



*NCSU celebrates 10 years of
developing exceptional leaders.*

The 10th Annual General H. Hugh Shelton Leadership Forum

**“Promoting Innovation and
Entrepreneurship:
A Values-Based Leadership Approach”**

Friday, November 18, 2011

McKimmon Conference and Training Center
North Carolina State University, Raleigh, NC

Presented by the

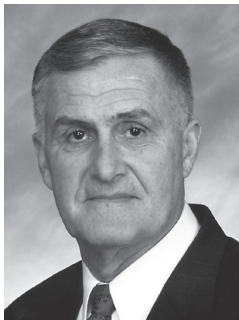
Office of the Provost

The General H. Hugh Shelton Leadership

Forum is an annual seminar series that focuses attention on the importance of leadership development. The Forum is a program offered through the General H. Hugh Shelton Leadership Center administered by the Provost. As Executive Director, General Shelton is committed to developing values-based leadership skills to enhance corporate, education, and youth development organizations. The General H. Hugh Shelton Leadership Center offers education scholarships, as well as executive, faculty, student, and youth development conferences.

Our mission is to inspire, educate and develop values-based leaders committed to personal integrity, professional ethics, and selfless service. To learn more visit our website at www.ncsu.edu/sheltonleadership

General Hugh Shelton



General Henry Hugh Shelton, U.S. Army, Retired, served as the 14th Chairman of the Joint Chiefs of Staff from 1997 until his retirement in 2001. The NC State alumnus and Tarboro native is a decorated combat veteran

of the Vietnam War and was the first member of the elite U.S. Army Special Forces—the Green Berets—to rise to the nation's top military post. Before serving as the principal military advisor to the President, the Secretary of Defense and the National Security Council, General Shelton was Commander-in-Chief of the U.S. Special Operations Command, overseeing the Green Berets and the Navy Seals. General Shelton earned his commission through the Reserve Officers Training Corps at NC State, where he graduated in 1963 with a degree in textile engineering. He also earned a Master of Science degree from Auburn University before completing his training at the Air Command and Staff College and the National War College. The General now leads NC State's General H. Hugh Shelton Leadership Center and serves as a powerful example of leadership excellence. In September 2002, he was awarded the Congressional Gold Medal by the United States Congress.

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Schedule At A Glance

8:00-8:45 a.m.

Registration and Check-in

8:45-10:00 a.m. — Room 2

Annual Shelton Distinguished Leaders Seminar:

Leadership in the Information Age

Jim Whitehurst

10:15-11:00 a.m. — Room 2

Keynote:

Promoting Innovation and Entrepreneurship: A Values-Based Leadership Approach

Speaker

Verne Harnish

11:00 a.m.-12:00 p.m. — Room 2

Keynote:

The Greatest Generation

Speaker

Tom Brokaw

12:30-1:45 p.m.— Room 1

Luncheon

2:00-3:00 p.m.— Room 2

Afternoon Capstone:

Living the Entrepreneurial Dream!

Verne Harnish and NC State Alumni Entrepreneurs

“Leadership in the Information Age”

Featured Speaker:
Jim Whitehurst
President and CEO, Red Hat

During the Shelton Distinguished Leadership Seminar, Jim Whitehurst, President and CEO, Red Hat, will address “Leadership in the Information Age.” As the Information Age progresses at rapid speed, Red Hat continues to lead with revenues up during these tough economic times. During the session, Jim will address strategies for how leaders can push through these challenging times, keep up with the advancement of technology, and reap the benefits of the Information Age, today and in the future.

Keynote

10:15 - 11:00 a.m. — Room 2

**“Promoting Innovation and Entrepreneurship:
A Values-Based Leadership Approach”**

Featured Speaker:
Verne Harnish
Founder and CEO, Gazelles, Inc.
& Founder of Entrepreneurs’
Organization

Have you ever had a desire to become the next serial entrepreneur? This session, led by Verne Harnish, Founder and CEO, Gazelles, Inc., will provide you with take-a-ways that will get you well on your way to understanding vital approaches entrepreneur leaders need to succeed during these difficult economic times.

