schools, districts or governments figure out whether teachers were teaching, but very little was being done to ensure that the tools we were putting in front of students were communicating with them in the way they needed to see or hear (social networks, video games, SMS text, etc.) to truly engage this new, digitally active generation.



In 2010 Nt was selected by *Technology & Learning* as one of the 30 Future Leaders of Education Technology. He was also honored

as one of six "Top Entrepreneurs" by *Crain's New York*. In addition, Nt is a member of the 2010 Henry Crown Fellows class at the Aspen Institute and a member of The Aspen Institute's Nigeria Leadership Initiative program. He has been identified as one of *Black Enterprise Magazine's* Masters of Technology, was a finalist for that magazine's Business Innovator of the Year Award in 2007 and has been featured in numerous publications including *Forbes*, *Business-Week*, and *The New York Times*.

JOHN FETTERMAN

BRADDOCK, PENNSYLVANIA
Mayor



In July, 2001 John Fetterman started, and still directs, a program serving the dislocated youth from Braddock and the surrounding communities to earn their GED, secure employment, and receive intensive intervention and case management. These same disenfranchised youth were responsible for electing Fetterman into office by the thinnest of margins—one vote—over a two-term incumbent and another lifetime resident in May 2005.

As mayor of Allegheny County's poorest community, Fetterman has sought to revitalize Braddock through the arts, youth employment, urban agriculture, community policing, and adaptive reuse of abandoned buildings and homes. These efforts have been chronicled nationally by *The New York Times*, CNN, Comedy Central's "The Colbert Report," Fox News, and CNBC.

MARK GALANT

GAIN CAPITAL/FOREX.COM
Founder & Former CEO

Mark Galant is a recognized industry leader in the foreign exchange market, enjoying an entrepreneurial Wall Street career spanning more than 30 years. Because of his contributions to the growth and success of the foreign exchange industry, he was inducted in 2009 into the inaugural *Profit & Loss* Hall of Fame.



Galant was the founder and has continued as a Board member at GAIN Capital Group/FOREX.com, an industry leading online trading firm.

He served as Chief Executive Officer at GAIN from its beginning in 1999 until 2007. Galant continued as Chairman until December 2010 when the firm went public on the New York Stock Exchange.

Prior to forming GAIN Capital, he served as President of FNX Limited and was Global Head of Foreign Exchange Options at Credit Suisse from 1991 to 1994.

His latest venture, Tydall Trading, where Galant is the founder and Chief Executive Officer, is a high-frequency algorithmic trading firm routinely trading \$10 billion per-day in volume.

Graduating with a B.S. in Finance from the University of Virginia, he earned an M.B.A. from the Harvard Business School. In 2008, he founded the Galant Center for Entrepreneurship with the McIntire School of Commerce at the University of Virginia.

FRANK GENOVESE

THE ROTHBURY CORPORATION

President

Frank is the President/Owner of The Rothbury Corporation, a Richmond, VA investment company. Since 1980, Frank has been the Chairman, President, Chief Operating Officer, majority owner, and co-owner of nine corporations (four of which were turnarounds) ranging in size from start-ups to a \$200 million multi-national corporation with more than 2,000 employees.

Frank has served as Chairman and co-owner of Power Distribution, Inc., Agri-Tech, Inc., Everyday Wireless, LLC, and Progressive Engineering, Inc. He has also served as the President and co-owner of Sampson Coatings, Inc., AMF Union Machinery, Inc., and AMF Bowling, Inc., a worldwide manufacturer and marketer of automated bowling equipment. He is currently a board member of Alloy Polymers and previously board positions at several other companies.



Frank currently serves as an advisory board member of the Heart of Virginia Council Boy Scouts of America, is a member of The Batten

Institute's Advisory Board and previously served as a Trustee of the Darden School Foundation; Chairman of the Investment Committee of the Virginia Capital Foundation, and board member of the de Tocqueville Society. He is also a Visiting Lecturer at the Darden School of Business, teaching "Acquisition of Closely Held Enterprises."

JOHN GLYNN

GLYNN VENTURES

Founder & General Partner

John Glynn is the founder and General Partner of Glynn Capital Management and Glynn Ventures in Menlo Park, California. He has been active in the venture business on a national basis since 1970.



Glynn Ventures and Glynn Capital Management focus on new market opportunities that can lead to substantial businesses. In

recent years, he has been an investor in LinkedIn, Facebook, Fusion-io and Responsys, and is involved in many other technology companies.

Mr. Glynn grew up in Virginia. He holds a BA degree from the University of Notre Dame, a law degree from the University of Virginia, and an MBA from the Graduate School of Business of Stanford University. He practiced law for four years in San Francisco before entering Stanford. From 1990 through 2010, he taught two courses in entrepreneurship at the Stanford Graduate School of Business. He teaches both courses at the Darden School at UVA and is the Thomas C. MacAvoy Professor of Business Administration. Since 2005 he has taught a class in entrepreneurship at Cambridge University's Graduate School of Business. Mr. Glynn is a Trustee of the University of Notre Dame, and of the UVA School of Law.

LINDA GOLDSTEIN

ORIGINAL ARTISTS

President & CEO

Linda Goldstein was a young jazz singer when she began booking tours for Joe Henderson, Benny Carter, Bill Evans, and other musicians she revered. By 1979, when she met Bobby McFerrin, she knew the unwritten rules of the business. As Bobby's manager and producer she broke every one, improvising a career that defied expectations, pigeonholes, and boundaries. Building on record sales of over twenty million, ten Grammy awards for McFerrin and one for Goldstein as producer, the number one hit song "Don't Worry Be Happy," a demanding itinerary of international concert tours, and unprecedented collaborations, they continue to invent vehicles for McFerrin's boundless creativity. Goldstein has produced and edited all of McFerrin's twelve albums, and developed the initial concept for his latest release VOCABULARIES, a new breed of choral music, the logical synthesis of Bobby's global influences.



Goldstein has guided the careers of many other extraordinary artists, including Laurie Anderson, Cyndi Lauper, David Byrne, The

Residents, Dianne Reeves, Phoebe Snow, Jaron Lanier, Raffi, Bela Fleck, Dave Frishberg, Carla Bley, Eric Whitacre, and the musical satirists Polygraph Lounge.

She has served on the boards of Chorus America, The Omega Institute, and the Social Venture Network, and as media director for Physicians for Social Responsibility. She is the founder and CEO of the non-profit organization Everybody-Arts, and of the management and production company Original Artists.

