



Eastern Connecticut State University

NEWS

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For Immediate Release

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MIT Satellite Broadcast to be Held at Eastern

Willimantic, CT.--- September 22, the Department of Business Administration at Eastern Connecticut State University, in partnership with the Connecticut Chapter of the Massachusetts Institute of Technology (MIT) Alumni Association, will host a live satellite broadcast: “The Power of Revolutionary Thinking: What Today’s Scientists Can Teach You About Driving Innovation in Your Organization.” The broadcast, which originates from Kresge Auditorium on the MIT campus, will run from 7 – 8:30 p.m. Webb Hall Room 110, located on Eastern’s north campus. A networking session precedes the broadcast, and will begin at 6:00 p.m. The public is invited. Admission is free.

The MIT Enterprise Forum, Inc. hosts three satellite broadcasts each year. The broadcasts feature presentations on technical entrepreneurship from members of the MIT community and other leaders involved in building technology-oriented companies. The Forum, founded in 1978, is a nonprofit organization dedicated to strengthening and promoting the way new technology-oriented companies get their start. The Forum also provided information needed for the companies to grow and prosper.

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The broadcast taking place at Eastern, which features prominent experts in the field will cover topics such as: how cutting-edge laboratory technology gets commercialized and what they can learn about developing innovations that drive revenue in their company; and how revolutionary thinking is fostered and can be driven in their organization.

Featured panelists include Robert Cassanova, Director of the NASA Institute for Advanced Concepts; Penelope J. Boston, Director and Professor, New Mexico Institute of Mining and Technology, and Director of Research for Complex Systems Research, Inc.; Bradley Carl Edwards, President and Founder of Carbon Designs, and development leader for the Space Elevator project; Dava Newman AA '89, Professor of Aeronautics and Astronautics at MIT and a MacVicar Fellow; and program moderator Alf Nucifora, Chairman, Nucifora consulting Group, and a syndicated columnist on marketing.

Pre-registration is recommended for this event. Please log-on to the MIT Forum CT website at www.mitforumct.org/calendar.htm.

Information regarding the MIT broadcasts and the featured speakers can be found at <http://eforum.mit.edu/network/broadcasts/200409/>.

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Eastern Connecticut State University is part of the Connecticut State University (CSU) system and is the state's public liberal arts university. ECSU serves more than 5,000 students each year on its Willimantic campus.

It is the policy of Eastern Connecticut State University to ensure equal access to its events. If you are an individual with a disability and will need accommodations for this event, please contact the Office of University Relations at (860) 465-5735.