

Powered by Innovation[®]

CONVERSATIONS WITH INNOVATORS



A BOOK & DOCUMENTARY FILM



ARRIVING IN 2005



For some, game-changing innovation is a way of life— a perpetual state of mind where great new ideas and products are born every day. How do these serial innovators do it?

We're interviewing leading innovators from all fields (business, education, technology, science, government, non-profit, the arts)— gathering their experience and ideas about innovation.



What is innovation? How do innovators get it done?

How do you imbed innovation in an organization? How do you dream and implement fresh concepts on a regular basis?

In **Powered by Innovation**, world-class innovators share the techniques and systems they use to create a culture of innovation within their organizations. They describe the role of the customer in innovation. They outline the steps to a more innovative life. They explain the skills needed to be successful.

Use our informative tips, out-of-the-box worksheets, and unconventional exercises to better understand the elements of a more innovative life. **Powered by Innovation** will be of great value to entrepreneurs, companies, non-profit groups, government, and other organizations— but will fascinate just about everyone.

A fascinating new project about the most innovative people and organizations



Guests include - clockwise:

Michael Curry Principal
Michael Curry Design

Karen Moss Curator
San Francisco Art Institute Museum

John Emrick CEO
Norm Thompson Outfitters

Liz Dolan host of *Satellite Sisters*
ABC Talk Radio

Tony Woodcock President
Minnesota Orchestra

Tinker Hatfield VP Product Design
Nike



From celebrities and well-known entrepreneurs to creators that change lives

We're out to discover the "secret sauce" of innovation.

We're interviewing leading innovators in depth—to understand and share their methods, ideas, thoughts, hunches, and tools.

The interviews will be a part of a documentary film that will be co-produced with Oregon Public Broadcasting and is anticipated to be aired nationally on the Public Broadcasting System.

The project's working title is "Powered by Innovation: Conversations with Innovators".

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Sohrab Voussoughi Founder, Ziba Design

Guests include - On Left Panel:

Robert Legato Visual Effects Wizard
Sony Pictures Imageworks

Moira Gunn host of *Tech Nation*
on National Public Radio

Guy Kawasaki Founder
Garage Technology Ventures



Left Column:

Kim Baer Principal
Kim Baer Design Associates

Tim Canfield Manager of
Nike's *Project X*

Robin Anderson
Center for Entrepreneurship

Dan Wieden President
Wieden+Kennedy Advertising

Paul Anthony Founder
Rumblefish

Robert Greenberg
Composer, Musicologist

Middle Column:

Rich Hebert CEO
ISKY

Julie Beeler Principal
Second Story Interactive

Right Column:

Terry Riley
Composer/Musician

Dr. Peter Kohler President
Oregon Health Sciences University

Christian Gladu CEO
The Bungalow Company

Tom Willis Vice President
Intel Capital

David Familian Artist



On Right Panel:
Stuart Karten Principal
Stuart Karten Design
Glen Gilbert President and CEO,
Cascadia Green Building Council
Joyce Wycoff Author, Co-Founder
The Innovation Network



Powered by Innovation®
CONVERSATIONS WITH INNOVATORS



Powered by Innovation is hosted by Robert L. Newhart II, CEO of the Innovation Center— an organization which guides leaders to discover and launch the future of their organization through creativity and innovation.

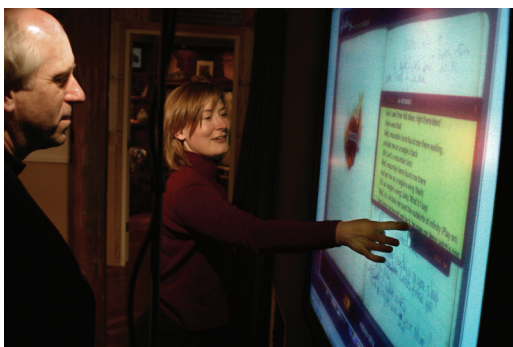
Bob currently hosts a weekly business cable television series in Oregon. He has consulted with hundreds of business

enterprises— from wood chips to potato chips to silicon chips. He has organized several statewide and regional conferences, hosted a regular radio spot for businesses, and written many articles for the business media. He is a frequent speaker for national conferences. Bob has served in faculty and leadership positions at several colleges and universities working in technology transfer and business development arenas.

His experience extends to the public sector where he worked with three Northwest governors, served as a Delegate to the White House Conference on Small Business, and held a variety of project and program directorships.



Powered by Innovation is a production of the Innovation Center; a 501(c)3 not-for-profit corporation based in Bend, Oregon. Since 1990, the Innovation Center has served as a valuable support center for both entrepreneurs and established companies. Learn more about The Innovation Center at www.innovationcenter.org.



Production Schedule. Interviews with innovators will wrap by December 2004. The book and production on the documentary film will be wrapped by the spring of 2005.

Sponsorships Available. The Innovation Center and its projects are funded by grants, public sources, and private businesses. If your organization is interested in joining a select group of underwriters, there are still sponsorship opportunities available. For further information, please contact us at 541-312-5785.



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