WILLIAM HAWKINS

MEDTRONIC

Former Chairman & CEO

Mr. Hawkins recently retired as the President, Chief Executive Officer, Director, and a Member of Executive Committee at Medtronic Inc. He joined the firm in January 2002 as a Senior Vice President and President of the Vascular Division. Previously, Mr. Hawkins was the President and Chief Executive Officer at Novoste Corporation from April 1999 to 2001 and President from June 1998 to 2002. He has also held executive positions at American Home Products Corporation, Sherwood Davis, Carolina Medical Electronics, Ivac Corporation and at Johnson and Johnson's Ethicon Endo-Surgery division.



Mr. Hawkins holds Director positions at Deluxe Corp. and Pharmanetics, Inc and is a Member of the Advisory Board at

Arboretum Ventures and Radius Ventures, LLC. He is on the Board of Trustees of the University Of Virginia Darden School Of Business, and serves on the Board of Visitors for the Duke University School of Engineering.

CHERYL HELLER

HELLER COMMUNICATION DESIGN

Founder & CEO



Cheryl is the founding Chair of the new MFA Program, Design for Social Innovation at SVA in New York, Board Chair of Pop-

Tech, a laboratory for disruptive innovation focused on technology and social change, and founder of Heller Communication Design. She is a pioneering communication designer and business strategist, and has twice been nominated for the Cooper Hewitt National Design Award for Communication Design.

She has been successfully practicing social innovation and sustainability for many years, with major corporations like Seventh Generation, L'Oreal, Hachette Filipacchi and Sappi, non-profits such as WWF, Audubon, IDE (International Development Enterprises) The Cloud Institute for Sustainability Education and the Girl Scouts of America. She created the Id or Sappi in 1999, which has since given over \$10 million to designers working for the public good.

EDWARD HESS

DARDEN SCHOOL OF BUSINESS

Professor & Batten Executive-in-Residence

Hess has spent more than 30 years in the business world. He began his career at Atlantic Richfield Corporation and was a senior executive at Warburg Paribas Becker, Boettcher & Company, the Robert M. Bass Group and Arthur Andersen. He is the author of nine books, over 60 practitioner articles, and over 60 Darden cases, etc. dealing with growth systems, managing growth and growth strategies. His book *Smart Growth* was named a Top 25 2010 business book for business owners by *Inc. Magazine* and was awarded the Wachovia Award for Research Excellence.



Hess's work has appeared in *Fortune* magazine, *JiJi Press*, *Washington Post*, the *Financial Times*, *Investor's Business Daily*,

CFO Review, *Moneymagazine* and in more than 200 other media publications as well as on CNBC, BusinessWeek.com, Fox Business News, Forbes.com, Big Think, Reuters.com., Inc.com, WSJ Radio, Bloomberg Radio, Dow Jones, MSNBC Radio, Huffington Post.com, Business Insider.com and Chief Learning Officer.com.

MARY HIMINKOOL

GOOGLE

Head of Global Entrepreneurship Outreach



Mary Himinkool is Google's Head of Global Entrepreneurship Outreach. She joined Google in 2004 as part of the legal

team working on the company's IPO and then moved to New Business Development where she spent 6 years focused on a range of early stage product incubation efforts and partnerships. She led dozens of strategic technology partnerships across products including Gmail, Google Docs, Search, News, Chrome, Public Data, Social & Enterprise. Mary spent 4 of those years in Google's NYC office jumpstarting the team's East Coast efforts and also incubated product partnerships for Europe, the Middle East, and Africa out of Zurich.

She is an active leader in entrepreneur and developer outreach efforts both in the US and internationally, spanning initiatives in Europe, the Middle East, Latin America, Asia, and Africa. She has led exploratory trips and efforts in Pakistan, Afghanistan, Iraq, Gaza and the West Bank. Mary earned her BA and MA from Stanford University and sits on the Stanford Alumni Association Board of Directors.

ROBERT HUGIN

CELGENE CORPORATION

Chairman & CEO

Mr. Hugin serves as Chairman and Chief Executive Officer of Celgene Corporation, a biopharmaceutical company focused on the discovery, development and commercialization of innovative therapies for unmet medical needs in cancer and immune-inflammatory disease. He joined Celgene in June 1999 and has been a Director of Celgene since December 2001. Mr. Hugin also serves as a Director of The Medicines Company, Atlantic Health System, Inc. and of Family Promise, a national non-profit network assisting homeless families. He serves as Treasurer of The Pharmaceutical Research and Manufacturers of America and is a member of the Board of Trustees of The Darden Foundation, University of Virginia as well as a founding Board member of Choose NJ.



Prior to joining Celgene, Mr. Hugin was a Managing Director with J.P. Morgan & Co. Inc. Mr. Hugin received an AB degree from Princeton

University in 1976 and an MBA from the University of Virginia in 1985 and served as a United States Marine Corps infantry officer during the intervening period. Bob and his wife Kathy live in Summit, New Jersey with their three children.

PAM IORIO

TAMPA, FLORIDA

Former Mayor

Pam Iorio, former two-term Mayor of Tampa, Florida successfully led the 54th largest city in the United States leaving office with a remarkable 87 percent approval rating.

Now Pam offers her many talents helping organizations build strong and effective leaders as a keynote speaker, workshop and meeting facilitator.

First elected to public office at age 26, Iorio was the youngest person ever to win a seat on the Board of County Commissioners for Hillsborough County, Florida. In 1992 she was elected for the first of three terms as the county's Supervisor of Elections. In 1999 she served as the president of the State Association of Supervisors of Elections, where she served as spokesperson for the organization during the highly publicized 2000 presidential election in Florida. In 2003 Iorio was elected as mayor of the City of Tampa and re-elected in 2007 with a margin of 79 percent.



Iorio graduated from The American University in Washington, D.C. with a BS degree in Political Science.

She holds a Master's degree in history from the University of South Florida. Her first book, *Straightforward, Ways to Live and Lead*, is scheduled for release in November 2011.

SHIRLEY ANN JACKSON

RENSSELAER POLYTECHNIC INSTITUTE

President

President of Rensselaer Polytechnic Institute, in Troy, New York and Hartford, CT, she has held senior leadership positions in government, industry, research, and academe. A theoretical physicist, she was chairman of the U.S. Nuclear Regulatory Commission (1995-1999). She serves on the President's Council of Advisors on Science and Technology and the International Security Advisory Board to the United States Department of State.



