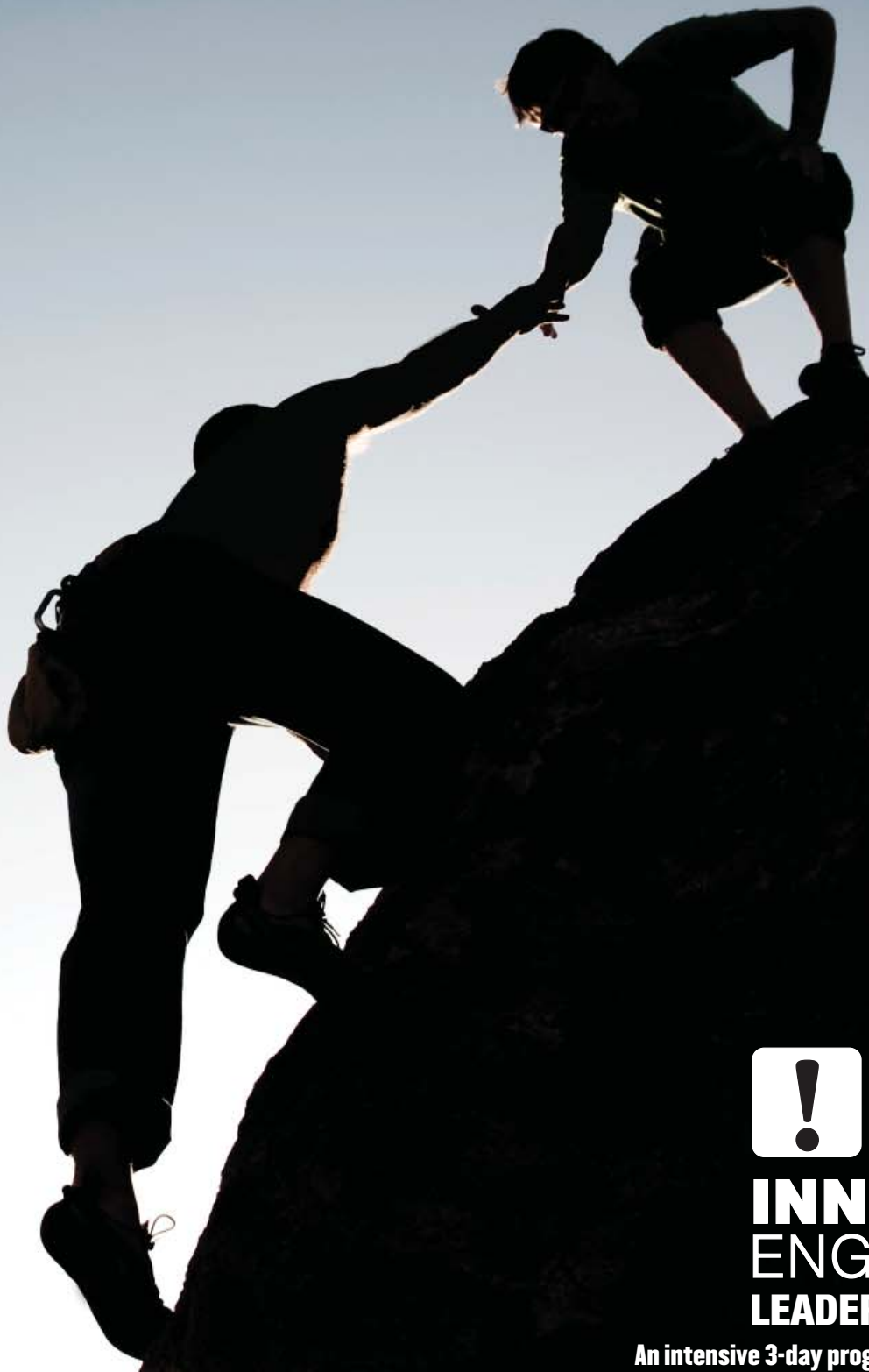


INNOVATION IS NO LONGER OPTIONAL.



