

The 12<sup>th</sup> Annual Innovation Convergence Event

# INNOVATION IMMERSION:

October 16-18, 2006  
Hilton La Jolla Torrey Pines  
San Diego, CA

THE 360 DEGREE INNOVATION EXPERIENCE

The Only Event To "Converge" Next Generation Thinking with On-Site Application to Deliver Immediate Results

## 2006 Confirmed Keynotes

- Alan Webber, Author & Cofounder of Fast Company Magazine
- Jeneanne M. Rae, one of Business Week's "Magnificent Seven"
- Daniel Pink, Author of A Whole New Mind

## New Conference Features for 2006

- ✓ 3 Keynotes by Leading "Gurus" of Innovation
- ✓ 3 Keynotes by Corporate Innovation Champions
- ✓ Over 30 Corporate Case Studies
- ✓ Innovation Labs: 4 In-depth, experiential sessions by leading edge practitioners
- ✓ The First Annual Innovation Practicum sponsored by a non-profit organization

## 2005 Rave Reviews ~ See inside for more

*"I was pleased that you had a mix of product & process and was surprised how personally energized I became. Best, thought provoking conference I ever attended."*

Debra Haughton, Staples

Post Conference Report & Preview for 2006

Produced By:  Innovation Network. Register now for 2006 and SAVE \$800!

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## A Sampling of Past Attending Companies

3 M Company	GEN3 Partners	New Era Cap Co Inc
AARP	General Mills Inc	Nokia
Abbott Labs	Georgia Power Co	Peakinsight LLC
Accenture	Georgia-Pacific Corp.	Pearson Education
ADC Telecommunications	GN ReSound	PepsiCo
Air Products and Chemicals, Inc.	Goodyear Tire & Rubber Co	Perot Systems
American Academy of Ophthalmology	Got Innovation	Pfizer Inc
American Greetings	Hewlett-Packard	Pitney Bowes
Amway Corporation	HRI/ Innovation-TRIZ	Playtex Products Inc
Alticor	Hunter Douglas	Porter Cable Delta
Arkema Inc	IDI	Procter And Gamble
Barilla America	Infinium LLC	Rabofacet
Beginovation	Innotimi	Realize AB
Best Buy	Insight Fusion	Regent Univ School of Law
Boeing Co	Institute for Product Development	S C Johnson & Sons Inc
Breakthrough Management Group	JAS Consulting	Scottsdale Insurance Company
C2C Solutions Inc	Kellogg Company	Sealed Air Corporation
Cadbury Adams	Kimberly-Clark Corporation	Securian Financial Group
Capital C Corporation	Kraft Foods	Sentara Health Care
Capital One	Kurt Salmon Associates	Siegel Robert Inc
Cargill Financial Markets PLC	KWV International	Singapore Civil Service
Cargill Inc	Lieberman Research Worldwide	Sopheon
Cargill Sweeteners North America	Lifescan Inc.	Sprint
Carlson Hotels Worldwide	Lockheed Martin	SRI International
Caterpillar	Lubrizol	St Jude Medical Inc
Chandler Chicco Agency	Mary Kay Inc	Standard & Poors
Chartic	Masco Corporation	Staples Inc.
Chase Card Services	Mastercard International	Starbucks Coffee Company
ChevronTexaco Global Lubricants	Mayo Clinic	State Farm Insurance Co
Converting Inc	McDonald's Corporation	STERIS Corporation
Corning Inc	McNeil Consumer Speciality Pham	Stryker Medical
Creative Resources	Mcpheil Marketing/Communications Inc.	Taco Inc
Cryovac/Sealed Air Corporation	MeadWest Co	Taylor Corporation
DuPont Company	Memorial Health Systems	TEAM
Ecolab	Michael Foods Inc	Tennant
EMCO Enterprises	Midmark Corporation	The Coca Cola Company
Entegris, Inc.	Milliken Company	The DeVito Group LLC
Enterprise Development Group	Milwaukee Electric Tool Corp	The Gatehouse Alliance
Erehwon Innovation Consulting	Moskowitz Jacobs Inc.	The Valvoline Company
Ethicon Endo Surgery	Motorola Inc	Thomson Financial
Experian	Nationwide Insurance	Trojan Technologies Inc
Fallon Brand Consulting	NAVSISA	University of Connecticut Health
Federal Signal Corporation	Nestle USA	Unovo Inc
Fellowes	NetCentrics Corporation	US Central Credit Union
Gap International	Network Australia	Visteon Corp
		Wells Fargo Services Company
		Westech Aerosol
		WMEP
		Yahoo Inc
		Zebra Technologies Corporation

**"A wonderful mix of people with a common interest of innovation"**

Mary Berry, Wells Fargo

## About The Venue



The Four Diamond **Hilton La Jolla Torrey Pines** hotel in La Jolla, CA is located 15 miles from the San Diego International Airport and has panoramic scenic views of the legendary, championship Torrey Pines Golf Course, site of the 2008 U.S. Open. Guests at the Hilton La Jolla Torrey Pines hotel can be the first on the green with advance reservation tee times at Torrey Pines Golf Course.