Her research and policy focus includes energy security and the national capacity for innovation, including addressing the "Quiet Crisis" of looming gaps in the science, technology, and engineering workforce and reduced support for basic research.

She is a member of the National Academy of Engineering and the American Philosophical Society, is a Fellow of the American Academy of Arts and Sciences and other prestigious organizations. She is a Regent of the Smithsonian Institution, is on the Board of the Council on Foreign Relations, and is on the Board of Directors of global companies including IBM and FedEx. She holds a S.B. in physics and a Ph.D. in theoretical elementary particle physics, from M.I.T.

NATALIE JEREMIJENKO

XDESIGN ENVIRONMENTAL HEALTH CLINIC

Director

Named one of the most influential women in technology 2011 and one of the inaugural top young innovators by *MIT Technology Review* Natalie Jeremijenko directs the Environmental Health Clinic, and is an Associate Professor in the Visual Art Department, NYU and affiliated with the Computer Science Dept and Environmental Studies program.



Previously she was on the Visual Arts faculty at UCSD, and Faculty of Engineering at Yale University. Recently a visiting professor at

Royal College of Art in London, and as a Distinguished Visiting Professor in the Public Understanding of Science at Michigan State University. Her work was in the Whitney Biennial 2006,1997; the Cooper Hewit Design Triennial 2006-7; in 2010 solo exhibition at the Neuberger Museum, Connected Environments, surveying recent work; and X, 2010 at the UTS.

Current exhibitions: Alter Nature: Z33; EXPOSED at TATE Modern; Certified Copy, Verbeke Foundation; (Re)designing Nature, Kuenstlerhaus, Mortality, ACCA.

PETER KIERNAN

KIERNAN VENTURES

CEO



Peter Kiernan is a leader in investment banking, philanthropy, media and new ventures. On Wall Street, he completed tens of

billions of dollars in transactions, developing close relationships with major companies, CEO's and wealthy individuals, while a senior partner at Goldman Sachs. During his career at Goldman Sachs, Pete had many firsts. Pete was Founder and Co-Head of the Communications Media and Entertainment group, a group he helped build to \$600 million in annual revenues; he also co-led the new Investment Management Services Group which handles individuals worth \$200 million or more, raising billions of dollars from some of the wealthiest families in the world; additionally he founded, chaired and built the Innovation, New Product and Marketing Committees.

Peter has been involved in numerous start-ups. At 29, he was the youngest newspaper Publisher in America, having started *MIS Week*, a Capital Cities Newspaper. He currently serves as Chairman of the Board or Executive Committee of Legends and Heroes, Inc., TechHealth Inc. and THINKologies Inc. His investment company is Kiernan Ventures "Seed Capital For Higher Ground." He currently serves as Chairman of four corporate boards and three charitable boards.

DON KING

DEUTSCHE ASSET MANAGEMENT

Vice Chairman

Don King spent his career in the investment real estate business, first as a developer and owner. In 1979 he joined real estate investment management business, RREEF, serving as an advisor to large pension funds and retirement systems. He was the first Managing Partner of RREEF, a position he held from 1988 to 2002. In 2002 after RREEF was purchased by Deutsche Bank, he became Global Head of Real Estate of Deutsche Asset Management. In 2005 he was elected Vice Chairman of Deutsche Asset Management.



Mr. King graduated from the University of Virginia's McIntire School in 1962 and from the Harvard Business School in

1970. He currently teaches a real estate course at the McIntire School. He also served on active duty as a junior officer in the United States Navy. He serves on the Board of Trustees of the Thomas Jefferson Foundation, and is a member of the boards of the U.S. Marine Corps Scholarship Fund and the Chicago City Day School.

OLIVER KUTTNER

EDISON2

Founder & CEO

(Automotive "X Prize" Winner)



Oliver's broad experience includes award-winning building design, sports car racing prototype construction, fathering

the ALMS Ford GTR and, most recently, winning the Progressive Insurance Automotive X Prize, a \$10 million award for building a car that could achieve 100 MPG in real world driving. Oliver is also a commercial real estate developer who was pivotal in revitalizing Charlottesville, Virginia's downtown.

Today, his enlightened and environmentally responsible methods are helping revitalize Lynchburg, Virginia. Practicing what he preaches, Oliver placed Edison2's offices and assembly facility in a formerly abandoned 360,000 square foot textile factory that now houses over 24 businesses and numerous residences.

DOUGLAS LEBDA

TREE.COM
Chairman & CEO

Douglas Lebda founded LendingTree in 1996. In 2003, LendingTree was acquired by IAC, a \$6.3 billion interactive conglomerate that encompasses Ask.com, Ticketmaster, HSN, Match.com, Citysearch, Evite and about 60 other brands.



Lebda was named IAC's President and COO in 2005, overseeing all of the company's businesses and 20,000 employees. In

2008, Lebda became chairman and CEO of Tree.com, the parent company of LendingTree and RealEstate.com. He currently also sits on the Board of Directors of Eastman Kodak.

AUSTIN LIGON

CARMAX
Co-Founder & Former CEO



Ligon is co-founder and retired CEO of CarMax, the nation's largest retailer of used cars. In 1991, Ligon and Rick Sharp, then

Circuit City CEO, developed the CarMax idea together and then launched the first CarMax store 1993. Ligon became president in 1995, and led the company through a decade and a half of rapid growth, including its IPO in 1997. He became CEO upon the spin-off of CarMax from Circuit City in 2002. At over \$85 million in sales per store, CarMax used car superstores are among the highest volume retail stores in the U.S. Ligon retired in 2006, and is now a private angel investor.

He has been a board member of the Center for Talented Youth (CTY) at Johns Hopkins University for the last seven years, as well as serving the Maggie L. Walker Governor's School Renovation Foundation. He is also a board member of the Yale School of Management Advisory Board, the University of Virginia Board of Visitors, St. John's College (Annapolis and Santa Fe) Board of Governors, the Virginia Commonwealth University Business School Foundation and the University of Virginia Investment Management Company (UVIMCO).

ROBERT LITAN

KAUFFMAN FOUNDATION

VP for Research and Policy

BROOKINGS INSTITUTION

Senior Fellow

Robert E. Litan is the Vice President for Research and Policy at the Kauffman Foundation in Kansas City, the nation's leading foundation devoted to advancing entrepreneurship, and a Senior Fellow in Economic Studies at the Brookings Institution. He has served in several government positions: Associate Director of OMB; Deputy Assistant Attorney General, Antitrust Division, Department of Justice; and Staff Economist at the Council of Economic Advisers.