**INNOVATION[®]
ENGINEERING
LEADERSHIP INSTITUTE**

**An intensive 3-day program for senior management
that will change the way you lead your business.**

July 12 - 14, 2010 • Columbus, Ohio

THREE INTENSIVE DAYS THAT WILL CHANGE THE WAY YOU DO BUSINESS

FACT: Companies pursuing innovation as their core strategy realize 50 to 100% higher profit margins than those who pursue “low cost, high quality, fast delivery, or voice of the customer” as their business strategy.

FACT: Even during difficult economic times, companies that pursued innovation were twice as likely to enjoy above average profitability versus industry benchmarks.

YES / NO ?

- YES NO Do you come up with new product ideas before your competition?
- YES NO Are more than 47% of your sales from new products or services that you didn't offer 5 years ago?
- YES NO Does the company leadership spend at least 50% of its time working on creating, communicating and commercializing innovations?
- YES NO Are you optimistic about your company's future chances for profitable growth?
- YES NO Are your profit margins 20% higher than your competition?
- YES NO Are you having fun? Is it as much fun as it was when you started?

If you answered NO to any of these questions the Innovation Engineering Leadership Institute can help you. It will change the way you lead your business.

START LEADING FORWARD

In the global marketplace, the “best efforts” of management are not good enough. Leaders must provide proactive leadership of their company's innovation system. As leaders of your company, you need to be spending over half your time and energy developing the products, services, customers, and markets of the future. Your direct reports need to be leading your people in day to day business. You must “force” space by pushing your thinking into the future rather than focus solely on current business issues. We all must start leading forward today!

“Please pass on to everyone that you work with in the program that this was the most valuable professional experience that I have ever had. Period! There is NO QUESTION in my mind that if these concepts can be introduced in the early grades of our education system state-wide that we can turn Maine into a powerhouse of innovation. Sign me up!”

Michael A. Duguay
Director of Development
City of Augusta

MORE PROFITABLE PRODUCTS AND SERVICES.

Innovation Engineering teaches business leaders a systematic approach to leading profitable growth through innovation. Learn how to Create, Communicate and Commercialize meaningfully unique ideas and products. It is about commercializing ideas for new business models and more profitable customers and markets to achieve an ORDER OF MAGNITUDE improvement. At Procter & Gamble, Innovation Engineering methods delivered ideas to market 4x more of the time, with 10% of the staffing and cost.

! CREATE

How to lead the CREATION of ideas for more profitable products & services

1. Stimulus Mining - Tech Mining, Trend Mining, Market Mining, Insight Mining
2. Creativity - Classic Creativity, Logical Creativity, Industrial Strength Inventing, Out of the Box Inventing
3. Leveraging Diversity of Thought - Group Diversity, Frame of Reference, Deconstruction, Forced Association
4. Driving Out Fear - Data Driven Decisions, Rapid Cycles of Learning, Focus on Customers, Meaningful Ideas

“ COMMUNICATE

How to lead the COMMUNICATION of ideas to customers, investors, & partners more efficiently & effectively

1. Meaningful Uniqueness
2. Transforming Features to Customer Benefits
3. The Six Strategies for Adding Credibility
4. Enhancing Value with Overt / Numeric Benefits
5. Accelerating Awareness with “12 Year Old Level” Clarity
6. Focus, Focus, Focus on Your Final Decision Makers

\$ COMMERCIALIZE

How to lead the COMMERCIALIZATION of more profitable innovations to market faster, cheaper, & more successfully

1. “Fail Fast, Fail Cheap” Learning Culture
2. Open Innovation Collaboration
3. Death Threat Focused Action Planning
4. Early Stage Forecasting to Reduce Risk
5. Simultaneous Engineering of the Product, Customer Promise & Profit Formula
6. Management as “Success Coach” not “Command & Control”
7. Monthly “Yes, No, Yes but Change” Meetings on Every Project

INNOVATION

“It really was one of the best, if not the best, workshop I have been to during my professional career.”

Patrick Graham, PE
Director of Project Development
James W. Sewall Company

PREVAIL

“This is a grueling, mind-melting, confidence-shaking experience for anyone who thinks she already knows how to innovate. Know-it-all, be prepared to be humbled.”

