



**Second Annual Cornerstone New Jersey Weekend
May 21 & 22, 2004 • Nassau Inn • Princeton, NJ**



Cornerstone Weekend is a once-a-year retreat exclusively for members, their spouses and guests. Invited guests include Governor James E. McGreevey, state Commissioners, members of the New Jersey Congressional delegation and the state's legislative leadership.

This year's program will take place at the historic Nassau Inn in Princeton, which has an impeccable standard of hospitality that dates back to 1756. Recognized by Historic Hotels of America, Nassau Inn continues to keep a distinguished tradition alive. From the moment you cross the threshold, you will begin to experience the kind of warm welcome practiced by the innkeepers of decades past.

Similar to the acclaimed Renaissance Weekend, Cornerstone Weekend provides an opportunity for members to get to know business peers and government leaders as people. Cornerstone members meet in an environment that encourages dialogue that crosses partisan and occupational boundaries in order to foster a greater understanding of the issues we all face.



The relaxed ambience is designed to enhance the intellectual spirit of the weekend, allowing for the free flow of ideas and the germination of thought. Participants enjoy in-depth conversations about cutting-edge issues that impact all aspects of our lives.

For more information about Cornerstone Weekend, call Kevin Friedlander at (609) 989-7888 or e-mail him at kevin@njchamber.com.



Second Annual Cornerstone New Jersey Weekend Program Agenda

Friday, May 21

- 10:00 a.m. Opening Session
The Sensor Age: How Radio Frequency Identification (RFI) and the Electronic Product Code are About to Revolutionize Business and Computing
Presented by Kevin Ashton, co-founder of the MIT Auto-ID Center
- 12:00 p.m. Lunch
- 2:00 p.m. Workshop
Priorities of Government (POG): Reinventing State Budgets
Presented by Peter Hutchinson, who heads a global firm that specializes in transforming public bureaucracies.
- 3:30 p.m. Break
- 4:00 p.m. Workshop
The Relationship Between the Media and Business
Presented by Catherine Crier, journalist whose resume includes Court TV, Fox News Channel, ABC News and CNN.
- 7:00 p.m. Reception and Dinner

Saturday, May 22

- 7:30 a.m. - 9:00 a.m. Continental Breakfast Available
- 9:00 a.m. Workshop
The Workforce of Tomorrow: Impact of Outsourcing and Impending Crisis - Too Many Jobs, Too Few People
Presented by Roger Herman, strategic business futurist concentrating on workforce and workplace issues.
- 11:00 a.m. Brunch
- 1:00 p.m. Adjourn



About the Speakers

Kevin Ashton, Co-Founder, Massachusetts Institute of Technology, Auto-ID Center

The Sensor Age: How Radio Frequency Identification (RFI) and the Electronic Product Code are About to Revolutionize Business and Computing



We are at an inflection point in the history of computing, a startling evolutionary leap that will eventually affect almost everything else. In addition to 'thinking,' computers are about to start 'sensing.' They are on the verge of perceiving, of gathering their own information, of being able to capture data without human help. Until now, they have been dependent on us for every piece of knowledge they acquire. No more. Computers are breaking free of these limits. We are entering 'The Sensor Age,' where computers will be woven into the fabric of our clothes and lives, where everything we buy and own will communicate, where electronic devices will be as pervasive as printing and paper.

This is a turning point of profound importance. It will affect offices and homes, nations and citizens, businesses and governments. It will define the times and resonate across civilization for the rest of the century, just as computers themselves shaped the last 50 years.

Biography

Having helped to build one of the newest and biggest technology markets of the early 21st century, Kevin Ashton speaks from phenomenal personal success and experience on how to manage innovation. As former executive director and co-founder of the Auto-ID Center, which was based at MIT, he was a leading force in the development of the Electronic Product Code, or EPC, which is fast emerging as one of the most significant technology breakthroughs in decades.

Kevin applies his experience creating a new technology market in a classic mature industry to the challenges his audiences face in managing for innovation and bringing blockbuster ideas to market. He is currently writing a book on EPC and its impact on business and society, due in early 2005, tentatively titled *Soda With Souls: The Next Fifty Years of Computing*.

