

Past Events - Detail Page

Title: The Corporate Network Author Series - Innovate Like Edison
Category: Breakfast Meeting
Location: The Hyatt Lodge, 2815 Jorie Blvd., (McDonald's Campus)
Start Date: July 10, 2008
End Date: July 10, 2008
City: Oak Brook, IL
Description:

**THE CORPORATE NETWORK
AUTHOR SERIES**
featuring
Sarah Miller Caldicott
author of
**Innovate Like Edison:
The Success System of America's Greatest Inventor**

Date: July 10, 2008

Place: The Hyatt Lodge at McDonald's Campus
2815 Jorie Blvd., Oak Brook, IL

Time: 7:30 am – 9:15 am

A great grandniece of Thomas Edison, **Sarah Miller Caldicott** has been engaged in creativity and innovation throughout her life. Inspired by a family lineage of inventors dating back five generations, Sarah began her 20-year career as a Marketing executive with major brand-driven firms including Pepsico and Unilever. Sarah worked in both domestic and international management capacities in bringing innovative products to market globally including Degree, Finesse, and Suave.

In 1998, desiring to pursue more entrepreneurial projects, Sarah established a strategic marketing and branding consultancy, StarWave Associates. StarWave clients have included DHL Global Mail, Cox Communications, and Lucent.

In October 2007, Sarah released a groundbreaking book offering a first-ever analysis of Thomas Edison's world-changing innovation methods. Entitled **Innovate Like Edison: The Success System of America's Greatest Inventor**, Sarah's book identifies the Five Competencies of Innovation™ which spurred Edison to generate a record-breaking 1,093 US patents over 62 successive years. Following her three years of research at Rutgers University, Sarah wrote **Innovate Like Edison** in collaboration with genius-thinking expert Michael J. Gelb ("How To Think Like Leonardo da Vinci"). Her book identifies how individual, teams, and organizations can use Edison's innovation methods to create competitive advantage in the 21st century.

Innovate Like Edison has been endorsed by *Fortune Small Business*, *USA Today*, *Investor's Business Daily*, 800-CEO-READ, and the National Press Club. It has also been adopted as a textbook at Northwestern University.

In October 2007, Sarah launched a new Chicago-based consultancy, The Power Patterns of Innovation,

offering training on how companies can use Edison's time-tested methods to create competitive advantage today. Sarah's firm also consults with executives on how to embed the Five Competencies of Innovation within their organizations.

In addition to her guest appearances on PBS television and NPR radio affiliates across the country, Sarah is an award-winning speaker who inspires audiences nationwide, including: **Google; Motorola; Coldwell Banker; Hewitt Associates; HR Florida; CPA America; Innovate Michigan**; the **American Marketing Association**; the **Florida Direct Marketing Association**; the **National Association of Female Executives (NAFE)**; the **Association for Women in Communication (WIC)**; the **Chicago Executive Learning Exchange**; the **University of Chicago Graduate School of Business; Northwestern University**; the **Wayne Huizenga School of Business and Entrepreneurship; Loyola University**; and **Florida International University**.

Sarah received her BA from Wellesley College, where she was named a Wellesley Scholar. Sarah also holds an MBA from the Amos Tuck School of Business at Dartmouth. She has two teen-age boys, Nicholas and Connor, and resides in Oak Park, Illinois.

Registration Fees

\$30.00 ACG Members

\$40.00 Non-ACG Members

\$20.00 *Innovate Like Edison Book*

Author will sign copies of book at event

Cancellation Policy

All cancellations received in writing to tcobb@acg.org no later than 5pm, July 9 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

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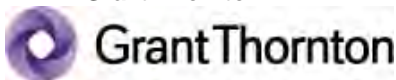
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