Tori Britton
Chief Creative Officer Webster
Atlantic Corporation

EVOLUTION

“Doug Hall’s Innovation Engineering seminar will change the way you think about the future potential of your business and yourself.”

Greg Dufour
President and Chief Executive Officer
Camden National Bank

DOUG HALL

**Professional Inventor
Adjunct Faculty
Researcher
Author**



This exciting course is taught by Doug Hall

ENTREPRENEUR

Doug began his entrepreneurial career at age 12 inventing and selling a line of magic and juggling kits. After earning a chemical engineering degree from the University of Maine, he joined Procter & Gamble where he rose to the rank of Master Marketing Inventor - inventing and shipping a record nine innovations in 12 months.

Since 1986, his Eureka! Ranch consulting team has helped corporations such as American Express, Nike, Procter & Gamble and Walt Disney discover measurably smarter choices for growth. It seems to work - the Ranch has a world-class 88% client repeat rate.

Today, in addition to continuing to help corporate clients, Doug is on a mission to bring the Eureka! Ranch technologies to real world entrepreneurs. He's

developed a new licensed offering called Eureka! Winning Ways that helps small and mid-sized businesses discover measurably smarter choices for growth.

Doug is the author of four best selling books and a popular speaker on sales, marketing, creativity, and innovation. He has also hosted and starred on a wide range of network radio and television programs. Doug's signature dress includes bold shirts, blue jeans, and often - bare feet. But under the carefree clothes and playful attitude is a one-of-a-kind straight shooter who's a life member of MENSA and the world's leading expert on how to invent measurably smarter choices for business growth. Recently, Doug has added a new title to his resume - adjunct faculty. Taking a sabbatical from the Ranch to focus on the Innovation Engineering curriculum that Doug helped develop at UMaine has been a once in a lifetime experience for teacher and students alike.

“America’s #1 Idea Guru”
A&E Top 10

“America’s #1 New Product Idea Man”
Inc. Magazine

PEOPLE ARE TALKING

“Doug Hall is a business Robin Hood - he takes the wisdom of the big companies and gives it to the little ones.”

Venture - CBC-TV Canadian Broadcasting Company

“[Doug Hall is] an eccentric entrepreneur who just might have what we've all been looking for - the happy secret to success.”

Dateline NBC

“When Doug meets Disney creativity never wanes; Our team explodes when he jump starts our brains.”

Ellen Guidera,
Vice President - Walt Disney

“Former Procter & Gamble marketing whiz Doug Hall goes to any length to encourage a fresh perspective...clients say it works.”

Wall Street Journal

“Eureka! Ranch's unconventional approach has won raves from some of the biggest corporations in the country.”

CNN

“Doug Hall's latest book will give you insights on how to revolutionize your marketing efforts, single chapters are stand alone priceless.”

Echelon Management Journal

INNOVATION ENGINEERING LEADERSHIP INSTITUTE

The Innovation Engineering Leadership Institute is based on a first of its kind program at the University of Maine that teaches students how to successfully lead innovation. Developed and taught by Doug Hall, founder and CEO of Eureka! Ranch and a UMaine alumnus, the Innovation Engineering Leadership Institute will teach you and your team how to create, communicate and commercialize meaningfully unique ideas for more profitable products and services for you and your business.

SCHEDULE YOUR TEAM

Innovation Engineering Leadership Institute is most effective when attended by the CEO or Business Unit Leader plus at least 50% of his or her direct reports from small to large businesses, non-profits and government organizations.

It's an intense three day program that runs from 7:00 AM to 10:00 PM for the first two days and 7:00 AM to 5:00 PM on the third day. During the day you will learn the system and in the evening you will apply it to your organization.

SCHEDULE

	7:00am	5-7 pm	10:00pm
DAY 1	Fundamental Tools	Break	Apply It
DAY 2	Industrial Strength Tools	Break	Apply It
DAY 3	Advanced Tools & Tactics		

\$1995 PER PERSON

At \$1995 per person, you and your team cannot afford to miss this opportunity. The price includes all course materials, plus breakfast and lunch for each day of the conference. Participants will receive three Continuing Education Units (CEUs) from the University of Maine.