During his career, Dr. Litan has consulted with a wide range of governmental and private sector organizations and firm. He

has authored or co-authored more than 25 books, edited another 16, and authored or co-authored over 200 articles in journals, magazines and newspapers on government policies affecting financial institutions, the telecommunications and health care industries, general regulatory and legal issues, international trade, and the economy in general. His most recent book is *Good Capitalism: Bad Capitalism*, co-authored with William Baumol and Carl Schramm (Yale University Press, 2007). He is currently completing a sequel to this with Carl Schramm.

MARK LITTLE

GENERAL ELECTRIC

Senior VP & Director of Global Research



Mark M. Little was named Senior Vice President and Director of GE Global Research in October 2005, becoming the ninth direc-

tor in the organization's 105 year history. Mark is responsible for leading one of the world's largest and most diversified industrial research and technology organizations.

At Global Research, some 2,500 people from virtually every major scientific and engineering discipline focus on the company's long-range technology needs. The organization has research facilities in the United States, India, China and Germany, working in collaboration with GE businesses around the world.

Prior to becoming Research Director, Little was Vice President of GE Energy's power generation segment headquartered in Schenectady, New York.

Mark joined GE in 1978, starting out in the Company's Turbine Business. After holding several management positions in engineering, he was named Product General Manager for generators in 1989. In 1991, he became General Manager – Business Development for GE Energy, responsible for strategic planning and joint venture development. In 1992, he was appointed Product General Manager for gas turbines and in 1994 was named Vice President, Power Generation Engineering. In 1997, Mark became Vice President GE Power Generation, responsible for the turbine, generator, and power plants business. In 2004, the hydro and wind turbine businesses were added to his portfolio.

GENE LOCKHART

BERENSON & COMPANY

Senior Advisor

H. Eugene Lockhart joined Berenson & Company in 2011 as a Senior Advisor with more than 35 years of experience in the financial services industry as an investor and senior executive. Gene has a general leadership role at Berenson where he works closely with senior professionals to further develop Berenson's advisory and principal activities, with a particular focus on financial services.



Throughout his extensive career, Gene has held a number of leadership positions with high-profile financial institutions includ-

ing President and CEO of MasterCard International; President of the Global Retail Bank at Bank of America; and CEO of Midland Bank PLC. He has also served as President of AT&T's Consumer Services. Gene remains a Venture Partner at Oak Investment Partners and an Operating Partner and Chairman of Financial Institutions with Diamond Castle Holdings. He has served on the boards of directors for a number of public and private companies, including RJR / Nabisco, MasterCard, First Republic Bank, RadioShack Corp and Huron Consulting Group, among others. Gene has also been involved in a number of philanthropic causes as board member of the Thomas Jefferson Foundation (Chairman), The Royal Academy of Art, Virginia Museum of Fine Arts, University of Virginia Board of Managers (Chairman) and University of Virginia Darden School Foundation (Chairman). Gene has an M.B.A. and B.S., both from the University of Virginia.

WILLIAM MCDONOUGH

WILLIAM MCDONOUGH + PARTNERS

Founder

William McDonough, FAIA, Int. FRIBA is a designer, thought leader, and co-creator, with Michael Braungart, of the Cradle to Cradle approach to design. He advises top leaders in all sectors including venture capital, government policy, city and building design, product manufacturing, industrial systems, economic systems and new business models, energy and water systems, and material reutilization in biological or technical cycles.

1996, he became the only individual to receive the Presidential Award for Sustainable Development. In 2003, he received the Presidential Green Chemistry Challenge Award. In 2004, he received the U.S. National Design Award.



He was named a "Hero of the Planet" by *Time* magazine with a citation that included this assessment: "His utopianism is ground-

ed in a unified philosophy that-in demonstrable and practical ways-is changing the design of the world."

DANIEL MUDD

FORTRESS INVESTMENT GROUP

Director & CEO

Mr. Mudd was appointed Chief Executive Officer of Fortress Investment Group LLC in August 2009; he has been a member of the board of directors since February 2007. Previously, Mr. Mudd served as President and Chief Executive Officer of Fannie Mae, the nation's largest financier of home mortgages, where he was also a member of the board. Prior to being appointed CEO in June 2005, Mr. Mudd served as the Vice Chairman and Chief Operating Officer.



Through the 1990's, Mr. Mudd was a corporate officer and senior executive at General Electric. His assignments included President and Chief Executive Officer of GE Capital, Japan and President of GE Capital Asia-Pacific, as well as leadership positions in International Financing, European Fleet Services and corporate headquarters. Mr. Mudd holds a B.A. in History from the University of Virginia and was commissioned an officer in the US Marine Corps after graduation. He left the service to earn a Masters in Public Administration from the John F. Kennedy School at Harvard University. Mr. Mudd was awarded a Robert Bosch Fellowship during the reunification of Germany. Mr. Mudd serves on the board of Hampton University and has previously been a director of both corporate and not-for-profit institutions.

Through the 1990's, Mr. Mudd was a corporate officer and senior executive at General Electric. His assignments included President and Chief Executive Officer of GE Capital, Japan and President of GE Capital Asia-Pacific, as well as leadership positions in International Financing, European Fleet Services and corporate headquarters. Mr. Mudd holds a B.A. in History from the University of Virginia and was commissioned an officer in the US Marine Corps after graduation. He left the service to earn a Masters in Public Administration from the John F. Kennedy School at Harvard University. Mr. Mudd was awarded a Robert Bosch Fellowship during the reunification of Germany. Mr. Mudd serves on the board of Hampton University and has previously been a director of both corporate and not-for-profit institutions.

JOSEPH PARRISH

NASA

Deputy Chief Technologist

Joseph Parrish is the Deputy Chief Technologist in NASA's Office of the Chief Technologist (OCT). His career has focused on advanced technology development for challenging missions in the aerospace and defense sector. He comes to OCT from the Jet Propulsion Laboratory (JPL) in Pasadena, CA, where he was responsible for technology assessment and mission architecture planning for future robotic missions to Mars. Before joining JPL, Mr. Parrish was President of Payload Systems, Inc. and Vice President of Research & Development at Aurora Flight Sciences Corp. — two small businesses in Cambridge, MA providing technology development and implementation services to academia, government, and industry.



