

ENGINEERING & INNOVATION FORUM

Case Western Reserve University
Nord Hall - Room 356

Thursday, June 5, 2014

6:30 pm - 8:30 pm

Networking & Think[box] tours at 6:30 pm

Lecture at 7:30 pm

Featuring Pam Henderson



Pam Henderson, PhD, is an author, former faculty at Carnegie Mellon University, entrepreneur and recognized speaker. She invented Opportunity Thinking™, a creative approach to innovation that has transformed the way companies and organizations, from Fortune 500 to non-profits, find big ideas that win and create sustainable growth. She speaks internationally and publishes widely on market insight, business and innovation strategy, and design and has been recognized in the Harvard Business Review, Wall Street Journal, and on NPR. Pam is co-founder and CEO of NewEdge, a growth, strategy and design firm that uses the Opportunity Thinking™ methodology to create sustainable growth for companies across industries.

RSVP: The first 50 people to RSVP will receive a **FREE** copy of Pam Henderson's book, *You can kill an idea, but you can't kill an opportunity*. The RSVP deadline is 6 pm EST on Tuesday, June 3rd.

<http://neohio.swe.org/innovation-forum-rsvp.html>

*All engineers and innovators in Northeast Ohio are invited to attend;
membership in a technical society is not required.*



Society of
Women Engineers

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Northeastern Ohio
Professional Section

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