The Auto-ID Center was a global research project with a bold mission: find a way for computers to identify any object, anywhere, automatically. As a result of its research, EPC, is becoming the foundation of the next great age of technology - the Age of the Sensor. Under Kevin's leadership, the Center became a global organization with laboratories at six major universities around the world, over 100 corporate sponsors and a growing list of awards. The Auto-ID Center was honored by Computerworld in its 2003 Honors Program and was nominated for a World Technology Award for the second consecutive year. Kevin is vice president-marketing and business development for ThingMagic in charge of developing RFID and sensor technology.

Kevin speaks regularly about innovation, management and the future of computing to audiences throughout the world and has been featured in many magazines and newspapers including all the mainstream financial press. He is a classically trained Procter & Gamble marketer, where he was an associate director.



About the Speakers

Peter Hutchinson, President, Public Strategies Group, Inc.

Priorities of Government: Reinventing State Budgets



Conventional thinking says there are only two ways to balance a budget: raise taxes or cut important services. It says budgeting is all about maintaining the status quo. Peter Hutchinson does not subscribe to that kind of thinking.

So, when Washington Gov. Gary Locke needed to tackle a huge budget deficit, Peter's company, Public Strategies Group, was hired to advise him on a revolutionary third approach: budgeting based on results, without raising taxes. This process is called a Priorities of Government (POG) review. Used properly, this new budget model can lay the foundation for responsible state spending, not only now, but in the future - and not

only in Washington, but in any state.

Instead of blindly struggling to maintain the state's existing budget by adjusting for inflation and caseload increases, and cutting or taxing to make up the difference, Peter asked the Governor and his advisors to wipe the chalkboard clean and to ask themselves four very basic questions: 1. What is the existing and forecasted revenue? 2. What are the essential services we must deliver to citizens? 3. How will the state measure its progress in meeting those goals? 4. What is the most effective way to accomplish the state's goals with the money available?

After answering these questions, Gov. Locke prioritized agency activities and purchased the most important ones within existing revenue. The result was a balanced budget. Peter will tell us this fascinating story and explain how POG can be - and should be - implemented in many states.

Biography

Peter Hutchinson is the president of The Public Strategies Group Inc. (PSG) - a global firm that specializes in transforming public bureaucracies. Peter has a strong background in business, government and non-profit enterprises. He is well known as a creative thinker and institutional leader.

During the 1980s, Peter was vice president, external affairs for the Dayton Hudson Corporation (now Target Corporation) and chair of the Dayton Hudson Foundation. Prior to founding PSG, he served as Minnesota's commissioner of finance, managing the state's \$18 billion budget.

From December 1993 to May 1997, as part of PSG's innovative, pay-for-performance leadership contract with the Minneapolis Public Schools, Peter served as the designated superintendent of schools. As such he led a system of 100 schools serving 50,000 students with a \$500 million budget. PSG won recognition for its focus on improving student achievement and innovative management practices.

Peter was graduated by Dartmouth College magna cum laude, Phi Beta Kappa. He earned an MPA-UP degree from Princeton's Woodrow Wilson School of Public and International Affairs, and completed the Advanced Management Program at the Harvard Business School.



About the Speakers

Roger E. Herman, CSP, CMC, FIMC, CEO, The Herman Group

The Workforce of Tomorrow: Impact of Outsourcing and Impending Crisis - Too Many Jobs, Too Few People



As Baby Boomers retire in unprecedented numbers, there will be *literally* fewer bodies to fill jobs left behind. This impending labor crisis means your organization must begin its succession planning *today*. If your team has identified qualified candidates to lead the organization into the future, you're one of the rare few. Most have not. We will explore what it takes to attract, train, and retain this upcoming generation of leaders.

The session will also cover how outsourcing is impacting our country's labor force. For example, the technology, health care and even the legal sectors are currently sending tens of thousands of jobs overseas to save costs and utilize foreign talent. Countries such as India and Ireland have been the beneficiaries of thousands of jobs traditionally conducted by American workers. The positives and negatives of outsourcing will be explored, as will whether or not this is a workforce trend that will last.

Biography

Roger Herman is a strategic business futurist concentrating on workforce and workplace issues. Author of 12 books and over 600 magazine and journal articles, he is a sought-after speaker on the future, workforce stability (employee retention) and high performance leadership. In addition to being CEO of The Herman Group, a firm of Certified Management Consultants, Roger is senior fellow of The Workforce Stability Institute and contributing editor to *The Futurist Magazine*.