Prior to his time in industry, Mr. Parrish was employed by NASA, where he served as the Robotic Systems Architect for the International Space Station program, led the development of a spacecraft servicing telerobot named Ranger, and served as the Program Executive for several solar system exploration missions to Mars and beyond. Mr. Parrish holds Bachelor's and Master's degrees in Aeronautics and Astronautics from the Massachusetts Institute of Technology.

SONJA HOEL PERKINS

MENLO VENTURES

Managing Partner

Sonja joined Menlo Ventures in 1994. Prior to Menlo Ventures, she was in business development for Symantec Corporation and was an investment analyst for TA Associates. At Menlo Ventures, Sonja focuses primarily on Internet, communications and software investments. Her recent investments and board seats include: 3VR, Crowdcast, Flurry, Jobfox, MOG, nCircle, Q1 Labs and Socialcast.



Her prior investments and board seats include: Acme Packet (APKT); AssureNet Pathways, acquired by Symantec (SYMC);

Eloquent (ELOQ); F5 Networks (FFIV); MailFrontier, acquired by SonicWALL (SNWL); Optical Solutions, acquired by Calix (CALX); PassMark Security, acquired by RSA Security (formerly RSAS and now a subsidiary of EMC Corporation); Priority Call, acquired by LHS Group; Recourse Technologies, acquired by Symantec (SYMC); Solidcore, acquired by McAfee (MFE) and Vermeer Technologies, acquired by Microsoft (MFST). Sonja serves as a director of the Western Association of Venture Capitalists (WAVC), the Foundation Board of the McIntire School of Commerce at the University of Virginia and the Thomas Jefferson Foundation.

DANIEL PINK

DRIVE & A WHOLE NEW MIND

Author



Pink is the author of four provocative books about the changing world of work — including *The New York Times* bestsellers, *A*

Whole New Mind and *Drive*, which together have been translated into 32 languages. His articles on business and technology appear in many publications, including *The New York Times*, *Harvard Business Review*, *Fast Company*, and *Wired*, where he is a contributing editor. He also writes a monthly business column for the U.K. newspaper, *The Sunday Telegraph*. Dan has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. And he lectures to corporations, associations, and universities around the world on economic transformation and the new workplace.

A free agent himself, Dan held his last real job in the White House, where he served from 1995 to 1997 as chief speechwriter to Vice President Al Gore. He also worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government.

CHARLES PROVINI

NATCORE TECHNOLOGY
Founder & CEO

Mr. Provini was the President of Ladenburg Thalmann Asset Management and a Director of Ladenburg Thalmann, Inc., one of the oldest members of the New York Stock Exchange, and has served as President of Laidlaw Asset Management as well as Chairman and Chief Investment Officer of Howe & Rusling, Laidlaw's Portfolio Management Advisory Group.



Prior to this, he served as President of Rodman & Renshaw's Advisory Services and President of LaSalle Street Corporation, a wholly owned subsidiary of Donaldson, Lufkin & Jenrette. Mr. Provini has been a leadership instructor at the U.S. Naval Academy, Chairman of the U.S. Naval Academy's Honor Board and is a former Marine Corp. officer. He is a frequent speaker at financial seminars and has appeared on "The Today Show" and "Good Morning America."

HARRY REIN

FOUNDATION MEDICAL
PARTNERS
General Partner

Mr. Rein is General Partner of Foundation Medical Partners. He served for 15 years as the founder and managing general partner of Canaan Partners. In addition to his role as the managing general partner at Canaan Partners, Mr. Rein was responsible for Canaan's Life Sciences Investment Practice. Prior to Canaan Partners, for four years he was president and CEO of GE Venture Capital Corporation. Mr. Rein has extensive experience with small and mid-sized companies, including the supervision of all investments made by GE Venture Capital during his tenure as President. Currently, Mr. Rein serves on the Board of Directors of Anadigics (NASDAQ: ANAD), Histo-genics Corporation, IlluminOss Medical, and Marinus Pharmaceuticals.



Previously, Mr. Rein was a member of the Board of Directors of the National Venture Capital Association (NVCA) and was a recipient of the 2002 NVCA Outstanding Service Award. Mr. Rein also serves as a trustee of Cleveland Clinic, and is a member of the Clinic's Research and Education, and Finance and Budget Committees. Mr. Rein is Chairman of the Cleveland Clinic Innovation Advisory Board. He also serves as a trustee of the University of Virginia Darden School Foundation, where he is a member of the executive committee and chairman of the investment committee. Mr. Rein attended Emory University and Oglethorpe College (1968) and holds an MBA from the Darden School at the University of Virginia (1973).

JOHN ROGERS, JR.

LOCAL MOTORS
CEO & Co-Founder

John “Jay” Rogers is President, CEO and Co-Founder of Local Motors, a next-generation car company that is changing the way cars are designed, built, and owned. Local Motors is the first automotive co-creation community, and the first company to produce an open source vehicle, the Rally Fighter. In 2011 Local Motors facilitated the co-creation of a military vehicle for DARPA called the XC2V “Flypmode.”

Jay grew up a lover of cars and a student of the industry; his grandfather owned the legendary Indian Motorcycle Company. Jay’s family passion inspired an ambitious plan: Exciting, efficient, open source vehicles, built locally and sustainably with customer participation. Rogers went from Princeton University to the US Marine Corp, and then to Harvard Business School. He has been crafting Local Motors since his time in the Marine Corp.



Local Motors’ story has been shared on PBS, Fox, CNBC, and Speed Channel and in *Popular Mechanics*, *Popular Science*,

Wired, *Top Gear*, *AutoWeek, Inc.*, and others. Jay has spoken at BIF, PopTech, TedX Phoenix, Picnic in Amsterdam, Do Conference in Wales, among more.

JOEL SALATIN

POLYFACE, INC.
Farmer and Author

Joel Salatin is a self-described environmentalist capitalist lunatic farmer, or as *The New York Times* calls him, “the high priest of the pasture.” Profiled in the film *Food, Inc.* and Michael Pollan’s *The Omnivore’s Dilemma*, Salatin’s innovative farming system—where the animals live according to their “ness,” the earth is used for symbiosis, and happiness and health is key—has gained attention from around the country.