Keynote

11:00 a.m. - 12:00 p.m. — Room 2

“The Greatest Generation”

Featured Speaker:
Tom Brokaw
Special Correspondent for
NBC News and author,
The Greatest Generation

America is indebted to those who have given their lives. During this session, Tom Brokaw will share his perspective on the common values -- duty, honor, economy, courage, service, love of family and country, and, above all, responsibility for oneself -- that contribute to the foundation of what America is today and whose continuance are vital for future generations.

Luncheon Agenda

12:30 - 1:45 p.m. — Room 1

Presiding Sarah Shelton Balkcum
Shelton Leadership Center Board of Advisors, Chair
Welcome Provost Warwick Arden
NC State University
Presenting of Colors Associate Vice Chancellor Benny Suggs
Alumni Relations, NC State University
Shelton Leadership Scholarships... Assistant Dean Emeritus Tony Mitchell
Engineering-Academic Affairs, NC State University

Corporate Social Responsibility Awards Dean Ira Weiss
Poole College of Management, NC State University
Chairmans Leadership Circle Awards General Hugh Shelton
Dr. Jose Picart
Office of the Provost, NC State University
Greetings Chancellor Randy Woodson
NC State University

Afternoon Capstone

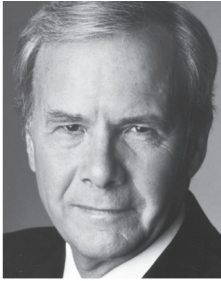
2:00 - 3:00 p.m. — Room 2

“Living the Entrepreneurial Dream!”

Speakers:
Verne Harnish, Founder and CEO, Gazelles, Inc. & Founder of
Entrepreneurs’ Organization
Donnie Goins, COO and President, Tavve Software Company &
General Partner, Trinity Venture Partners
Angela Hollen, Owner and Co-founder, Spitter Spatter & NC State
University graduate student
Lewis Sheats, Founder, Securus, Inc.

Today’s overall theme has centered around principles of entrepreneurship. Our last session will highlight NC State’s alumni living the dream of entrepreneurship. During this session, alumni will share key points of what makes a successful entrepreneur, followed by Verne Harnish concluding the day with take-aways for us to go live the entrepreneurial dream in our day-to-day lives.

Featured Speakers



Tom Brokaw

Tom Brokaw, one of the most trusted and respected figures in broadcast journalism, is an author and special correspondent for NBC News. Hired in 1966, he anchored the “Today” show and was the anchor and managing editor of “NBC Nightly News” for 21 years. Mr. Brokaw has reported in more than 30 documentaries on subjects ranging from race, AIDS, the war on terror, health care, Los Angeles gangs, Bill Gates, literacy, immigration, and the evangelical movement. In addition, he collaborated with NBC’s Peacock Productions for Discovery’s Emmy-winning documentary “Global Warming: What You Need to Know with Tom Brokaw,” and History Channel’s two-hour documentaries, “1968 with Tom Brokaw” and “KING.” He has received numerous honors and has an impressive series of “firsts,” including an exclusive U.S. one-on-one interview with Russian President Mikhail Gorbachev, he was the first and only anchor to report from the scene the night the Berlin Wall fell, and he was the first American anchor to travel to Tibet to report on human-rights abuses and to conduct an interview with the Dalai Lama. Mr. Brokaw also became a best-selling author with the publication of “The Greatest Generation” and later wrote “The Greatest Generation Speaks,” “An Album of Memories,” “A Long Way from Home,” and “BOOM! Voices of the Sixties.”



Donnie Goins

Donnie Goins is COO and president of Tavve Software Company, an organization that builds security network management products for the enterprise market and global government security agencies. He is also a general partner with Trinity Venture Partners, which was established to provide a seed fund focused on NC State entrepreneurs. Mr. Goins is an entrepreneur with over 25 years of experience in building companies in the technology and retail sectors. He has skills in building organizations and companies from idea concept to being profitable. He has experience in software, hardware, and management with world-class research and development corporations that include leading multi-international development teams in the areas of telecommunication software development, wireless and wireline technologies, and project and process management. Mr. Goins presently resides on the NC State Engineering Foundation and is co-chair of the Student Relations committee. He is also an advisory board member on the NC State Entrepreneurship Initiative. Mr. Goins received his BS in electrical engineering from NC State University and his MBA from Duke University.