The Hilton La Jolla Torrey Pines hotel has a gracious staff, and personal, business and pleasure go hand in hand. Rejuvenate your mind, body and soul at the Hilton La Jolla Torrey Pines hotel. Savor California cuisine at our award-winning Torreyana Grille. Retire to a room rich in comfort, including our Sweet Dreams bedding and high-speed Internet access.

## Post Conference Report

Unlocking Innovation: 11th Annual Innovation Convergence

September 21-23, 2005

### ***Biomimicry offers amazing opportunities for innovation***

One of the highlights of Innovation Convergence 2005 was a fascinating presentation by Janine Benyus, a biologist and author of several books on biomimicry. The earth's creatures display a surprising array of adaptations, honed over billions of years of natural selection, which make them supremely adapted to their environments. **Biomimicry suggests that we can learn from nature's innovative solutions, and design products that are more efficient, environmentally friendly and sustainable.** "We're surrounded by genius," Janine explained.

She walked the audience through dozens of examples, most of which are being investigated by universities and start-up companies around the globe:

- The abalone produces mother of pearl out of minerals and protein in sea water - a material that is harder than any known ceramic.
- Spiders produce a type of silk thread called a "dragline" - which is, ounce for ounce, 5 times stronger than steel.

So how can you transfer insights about nature's adaptations into successful products? One way Janine suggested is to ask yourself: **"What in nature is being challenged by something similar to what I'm facing, and is very successful in meeting that challenge?"** She also points out that "Life creates conditions that are conducive to life" - continuation of the species. How can we use this idea to create more sustainable innovations?

I wasn't sure what to expect when I heard that a biologist would be talking to our group about this obscure topic. But Janine's presentation blew away the entire audience! Clearly, this is an area that's going to be growing in importance to companies and entrepreneurs worldwide!

## Sustaining a Culture of Innovation

Bob Henn, former global R&D leader of W.L. Gore, gave a very interesting presentation on how to sustain a culture of innovation. Specifically, he talked about "managing polarities" - interdependent opposites that most organizations struggle with, and wrongly assume that they must solve. In reality, Bob explained, these polarities cannot be eliminated, but can only be managed. Common examples of these polarities include:

- Individual vs. team focus
- Centralized vs. decentralized decision-making
- Market pull vs. technology push
- Clear corporate structure vs. flexible structure

To manage these polarities, you would assume that it's possible for the company to find a mid-point between the polar opposites and stay there. But that's not the case. Like a pendulum, a company's culture can never be stationary, and will always swing between the two extremes. In the case of W.L. Gore, a flexible matrix corporate structure that had served the company well when it only had 600 employees recently became a problem now that it has 6,000 employees.

Once you realize that these polarities exist, and how they change over time, you can then factor them into your leadership decisions.

# Sneak Preview for 2006

October 16-18, 2006, Hilton La Jolla Torrey Pines, San Diego, CA

## Innovation "Guru's"



### Alan Webber, Author & Cofounder of *Fast Company Magazine*

As one of the most widely respected and knowledgeable leaders in business journalism today, Alan Webber brings audiences unusual depth of knowledge and insight into an economy fueled by information, change and innovation. He currently writes regularly for USA Today as a member of its board of contributors and was the cofounder and former editor of *Fast Company* magazine.

Webber understands the important characteristics of a 'fast company': the ongoing competition for the best people, for great ideas, and for the right way to think about leadership. Webber coauthored *Changing Alliances: The Harvard Business School Project on the Auto Industry and the American Economy*, an important book on the economic competitive future of the American auto industry in the global economy. He also coauthored *Going Global: Four Entrepreneurs Map the New World Marketplace*, a blueprint for how to expand into global markets.



### Jeneanne M. Rae, one of *Business Week's* "Magnificent Seven"

Jeneanne M. Rae was recently recognized by *Business Week* on August 1, 2005 as one of the "Magnificent Seven" gurus of innovation. Her career in design and innovation has spanned over 15 years, during which time Jeneanne has worked with dozens of top corporations and scoped more than a hundred innovation programs.

Responding to a limited amount of business and academic research on the topic of Service Innovation, Jeneanne is currently leading an initiative with large, multi-national organizations to discover and document successful governance, process and tools used in the development of services through a company she has co-founded, Peer Insight, LLC.



### Daniel Pink, Author, *A Whole New Mind*

Dan Pink is author of *Free Agent Nation*, the provocative and acclaimed Washington Post best seller about the growing ranks of people who work for themselves. His most recent book, *A Whole New Mind*, is about the six essential aptitudes white-collar workers must master to survive and thrive in an outsourced, automated, upside-down world. It was rated by *strategy + business* magazine as one of the "Best Business Books of 2005."