He is the author of a number of books including *Holy Cows and Hog Heaven*, *Everything I Want to Do Is Illegal*, *You Can Farm*,

Pastured Poultry Profit\$, and *Family Friendly Farming*. Salatin’s own farm Polyface, Inc. is located in Virginia’s Shenandoah Valley.

SARAS SARASVATHY

DARDEN SCHOOL OF BUSINESS

Associate Professor

A leading scholar on the cognitive basis for high-performance entrepreneurship, her scholarly work has won several awards, including the 2001 William H. Newman Award from the Academy of Management and the 2009 Gerald E. Hills Best Paper Award from the American Marketing Association. Her book *Effectuation: Elements of Entrepreneurial Expertise* was nominated for the 2009 Terry Book Award by the Academy of Management.



Sarasvathy serves on the editorial boards of the *Journal of Business Venturing* and *Strategic Entrepreneurship Journal* and

is advisor to entrepreneurship education programs in Europe and Asia. She teaches in doctoral programs not only at Darden, but also in Denmark, India, Croatia and South Africa. In 2007, Sarasvathy was named one of the top 18 entrepreneurship professors by *Fortune Small Business* magazine.

RICHARD SATAVA

US ARMY MEDICAL RESEARCH AND MATERIEL COMMAND

Senior Science Advisor

Richard Satava, MD, FACS, is Professor of Surgery at the University of Washington Medical Center, and Senior Science Advisor at the US Army Medical Research and Materiel Command in Ft. Detrick, MD.



Prior positions include Professor of Surgery at Yale University and a military appointment as Professor of Surgery (USUHS) in the

Army Medical Corps assigned to General Surgery at Walter Reed Army Medical Center and Program Manager of Advanced Biomedical Technology at the Defense Advanced Research Projects Agency (DARPA).

He has been continuously active in surgical education and surgical research, with more than 200 publications and book chapters in diverse areas of advanced surgical technology, including Surgery in the Space Environment, Video and 3-D imaging, Telepresence Surgery, Virtual Reality Surgical Simulation, and Objective Assessment of Surgical Competence and Training.

During his 23 years of military surgery he has been an active flight surgeon, an Army astronaut candidate, MASH surgeon for the Grenada Invasion, and a hospital commander during Desert Storm, all the while continuing clinical surgical practice. While striving to practice the complete discipline of surgery, he is aggressively pursuing the leading edge of advanced technologies to formulate the architecture for the next generation of Medicine.

JIGAR SHAH

THE CARBON WAR ROOM
CEO



A renowned visionary, Jigar Shah is committed to renewable energy and sustainable solutions that enable prosperity beyond the carbon economy. In 2003, Jigar founded SunEdison, which revolutionized the solar industry by introducing a business model to sell solar as a service. The transformation to solar power service agreements is responsible for turning solar services into a multi-billion dollar industry.

As CEO of the Carbon War Room, Jigar is dedicated to identifying business-as-usual practices and replacing them with low-carbon solutions. He also sits on the boards of the Prometheus Institute for Sustainable Development, SB NOW, and Greenpeace USA.

PREMAL SHAH

KIVA
Co-Founder & President

Premal first began dreaming of “internet microfinance” while working at PayPal, the online payments company. In late 2004, Premal took a 3 month leave from PayPal to develop and test the internet microfinance concept in India. When he returned to Silicon Valley, he met other like-minded dreamers and quit his job at PayPal to help bring the Kiva concept to life and eventually to scale.



Kiva today raises over \$1 million each week for the working poor in +50 countries and was named a Top 50 Website by *Time*

magazine in 2009. For his work as a social entrepreneur, Premal was named a Young Global Leader by the World Economic Forum and selected to *Fortune* magazine’s “Top 40 under 40” list in 2009. Premal began his career as a management consultant and graduated from Stanford University.

GARY SHAPIRO

CONSUMER ELECTRONICS ASSOCIATION

President & CEO

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA)[®], the U.S. trade association representing over 2,000 consumer electronics companies, and owning and producing the continent's largest annual tradeshow, the International CES[®]. Shapiro leads a staff of 150 employees and thousands of industry volunteers and has testified before Congress on technology and business issues more than 20 times. As chairman of the Home Recording Rights Coalition (HRRC), Shapiro led the manufacturers' battle to preserve the legality of recording technology and consumer fair use rights.



Shapiro has held many exhibition industry leadership posts, the industry's highest honor, the Pinnacle Award. Shapiro authored the 2011 bestselling book *The Comeback: How Innovation Will Restore the American Dream* (Beaufort). He received his law degree from Georgetown University Law Center and is a Phi Beta Kappa graduate in economics and psychology from Binghamton University. He is married to Dr. Susan Malinowski.

THOMAS SKALAK

UNIVERSITY OF VIRGINIA

VP for Research



Tom is responsible for the integration of scholarship, research, and commercialization across UVa's eleven schools, producing innovation that drives the creative economy. He leads strategic multidisciplinary groups in sustainability, innovation, and bioscience, and is a frequent speaker on collaborative innovation at Fortune 500 and government partners in the U.S., EU, and Asia.

Tom was the founding director of the UVa-Coulter Foundation Translational Research Partnership that achieved a 7-1 return-on-investment, and initiated a co-managed UVa proof-of-concept fund with Johnson & Johnson. He led the launch of the university-wide OpenGrounds initiative to inspire creative innovation at the intersection of technology, science, the arts, and humanities; the UVa Venture Summit, which brings over \$15 billion in active venture capital to UVa each year; and the UVa Bay Game, an interactive computer simulation game that predicts behaviors of the nation's largest estuary.

He holds degrees in bioengineering from The Johns Hopkins University and U.C.S.D., and previously served as Chair of the Biomedical Engineering at UVa, the world's second most highly-cited bioengineering faculty. Dr. Skalak is the immediate past-President of the American Institute of Medical and Biological Engineering (AIMBE), which represents over 50,000 professionals.

LAURIE SPENGLER

SHOREBANK INTERNATIONAL

President & CEO

Laurie J. Spengler is President and CEO of ShoreBank International Ltd. (SBI), a company dedicated to expanding access to capital, information and services for small and growing businesses, entrepreneurs and households, to create an inclusive global financial system.

Ms. Spengler's professional experience and interests are focused on supply and demand-side solutions to extend "access to capital" to individuals, small businesses and low income households through the delivery of financial resources, business solutions and professional support designed to achieve sustainable economic development. Ms. Spengler has over 20 years of experience as a strategy and transaction services professional, with significant experience in capital raising, M&A, and private equity transactions. Over the past decade, she has developed a particular focus on access to capital for double and triple-bottom line organizations.