Verne C. Harnish

Verne Harnish is presently founder and CEO of Gazelles, Inc., which serves as an outsourced corporate university for mid-size firms. He is also the founder of two world-renowned entrepreneurship organizations, the Entrepreneurs’ Organization (EO) and the Association of Collegiate Entrepreneurs (ACE). The “Growth Guy” columnist, Mr. Harnish is the author of *Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast-Growth Firm*, which has been translated into Spanish, Chinese, Japanese, Dutch, Korean, and several other languages. Mr. Harnish was named one of the “Top 10 Minds in Small Business” by *Fortune Small Business Magazine*. He chaired the renowned “Birthing of Giants” entrepreneurship leadership program at MIT for 15 years and the MIT/WEO “Advanced Business Program.” Mr. Harnish also chaired for several years the leadership program for Canada’s prestigious “Top 40 Under

40” program and is going into his ninth year leading an executive program in Malaysia entitled, “Taipan, the Making of Asian Giants.” He’s launched similar programs in Australia, India, and Europe. Mr. Harnish has a BS in mechanical engineering and an MBA from Wichita State University.



Angela Hollen

Student and serial entrepreneur in the making, Angela Hollen is passionate about designing sustainable products that minimize the environmental footprint of the consumer while improving the quality of life available to the user. Ms. Hollen is the owner and co-founder of Spitter Spatter, a new startup brand of infants’ and children’s apparel specifically designed to prevent the growth of bacteria and minimize odor. Through offering products with enhanced capabilities and lasting performance, Spitter Spatter is able to improve the way consumers live and interact with garments, allowing the wearer to grow in a cleaner, happier, healthier environment. Ms. Hollen received her BS degree in textiles and brand management/marketing from NC State University, and is currently pursuing her doctorate in textile technology management at NC State. She also serves as the graduate advisor of the NC State Entrepreneurship Ambassador Program and is an active member in the NC State University Entrepreneurship Initiative’s incubator space, The Garage.



Lewis Sheats

Lewis Sheats, founder of Securus, Inc., has extensive background in new venture planning, concept consulting, logistics, opportunity identification and analysis, manufacturing organization, marketing, and strategic planning. His leadership has expertly guided the launch and development of several different companies from concept to profitability over the past 15 years--Interstate Logistics, A Sweet Reminder, & Securus are the most recent success stories where Mr. Sheats was a founder and on the management team through opportunity identification, development and execution. Currently, he helps to prepare the next generation of entrepreneurs as a lecturer of entrepreneurship for the NC State University College of Management. Mr. Sheats has a BS in business administration from NC State University and an MBA from the Lundy-Fetterman School of Business at Campbell University.



Jim Whitehurst

Jim Whitehurst was named president and chief executive officer of Red Hat in December 2007. Before joining Red Hat, Mr. Whitehurst held various positions at Delta Air Lines, most recently as chief operating officer, responsible for operations, sales and customer service, network and revenue management, marketing, and corporate strategy. Prior to joining Delta, Mr. Whitehurst was a partner at The Boston Consulting Group (BCG) and held various leadership roles in their Chicago, Hong Kong, Shanghai, and Atlanta offices. A native of Columbus, Georgia, Mr. Whitehurst graduated from Rice University in Houston, Texas, with a bachelor’s degree in computer science and economics. He also attended Friedrich-Alexander University in Erlangen, Germany, and holds a general course degree from the London School of Economics and an MBA from Harvard Business School.

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Notes

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Upcoming Shelton Leadership Center Events

Shelton Leadership Forum

November 9, 2012

Shelton Leadership Challenge (for rising 9th - 12th graders)

June 17-22, 2012

Fayetteville State University, Fayetteville, NC

June 24-29, 2012

UNC-Charlotte, Charlotte, NC

July 1-6, 2012

Urbana University, Urbana, OH

July 8-13, 2012

NC Wesleyan College, Rocky Mount, NC

July 8-13, 2012

North Carolina State University, Raleigh, NC

July 15-20, 2012

East Carolina University, Greenville, NC

July 22-27, 2012

North Carolina State University, Raleigh, NC

(Both the Shelton Challenge and Take II Challenge offered)

For information contact the Shelton Leadership Center at

919.513.0148

or

www.ncsu.edu/sheltonleadership

