

**2008 TechnoBusiness Forum (TBF)**  
**~ Market Dominance Through Enterprise Transformation ~**  
**~ October 22, 2008 ~ Syracuse, New York ~**

**FORUM SUMMARY DOCUMENT [0]**

**WELCOME & INTRODUCTIONS**

*Dr. Jacquelyn McNutt ~ Executive Director, CPBIS ~ Forum Hostess [1]*

**KEYNOTE**

*Leadership Challenges in Achieving Market Dominance ~ Dr. Michael Oliff, Executive Director Enterprise 2020 [2]*

**WORK PLACE CULTURE ~ A CRITICAL ELEMENT OF ENTERPRISE TRANSFORMATION**

*A Critical Element of Enterprise Transformation ~ Dr. Michael Herbert, Principal and SVP, Sinclair Group [3]*

**EVOLVING ISSUES**

*Emerging Driving Force3s Shape and Change Rules of the Game*

*Sustainability ~ George Weyerhaeuser, Senior Fellow, World Business Council for Sustainable Development [4]*

*Energy ~ Dr. Marilyn Brown, School of Public Policy, Georgia Tech [5]*

*Fiber ~ Dr. Jacquelyn McNutt and Mr. Rainer Häggblom*

**SENIOR EXECUTIVE LEADERS' PANEL**

*Cross Section Discussion ~ Business Lessons & Wisdoms*

*Hannu Merlati ~ President- North America ~ Kemira*

*Paul Stuart ~ Chair Holder ~ Ecole Polytechnique [6]*

*Mike Jackson, President & CEO, Verso Paper [7]*

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