



## *BROADCAST*

***“TECHNOLOGY, COMMUNITY,  
FAMILY & TRUST”***

***Thursday, April 13, 2006***

***9:30 – 10:30 AM CT***

***10:30 – 11:30 AM ET***

***8:30 – 9:30 AM MT***



## **CTN LIVE BROADCAST**

**Thursday, April 13, 2006**

**9:30-10:30 AM CT / 10:30-11:30 PM ET/ 8:30-9:30 AM MT**

# **“TECHNOLOGY, COMMUNITY, FAMILY AND TRUST”**



### **Michael Rogers**

One of the nation's leading experts on the impact of technology on business and society, Michael Rogers is vice president of *The Washington Post* Company's new media division, helping guide both the newspaper and its sister publication, *Newsweek*, into the new century.

**Target Audience:** Employees in all segments of the industry

### **Program Overview:**

It is clear that with the rise of the Internet and electronic commerce, every traditional business – from banking and retail to medicine and law—will face some profound new challenges in the next century. Rogers uses his own experiences in the publishing industry to talk about how the Internet and related information technologies impact the way managers plan, work and deal with employees. The businesses involved may vary, but all organizations face a similar fundamental question: how do we adapt to the new electronic environment, new competitors and new consumer expectations while not losing sight of the traditional strengths our customers have come to expect.

**For more information, contact:**  
Nadine Fred (972-620-4015) [nfred@ctn-enrgy.org](mailto:nfred@ctn-enrgy.org)



**MICHAEL ROGERS**

**Expert on Impact of Technology  
on Business and Society**

One of the nation's leading experts on the impact of technology on business and society, Michael Rogers is vice president of *The Washington Post* Company's new media division, helping guide both the newspaper and its sister publication, *Newsweek*, into the new century. He currently serves as editor and general manager of *Newsweek*. Rogers is also a best-selling novelist whose fiction explores the human impact of technology.

At *Newsweek* he created the magazine's Technology section, covering topics ranging from Chernobyl and genetic engineering to computers and the Internet, earning numerous journalism awards for his work. He then produced the world's first CDROM newsmagazine, described by the press as a prototype for the future of interactive television, as well as interactive areas on Prodigy, America Online, and the Internet. In 1999 he received a patent for the bimodal spine, a multimedia storytelling technique.

A captivating and entertaining speaker and frequent guest on radio and television, Rogers provides a clear, common-sense vision of technologic change for both businesses and individuals. He prefers to customize presentations to each client's needs, and his topics can range from managing change to the implications of the Internet and the human issues of living and working with technology. He combines a deep knowledge of technology with practical business experience, and has addressed audiences worldwide ranging from venture capitalists and corporate executives to educators, students, and the general public.

# MICHAEL ROGERS

## Management Meets Future

It's clear that with the rise of the Internet and electronic commerce, every traditional business--from banking and retail to medicine and law--will face some profound new challenges in the next century. Rogers uses his own experiences in the publishing industry to talk about how the Internet and related information technologies impact the way managers plan, work and deal with employees. The businesses involved may vary, but all organizations face a similar fundamental question: how do we adapt to the new electronic environment, new competitors and new consumer expectations while not losing sight of the traditional strengths our customers have come to expect?

## The Digital Decade

The Nineties were only the opening act for the digital transformation of the world economy. This first decade of the new century will bring even greater change. What does the Internet mean for small business, large business, student, teacher and the worker at home? How will it change the worlds of news, entertainment and communications? Shopping and commerce? How are television, computers and telephones merging to create a brand new kind of information system for the new century? How fast will it all happen and what uncertainties remain? How, in an era of techno-hucksterism, do you avoid being left out without being taken in?

## Watching the Future Happen

A survival guide to facing the future by a novelist, journalist and businessman who has lived on Silicon Valley's leading edge since the earliest days of personal computers. What are the key human factors that shape how we adopt technology? How does the ordinary citizen deal with the rush of new technology? What are the best sources of advice--and the ones to mistrust? How has the culture of Silicon Valley itself evolved to thrive on rapid change--and what is lost and what is gained? How does one make a business plan, or a life plan, in an era when all of the rules seem to change all of the time?

## The Digital Decade

The merger of computers and communications, genetic engineering, and the melding of artificial intelligence and robotics: these three areas, launched in the last third of the previous century, will transform the next several decades. What are the driving trends within each? How will each shape and challenge society? What are the ethical and moral issues each will raise and how will they affect the quality of life for individuals and society? What's the best way to prepare for a future in which the only certainty appears to be change?

