

SIR HARRY EVANS HEADLINES EDISON AWARD 'MEET THE INNOVATORS' AT NY ACADEMY OF SCIENCES, APRIL 29, NOON TO 4 PM

What: The 2010 Edison Best New Product Awards hosts the "Meet the Innovators Forum," three panels with experts in industry, marketing, invention, and new product development discussing the importance of market-driven innovation to the economy.

When: Thursday, April 29, 2009, Noon to 4 pm.

Where: New York Academy of Sciences, 7 World Trade Center (250 Greenwich St.) 40 Floor, New York City, 10007.

Who:

Sir Harry Evans, Pulitzer Prize Winner, TV personality, former editor, Sunday Times of London; author "The American Century" & "They Made America";

Mr. A.G. Lafley, recently retired CEO of Procter & Gamble;

Dr. Susan Hockfield, President, Massachusetts Institute of Technology (MIT);

Dr. Paul Israel, Director, Thomas Edison Papers, Rutgers University;

Dr. John Kao, author "The Art and Discipline of Business Creativity" and "Innovation Nation," authority on business creativity, founder Kao and Company;

Mr. Tom Cosgrove, COO & chief of programming, Discovery Networks;

Mr. Rick Kash, founder and CEO, The Cambridge Group;

Dr. Joseph Amaral, VP, Surgical Technology Products, Johnson & Johnson;

Mr. Paul Dunay, CMO, Avaya;

Dr. Michael Cima, Faculty Director, Lemelson Prize, MIT;

Mr. Tim Brown, CEO, Ideo;

Mr. Tony Ulwick, CEO, Strategyn;

Dr. Nadeem Ishaque, GE Global Research;

Dr. Blaine McCormick, Associate professor of Management, Baylor University, Hankamer School of Business;

Mr. Tom Stat, Associate Partner, IDEO;

Ms. Deborah Myers, General Manager, Science Channel, EVP Discovery Networks;

Ms. Sarah Miller Caldicott, great-grandniece of Thomas Edison, marketing expert and co-author, "Innovate Like Edison," and chair of the Edison Awards.

Details: In the afternoon preceding the presentation of the 2010 Edison Best New Product Awards, the Edison Awards organization hosts three panels under the title, "Meet the Innovators."

The panels are:

12:30 pm: "Discovery: Translating the Eureka Moment," Sir Harry Evans, Moderator;

1:45 pm: "Innovation: What Can We Still Learn from Thomas Edison?" Dr. John Kao, Moderator;

3:00 pm: "Management: America 2010 -- Can We Restore Our Innovative Primacy?" Sir Harry Evans, Moderator.

Founded 23 years ago by the American Marketing Association, the Edison Best New Product Awards return to New York this year for the first time in a decade. The Edison Awards honor product innovation in the spirit of Thomas Edison, America's greatest inventor and marketer. The Edison Awards are associated with the Thomas Edison Papers at Rutgers University, the State University of New Jersey.

Press Contact: Ted Faraone, 212-489-1313 (ted.faraone@verizon.net) (917-930-8200 mobile).