Prior to joining SBI, Ms. Spengler was the founder and CEO of Central European Advisory Group. Previously, she

worked as an attorney with the New York, Brussels and Prague offices of White & Case. Ms. Spengler has a JD from Harvard University and an undergraduate degree from Stanford University, and has served on a number of community service boards of directors, including the American Chamber of Commerce in the Czech Republic and the Fulbright Board in the Czech Republic. She is a member of the Council on Foreign Relations.

MARY BETH STANEK

GENERAL MOTORS

Director of Federal Environment
& Energy Regulatory Affairs

Dr. Mary Beth Stanek leads new business development for R&D and infrastructure planning for advanced technical applications. In addition, Mary Beth works with several agencies and trade organizations on advancing environment and energy initiatives.



Mary Beth previously directed the fuel cell vehicle demonstration program and continues to lead business development for the Chevro-

let Volt and fuel cell infrastructure initiatives related to GM's electrically driven vehicles. In addition, Mary Beth continues to lead many bio-based fuel policy and commercial efforts.

In addition Mary Beth's position at General Motors, she is also a frequent contributor to *MCB University Press*. Mary Beth was a 2002 recipient of the *Wall Street Journal* Achievement award and was previously a Renewable Fuels Commissioner for the State of Michigan. Mary Beth is on the Institute for Physical Research and Technology Board at Iowa State. She holds a Doctor of Business Administration from the University of Sarasota.

BRIAN TRELSTAD

ACUMEN FUND
Chief Investment Officer



Brian Trelstad is the Chief Investment Officer of Acumen Fund, a \$40m social investment fund investing in innovative social

enterprises in South Asia and East Africa delivering critical health, water, housing and energy services to the base of the pyramid. He also drives Acumen's work measuring social and financial return and is a founding executive committee member of the Aspen Network of Development Entrepreneurs (ANDE). Prior to Acumen Fund, Brian was a management consultant with McKinsey & Company in their New Jersey office.

He has co-founded and advised several early-stage technology companies and social enterprises and was the lead environmental staffer for President Clinton's Corporation for National Service. He is a graduate of Harvard College, Stanford University's Graduate School of Business and the University of California's College of Environmental Design.

MARY TRIPSAS

HARVARD BUSINESS SCHOOL
Associate Professor

Professor Tripsas is an expert on the management of innovation and entrepreneurship. Her research and teaching explore the transformation of industries by radically new technology, and she is currently engaged in studies of digital publishing, digital imaging, and air taxis. Her work has been published in a number of leading journals including the *Strategic Management Journal*, *Research Policy*, and *Organization Science*. Her awards include the MIT Sloan Zannetos prize for the best doctoral thesis and the Academy of Management Entrepreneurship Division Thought Leader Award.



Before Harvard, Professor Tripsas served on the faculty of the Wharton School at the University of Pennsylvania. Prior to academia, she was a strategy consultant in the

Cambridge and Milan offices of the Monitor Group and worked for IBM both as a software developer and as a member of the sales force. She also served on the board of directors of Lexar Media (NASDAQ: LEXR) from 2003-2006, when the company was acquired by Micron. She earned her PhD from the MIT Sloan School of Management, her MBA from the Harvard Business School, and her BS from the University of Illinois at Urbana.

ALBERT WENGER

UNION SQUARE VENTURES
Partner



Albert combines over 10 years of entrepreneurial experience with an in-depth technology background. As an entrepreneur, he has

founded or co-founded five companies, including a management consulting firm (in Germany), a hosted data analytics company, a technology subsidiary for Telebank (now E*Tradebank), an early stage investment firm, and most recently (with his wife), DailyLit, a service for reading books by email or RSS. Albert also served as the president of del.icio.us through the company's sale to Yahoo.

His technology background goes back to winning the German national computer science competition at age 18. Albert graduated summa cum laude from Harvard College in economics and computer science and holds a Ph.D. in Information Technology from MIT. He has managed technology projects for organizations as diverse as Tacoda (startup) and Telebank (leading Internet bank).

ROGER WERNER

SPEEDVISION AND OLN
NETWORKS
Former CEO

Roger L. Werner, Jr. has served as a director of Outdoor Channel Holdings, Inc. and as its President since October 17, 2006. He has served as its CEO since February 2007. From 1995 to until 2001, he served as the President and CEO of Speedvision and Outdoor Life Network. From 1990 to 1994, Mr. Werner served as President and CEO of Daniels Programming Ventures, LLC, where he managed Daniels' interest with Prime Ticket (now Fox Sports West), and Prime Sports Network Group, a joint venture with Liberty Media, along with a number of other sports media properties.



From 1982 to 1988 he was the Chief Operating Officer of ESPN, and from 1989 to 1990 he was its Chief Executive Officer.

Prior to working at ESPN, he served as a management consultant for McKinsey and Company from 1979 to 1982. He serves as Chairman of WATV, a private sports programming and production company.

CRAIG WYNETT

PROCTER & GAMBLE

VP & Chief Learning Officer



Mr. Wynett's career at P&G spans more than 23 years. He joined P&G in 1988 in the U.S. health care sector and advanced through

increasing levels of responsibility to become the Director of Health Care New Products. In 1994, CEO John Pepper appointed Craig as the founding director of the newly established Corporate New Ventures organization (CNV). In 1998, he rose to General Manager. Under his leadership, CNV produced many of P&G's most successful new products including Swiffer®, ThermaCare®, and Press & Seal®. In his bestselling book *The Game Changer*, P&G CEO A.G. Lafley describes Craig as "... one of the most provocative, out-of-the-box thinkers about innovation I have ever met."

In addition to applying his creative talents to the packaged goods industry, Craig was the inspiration for, and co-author with Dr. Mehmet Oz of the YOU series of health books. Their first book, *YOU: The Owner's Manual*, debuted in May 2005 and became a #1 *New York Times* bestseller and, behind *Harry Potter*, was the second best-selling book published in 2005. Seven YOU books followed, all #1 *New York Times* bestsellers, making the collection the best selling series of health books of all time. A native of Atlanta, Georgia, Craig earned a BS in Biochemistry from the University of Georgia and an MBA from the University of Virginia's Darden School. He and his wife of more than 28 years, Denise, have two sons Ryan and Jim.