***SIGN – IN***  
***TECHNOLOGY, COMMUNITY, FAMILY & TRUST***  
***April 13, 2006***

Site Coordinator \_\_\_\_\_

Company / City \_\_\_\_\_

	<b>CPA only CPE</b> √	<b>Name (PLEASE PRINT)</b>	<b>Department</b>	<b>Title</b>	<b>Rec'd Handouts?</b> √
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**Please return this evaluation form to your site coordinator ASAP.**  
**Site Coordinator: Please fax sign-in and evaluations to 972-620-8518 or 620-1613.**

**This form is provided for your convenience as a record of satisfactory completion of Continuing Professional Education**

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Name of Participant \_\_\_\_\_

Name of Program: ***TECHNOLOGY, COMMUNITY, FAMILY AND TRUST***

Field of Study: Employees in all segments of the industry

Date Attended: ***April 13, 2006***

Program Coordinator: Natalie Corey, CTN Program Development Coordinator

Total CPE Credit Hours: **NASBA ID # 103239**  
*1 Recommended Hour*  
In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on 50-minute hour.

Authorized Signature: ***Tom Mulkey***  
\_\_\_\_\_

Name

***President of SGA***  
\_\_\_\_\_

Title



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**EVALUATION**  
**TECHNOLOGY, COMMUNITY, FAMILY & TRUST**  
**April 13, 2006**

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We would appreciate your comments and recommendations concerning the value of the information presented:

1. How will this broadcast help you perform your job duties?

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2. In your opinion, what were the strengths of this program?

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3. In your opinion, what were the weaknesses of this program?

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4. Your observations of the instructor's effectiveness (such as organization, presentation skills, pace).

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5. General comments or recommendations on how to improve this program?

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**Please rate the next four questions from a high of "5" to a low of "1"**

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| 6.  | My overall satisfaction with the program was  | 5 | 4 | 3 | 2 | 1 |
| 7.  | As far as my job is concerned, the program content was  | 5 | 4 | 3 | 2 | 1 |
| 8.  | The extent to which my interest level was maintained was  | 5 | 4 | 3 | 2 | 1 |
| 9.  | The extent to which my positive expectations were met was                                       | 5 | 4 | 3 | 2 | 1 |
| 10. | If you would like a follow-up Conference on this subject, please check <input type="checkbox"/> |   |   |   |   |   |

Evaluators Signature: \_\_\_\_\_ Company: \_\_\_\_\_

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**Please return this evaluation form to your site coordinator ASAP.**  
**Site Coordinator: Please fax sign-in and evaluations to 972-620-8518.**



**CTN LIVE BROADCAST**

**Thursday, May 18, 2006**  
**9:30-10:30 AM CT / 10:30-11:30 AM ET/ 8:30-9:30 AM MT**

## Are You Ready for Leadership?



**Presenters:**

**Alan Price**, Senior Consultant, Interaction Associates,  
Author of "Ready to Lead?" [www.readytolead.net](http://www.readytolead.net)

*Alan Price is an innovator in the field of leadership development and Senior Consultant of Interaction Associates. Price has taught leadership cases at Harvard Business School (HBS)'s Executive MBA Program and the Harvard Graduate School of Education. In addition to writing and consulting, Price is a popular public speaker, speaking widely on the global state of leadership and leadership development. Price holds a J.D. from Harvard Law School and a B.A. in Economics from Earlham College. He is the author of, "Ready to Lead? A Story for Leaders and Their Mentors" (Josey-Bass, 2001).*

**Target Audience: Supervisors, Leaders and Managers at all levels**

**Program Overview:**

Alan Price, author of "Ready to Lead?" will discuss what it takes to be a leader. His new book, "Ready to Lead," centers on the questions, (1) Are you ready to lead? and (2) What is your vision of leadership?

**What will listeners get from this program?**

- Are leaders born or made?
- Why is leadership different than management?
- What is your vision of leadership?
- Are you ready to lead?
- Can leadership be taught?
- How do you develop leadership skills?
- How is the annual performance review an opportunity for true leadership development?



**CTN would like to thank Interaction Associates for contributing to this program.**

For more information, contact:  
Nadine Fred, 972-620-4015 or [nfred@ctn-energy.org](mailto:nfred@ctn-energy.org)

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