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Fast Forward **The Speed of Entertainment Innovation**

Wednesday, May 16, 2007

University Club of Chicago

76 East Monroe Street

Downtown Chicago

New, innovative technologies have the potential to change how people consume entertainment media in the future. This change has the potential to disrupt current business models in entertainment, for better or for worse.

This landscape is affected by piracy, technological convergence, 'bricks and mortar' retailers, and digital rights management/content security considerations.

Presented by the Eli Broad College of Business at Michigan State University and the Broad Business Alumni Network of Chicago in cooperation with the Michigan State University Alumni Club of Chicago and through the Premier Sponsorship support of Technicolor, part of the Services division of Thomson SA; and the Contributing Sponsorship of Bruce Leech.

The Broad Executive Forum - Chicago

Fast Forward: The Speed of Entertainment Innovation

Program Schedule and Speaker Information

Special Invitation from Robert B. Duncan The Eli and Edythe L. Broad Dean

Dear Broad School Alumni and Friends:

Nearly 300 alumni of Michigan State University, their friends and business clients are expected to attend the 2007 Broad Executive Forum of Metro Chicago — FAST FORWARD: The Speed of Entertainment Innovation — on May 16, 2007. I invite you to be among them for your own networking opportunities, but also to support this important business-focused event. In cities like Chicago, Broad Business Alumni Networks — operated by our Broad School alumni — are partnering with MSU alumni club leadership to foster alumni-to-alumni business connections and to elevate the reputation of the Broad School at Michigan State University and its outstanding graduates.

The program, with an entertainment technology focus, offers two afternoon workshop sessions, a dinner and keynote presentation by Walt Disney's Buena Vista Worldwide Home Entertainment President Bob Chapek (MBA Marketing '84), who will discuss how innovations in entertainment media technology are impacting the industry's business model.

Plan to join the Broad Executive Forum at 4:00 p.m. for a session on new product development and marketing research with Broad School faculty and researchers in product innovation, Roger Calantone and Regina McNally.

Stay for the 5:30 p.m. workshop to learn more about how the Broad School is responding to this culture of fast-paced change and innovation and to the competitive demand for "entrepreneurial leadership skills," and then network at the 6:15 p.m. reception. Dinner at 7 p.m.; Chapek's keynote follows.

Sincerely,



Bob Duncan



REGISTER TODAY!

The Broad Executive Forum of Metro Chicago is open to all MSU alumni and friends.

Tickets, including afternoon workshops, reception and dinner are \$100 (\$90 for MSUAA members and \$85 for MSU young alumni - 2001-2006). Table sponsorships for 10 guests are \$850. Ticket prices are subject to late fees after May 1, 2007.

On-line registration: <https://www.events.org/MSUBroad>

For additional information please contact: Alumni Relations Office, Eli Broad College of Business. Call 517-432-7442, or fax 517-353-6395. E-mail: alumni@bus.msu.edu.

Getting to the University Club of Chicago

Use Exit 51E from I-90. The University Club is on the corner of Michigan and Monroe. There is a green awning over the revolving door with the address number - 76 - on it.

Registration 3:30 p.m.

Workshop One 4:00 p.m.

The Mandate for Product Innovation

Roger Calantone, PhD
Regina McNally, PhD



Calantone is The Eli Broad Chaired University Professor of Business, and director of the Center for Entrepreneurial Strategy at the Broad School. His research is in the area of innovation strategy, new product development and decision support systems.

McNally is an assistant professor of marketing at the Broad School. Her research interests focus on the processes and outcomes of strategic firm decisions, such as customer relationship management and new product development, investigating the factors that drive the choice of different alternatives and the performance outcomes of such decisions.



The Broad School Mission: Developing Leaders for the Global Economy

Workshop Two 5:30 p.m.

Robert B. Duncan, PhD



Duncan is The Eli and Edythe L. Broad Dean and Professor of Management at the Broad School. He teaches strategy implementation and the management of strategic change in Broad's undergraduate, MBA and executive development programs.

His research deals with strategy formulation, implementing strategic change, and creating and changing corporate culture. His most recent research focuses on how top management shapes corporate strategy, with a specific emphasis on how CEOs develop and implement corporate strategic visions.

Keynote address

**Fast Forward:
The Speed of Entertainment Innovation Reception & Dinner 6:15 p.m.**

Bob Chapek



Chapek is the president of Walt Disney's Buena Vista Worldwide Home Entertainment (BVWHE). He is responsible for the worldwide marketing, sales and distribution of the studio's Disney, Touchstone, Miramax, Dimension and ABC properties in the home entertainment marketplace. He oversees the development of various new technologies including the next generation high-definition Blu-ray Disc and digital distribution. He also is responsible for managing the complex supply chain that delivers hundreds of titles to thousands of retailers around the globe every year, as well as the development of DVD programming and supplemental materials for BVWHE titles that have been repeatedly recognized as the most innovative in the industry.

He holds a bachelor's degree from Indiana University and an MBA from The Broad School. He currently serves on the Broad School's Alumni Association Board of Directors and on the school's Marketing Alumni Advisory Board.