Prior to forming his firm in 1980, Roger gained almost two decades of management experience in manufacturing, distribution, retail, and local government. During the Viet Nam era, he served as a Counterintelligence Special Agent. Roger's books, themes of his presentations, include *Keeping Good People, Lean and Meaningful, Signs of the Times, How to Become an Employer of Choice, Workforce Stability: Your Competitive Edge*, and *How to Choose Your Next Employer*, and *Impending Crisis! Too Many Jobs, Too Few People*.

He is recognized as leading edge, thought-provoking thinker and speaker with practical advice for corporate leaders, and is quoted frequently by print and broadcast journalists.



About the Speakers

Catherine Crier, journalist whose resume includes Court TV, Fox News Channel, ABC News and CNN

The Relationship Between the Media and Business



Business-press relations have been quite rocky lately. Constant front-page stories on WorldCom, Enron, Martha Stewart and Tyco have been a major reason for this increasingly tenuous relationship. Business executives feel too many stories focus on the negative, wrongly painting a picture that all of corporate America is involved in inappropriate actions. The truth is those instances are the minority and most businesses are responsible corporate citizens with great stories to tell. This session will explore from a longtime journalist's perspective, the often-contentious relationship between media and business. How reporters view the business community will be explored, as well as what CEOs and their PR professionals can do to better get positive messages out.

Biography

Catherine Crier, who has worked at Fox News Channel, ABC News and CNN, joined Court TV in 1999. She serves as host of *Catherine Crier Live*, a fast-paced, live daily series that addresses the legal perspective of the day's "front-page" stories. Catherine previously anchored *Crier Today* and hosted Court TV's signature prime time series *The System*. Her work on *The System* documentary *The Interrogation of Michael Crowe* was recognized with a duPont-Columbia Award. She also received two Gracie Allen awards for Outstanding Program Host and for the *Catherine Crier Live* special, *Grandmothers: Voices from Oklahoma City*.

She is the author of the New York Times Bestseller -- *The Case Against Lawyers*, an eye-opening and plainspoken treatise on the law. In the book, Catherine shares her outrage at the state of the justice system and calls American citizens to demand reform.

Prior to joining Court TV, Catherine anchored *The Crier Report* for Fox News Channel, a live, one-hour interview program airing nightly, during which she interviewed the leading newsmakers of the day and celebrities. Catherine joined Fox News after spending three and a half years at ABC News. There, she served as a correspondent and as a regular substitute anchor for Peter Jennings on ABC's *World News Tonight*, as well as a substitute host for Ted Koppel's *Nightline*. She also worked as a correspondent on *20/20*, the primetime news magazine program. Catherine was awarded a 1996 Emmy for outstanding investigative journalism for a piece that examined nursing home abuses throughout the U.S. She began her television career at CNN, where she hosted *Crier & Company*, a live, half-hour news talk show.

Prior to her television journalism career, Catherine presided over the 162nd District Court in Dallas County, Texas as a state district judge. When she took the bench in 1984, she became the youngest elected state judge in Texas history. From 1982 to 1984, Catherine was a civil litigation attorney in Dallas and before that, an assistant district attorney and felony chief prosecutor for the Dallas County District Attorney's office from 1978 to 1981.



Cornerstone New Jersey Founders

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Cornerstone New Jersey Weekend Registration

There is no registration fee for Cornerstone Members. As part of your membership privileges, you are entitled to bring your spouse or a guest to the program.

Members are responsible for their own hotel accommodations. Please call the Nassau Inn at (609) 921-7500 to book your room. Room rates per night are: \$159 (single and double) and \$259 (suite). Mention that you are attending the NJ Chamber of Commerce Cornerstone Weekend. **The deadline to receive the conference room rate is April 20.** If you would like to arrive early on Thursday or extend your weekend and spend Saturday night, Nassau Inn will honor our Friday night conference rate listed above. Visit www.nassauinn.com for more information on the Nassau Inn.

For more information, call Kevin Friedlander at (609) 989-7888.

You can also register at www.cornerstonenewjersey.com

- RSVP:**
- Yes, I plan to attend with my spouse.
 - Yes, I plan to attend by myself.
 - Sorry, I do not plan to attend.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Spouse or Guest Name: _____

Please fax this form to (609) 989-9696 by April 20, 2004.