ALBE ZAKES

TERRACYCLE, INC.

Global VP

Albe Zakes is the Global VP at TerraCycle, Inc., the world's leading 'upcycling' company, which converts difficult to recycle waste materials into eco-friendly, affordable products available at major retailers worldwide. With over 20 million people collecting waste in 14 countries for TerraCycle projects, the company has diverted billions of pieces of waste that are either upcycled or recycled into over 200 various products available at major retailers ranging from Walmart to Whole Foods Market.



In addition, TerraCycle has donated over 3 million dollars to schools and non-profits as an incentive for them to recycle.

The number will double in the next year. The company seeks to eliminate the idea of waste by creating collection and solution systems for anything that today ends up in our trash.

Zakes started at TerraCycle as an unpaid intern in the PR department and in the last five years, he has worked his way to become the Global head of TerraCycle's PR and Marketing. Under Zakes's management the PR department has secured over 8,000 unique media placements since 2007. Due to Zakes's efforts, CEO Tom Szaky has appeared on *Oprah*, *Good Morning America*, *The Today Show*, *20/20*, CNN and many more.

A WORD FROM THE OFFICE OF THE GOVERNOR OF VIRGINIA

On behalf of the Commonwealth of Virginia, I am pleased to extend a warm welcome to everyone attending the 2011 Jefferson Innovation Summit.

The University of Virginia Darden School of Business has a long history of producing students that are capable of tackling the challenges faced in the modern business world. I am pleased to hear that the Darden School of Business plans to bring together the brightest minds in business, government, academia, media and the arts to discuss the obstacles facing entrepreneurs and innovators. I am confident that this summit will be a wonderful experience for all that are involved.

My administration is committed to creating an environment that promotes new jobs and opportunities for all Virginians. Our strategies include supporting skills training, providing sensible incentives for employers who create jobs, increasing state procurement for small, women and minority owned businesses, and investing in higher education so that



Virginians will continue to be competitive in the 21st century.

Best wishes on a successful event!

Sincerely,

A handwritten signature in black ink that reads "Robert F. McDonnell". The signature is written in a cursive style with a large, prominent "R" and "M".

Robert F. McDonnell

PUBLIC EVENTS



ROTUNDA DIALOGUE SIMULCAST, FILM SCREENING AND PANEL DISCUSSION

Abbott Center Auditorium
Darden School of Business
Tuesday, 11 October 2011

To encourage broad community engagement with the Jefferson Innovation Summit there will be a number of free, public events, including a simulcast of the Rotunda Dialogue, screening of an acclaimed documentary about America's modern start-up economy, and a lively panel discussion featuring an eclectic array of local entrepreneurs. These events will also be open to the media.

3:00 pm Simulcast, Rotunda Dialogue
5:30 pm Reception, Wilkinson Courtyard
6:30 pm Film Screening: *Something Ventured*
8:00 pm Panel Discussion: Finding the Spark

Something Ventured tells the creation story for an industry that went on to become the single greatest engine of innovation and economic growth in the 20th century. Beginning in the late 1950's, a small group of visionaries fostered a one-of-a-kind business culture that encouraged extraordinary risk and reaped unprecedented rewards. They laid the groundwork for America's start-up economy, providing not just the capital but the guidance to allow seedling companies to reach their full potential.

After the film, Darden's Philippe Sommer will moderate a conversation with a panel of entrepreneurs to consider the opportunities and limitations to building a robust entrepreneurial ecosystem. The panel will discuss their own experiences and reflect on their process for "finding the spark."

Panelists include:

- Brad Jaeger, Edison2
- Arnie Katz, Relay Foods
- Adam Malcolm, MK Scientific
- Jennifer Tidwell, C.L.A.W.
- Laura Lee Williams, Laura Lee Designs

Moderator:

Philippe Sommer directs the Center for Entrepreneurial Leadership at UVA's Darden School of Business. Previously, Sommer was a founding partner of WestMed Venture Funds, publicly registered life-sciences venture-capital funds affiliated with CIBC/Oppenheimer, Inc. He has also served as director of business development in the medical products group for Pfizer, Inc. Sommer has extensive experience in fund management, venture capital, private investments, M&A, and licensing and technology transfer.

Public Events Sponsors



GENERAL INFORMATION

ROTUNDA

University of Virginia

The Rotunda at the University of Virginia was designed by Thomas Jefferson as the architectural and academic heart of his community of scholars, or what he termed “an Academical Village.” As the phrase suggests, the Academical Village is based on the Jeffersonian principle that learning is a lifelong and shared process, and that interaction among faculty and students is vital to the pursuit of knowledge. Modeled after the Pantheon in Rome, the Rotunda was begun in 1822 and completed in 1826.

MONTICELLO

Thomas Jefferson Foundation

Monticello was the center of Jefferson’s world. Like the new nation, it was always a work-in-progress. Jefferson called Monticello his “essay in architecture.” Surrounded by ornamental gardens, it was a monument to the architecture and republican ideals of ancient Rome. As Jefferson’s autobiographical statement, Monticello encapsulates the interests, talents, ideals, ambitions, and realities of its visionary and complex owner.

MONTALTO

Thomas Jefferson Foundation

Montalto overlooking Monticello is the home of the Robert H. Smith Center. With its panoramic views of Monticello and vistas of the Blue Ridge Mountains, Montalto provides a spectacular location for the Foundation’s new, world-class education center. The “high mountain” rises 410 feet above Monticello, and is historically important as Jefferson’s first land acquisition in 1771. The Robert H. Smith Center on Montalto provides a sublime setting to engage a global audience in a dialogue with Jefferson’s ideas and to illuminate Jefferson’s continued relevance in the modern age.

ACCOMMODATIONS

Official Summit Accommodations
Inn at Darden

Executive Residence at the Darden School of Business, University of Virginia
100 Darden Boulevard, Charlottesville, VA 22903
434.924.3000

TRAVEL

Local transportation in Charlottesville is provided for all Summit delegates. Executive coaches will be available to convey delegates to all Summit venues, with return travel to the Rotunda or the Inn at Darden. Full information about these and any other services are provided under separate cover with your packet. For more information about these details regarding transportation and lodging, please contact Mary Beth Hayes (see below).

CONTACTS

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*“I like the dreams of the future better than the history of the past.
So good night! I will dream on ...”*
— *Thomas Jefferson to John Adams, Monticello, August 1, 1816*

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