FOR MORE INFORMATION or to register online go to innovationengineering.info/ohio

BREAKFAST • LUNCH • MATERIALS • BREAKTHROUGH IDEAS • NEW PRODUCTS • NEW SERVICES • BUSINESS GROWTH • INCREASED PROFITS • INNOVATION • IDEA CREATION • SUCCESSFUL COMMUNICATION • PROFITABLE COMMERCIALIZATION

LOCATION INFORMATION



CROWNE PLAZA®
Columbus North

Lodging is separate, but blocks of rooms are being held.

Space is limited, sign up today!

Where: Columbus, Ohio
Lodging: \$109 per night
Contact: 1-800-996-8916

The Crowne Plaza Columbus North is "The Place to Meet." The hotel is north of Columbus and complimentary shuttle service is available to/from the airport and to any location within a 4 mile radius.

It is only minutes away from Polaris, Easton, The Ohio State University, The Expo Center, and the airport. Nearby is the Muirfield Village Golf Club, which is the home of the PGA Memorial Golf Tournament.



BROUGHT TO YOU BY:



TechSolve has been delivering world-class business solutions to manufacturers and others since 1982. We help organizations implement process improvement and technology solutions that win in the market with improved bottom-line results and increased top-line revenue growth. TechSolve is an Ohio NIST MEP Center



MAGNET
Manufacturing Advocacy & Growth Network

MAGNET is a "one-stop shop" for manufacturers seeking resources to become or remain globally competitive. Through proven programs that increase top-line growth and improve bottom-line savings, MAGNET assists manufacturers to achieve greater productivity and profitability. MAGNET is an Ohio NIST MEP Center



The Eureka! Ranch team has been named America's #1 innovation team by Inc. Magazine, CIO Magazine and A&E Top 10. They've created and research quantified more than 25,000 innovations for companies such as: Nike, Walt Disney, Procter & Gamble, Johnson & Johnson, Pepsi-Cola, Hewlett-Packard, Schlumberger and over one thousand small and mid sized companies.

IN PARTNERSHIP WITH:

Cleveland State University
engaged learning

Cleveland State is a metropolitan university that provides a rich environment for engaged learning in an exciting and dynamic location. More than 1,000 courses support 200 major fields of study at the undergraduate and graduate levels, as well as professional certificate and continuing education programs.

Ohio | Manufacturing
Institute

Through partnerships and collaboration, the Ohio Manufacturing Institute (OMI) provides small, medium, and large manufacturers the quickest and most cost-effective mechanisms for research, development, and process support.



The University of Maine Foster Center for Student Innovation specializes in turning the "art of innovation" into an engineering science. Innovation Engineering is offered as an undergraduate minor and graduate school certificate. The program is grounded in data based analysis of the successes and failures of 4,000 innovations & 6,000 innovation teams.

**FOR MORE INFORMATION or to register
online go to innovationengineering.info/ohio**

SIGN UP NOW

REGISTER ONLINE AT

innovationengineering.info/ohio

CEO or Business Unit Leader:

Name Title

Business

Address

City State Zip

E-Mail address Phone number

Special needs or dietary restrictions

Team Members:

Name	Title	E-mail	Special needs or dietary restrictions
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Registration Fee:

Conference fee:
Includes breakfasts, lunches
& conference materials

Number of team members
Including CEO or Business Unit Leader

Total amount due




\$1995.00 X _____ = \$ _____

Quick math:

- Team of 2 = \$3990
- Team of 3 = \$5985
- Team of 4 = \$7980
- Team of 5 = \$9975
- Team of 6 = \$11970

Payment Options:

Check, Credit, or Debit Cards	Made out to	Eureka! Ranch
	Mail to	University of Maine 5798 Student Innovation Center Orono, ME 04469
	Online	innovationengineering.info/wyoming
	Fax	(207) 581-9393

Name on the card	_____
Type of card	<input type="radio"/>  <input type="radio"/>  <input type="radio"/> 
Card number	_____
Billing zip code	_____
Expiration date	_____

Questions? Contact us at (207) 581-1454 or student_innovation_center@umit.maine.edu.
Please send or fax completed registration forms to the address or fax number above
or register online at www.innovationengineering.info/wyoming.

TechSolve

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Email: franks@techsolve.org