Tom Peters calls *Free Agent Nation* "the best book on work since *The Organization Man*." *Fortune Small Business* cited it as one of the ten milestones in management thinking in the last century. Dan is a Contributing Editor at *Wired* and writes a column for Yahoo!'s Finance web page. His articles on business and technology have also appeared in *The New York Times*, *Harvard Business Review*, *Fast Company*, and other publications.



### James Damian, Senior VP, Experience Development Group, *Best Buy*

James Damian is responsible for reinventing the experience of shopping in a big-box retail store. In 2004, Mr. Damian led the design of *Best Buy's* first concept stores—*Studio D* and *Escape* in Chicago—and developed the company's "new store experience" research and development capability. He continues to lead optimization of the big-box design for a shopping experience that

not only answers but anticipates changing customer desires. He also recently received *Best Buy's* Culture of Innovation Award in recognition of his leadership in concept development and execution.



### Jim Garrity, Chief Marketing Officer, *Wachovia*

As chief marketing officer for *Wachovia*, James Garrity leads integrated marketing activities, including advertising, brand positioning, corporate identity, market research, merchandising, creative services and sports/events marketing. He joined the bank in 1997. Previously, he was vice-president of communications for *Compaq*, where he managed advertising, global brand

positioning, public relations, corporate identity, Internet communications and events/sponsorships. Prior to that, he held a variety of sales and marketing-management positions for more than 20 years at *IBM*, including director of advertising for *IBM-US*. Mr Garrity received his BS degree in industrial management from *Fairfield University*.



### Cheryl A. Perkins, Chief Innovation Officer, *Kimberly-Clark*

Cheryl A. Perkins is Senior Vice President and Chief Innovation Officer for *Kimberly-Clark*.

Reporting to the CEO, Ms. Perkins is responsible for the product and technology development organization and the enterprise growth function. She provides visionary leadership to identify and transform insights, trends and emerging technologies into products and new businesses through acquisitions, strategic partnerships, joint ventures, alliances and by leveraging information technologies.

Ms. Perkins leads and has responsibility for the company's Research and Engineering organization and the enterprise growth function including the Enterprise Growth Incubator and Corporate Emerging Technologies. She advises the CEO, his deputies, business leaders and the Board of Directors on all issues relating to technology, product and new business.

## 2006 Conference Format

- 3 Keynotes by Leading "Gurus" of Innovation
- 3 Keynotes by Corporate Innovation Champions
- One all day and two half day workshops
- Two Special Interest Symposia: Commercializing in a Customer Empowered Economy & Better Measures, Metrics & Analytics for Innovation Success
- Innovation Labs: 4 in-depth, experiential sessions by leading innovation practitioners. Learn powerful tools and techniques in an extended session that allows time for hands-on exploration and discussion with fellow practitioners.
- Over 30 Corporate Case Studies focused on how to make innovation real. These cross industry sessions focus on some of the most frequently asked questions in the field of innovation and are presented by innovation leaders who implement practical strategies to overcome organizational innovation challenges.
- This year there will be two Non Profit Innovation Practicum held. Each Practicum will consist of two 90-minute sessions where Jerry McNellis, Founder of Compression Planning, will lead the participants and non-profit clients through a process that will take the group from concept to well-developed solutions.

Participants are invited to learn a highly compressed innovation process and make a contribution at the same time. In order to deliver quality results to the clients and to understand the continuity of the process, participants are asked to commit to both sessions. Attendance in these experiential sessions is limited to the first 25 people who arrive at the morning session. These sessions are ideal for innovation practitioners who would like to experience an in-depth process with a unique leader. Prior knowledge, however, is not a requirement and all Convergence attendees are invited.

### Don't Miss Out On Your Opportunity to Speak, Sponsor, Network & Exhibit

As a business to business professional, you recognize how challenging it is to navigate through to the actual decision-maker. Our premium priced events attract attendance by top level professionals across industries across functions.

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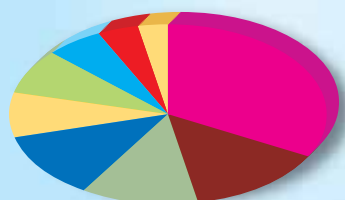
#### Industry Analysis %

Consumer Packaged Goods	26%
Industrial Manufacturing	20%
Business Services	17%
Pharmaceutical/Healthcare	10%
Finance/Insurance	7%
Other	7%
Technology	6%
Restaurants	5%
Apparel	2%



#### Function Analysis %

Marketing	33%
Information Technology	14%
Business Development	12%
Innovation	12%
Projects	8%
Operations	8%
Research & Development	6%
Human Resources	4%
Public Relations	3%



# Register by April 21, 2006 and Save \$700

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Please complete + return to IIR by one of the following:

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Pre-Conference workshops and symposium topics to be announced. Register early for the conference and secure your spot. When agenda is finalized, an IIR representative will contact you regarding the pre-conference activities. Your discounted price will be applied.

Pricing: Conference Only

- Register by April 21, 2006 .....\$ 1695
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