

**GIVE YOUR PEOPLE THE KNOWLEDGE, SKILLS AND TOOLS FOR  
EXECUTIVE LEADERSHIP**

Essentials of General Management gives your high-potential and high-impact people the opportunity to:

- Learn from the thinking and experiences of respected local and national executives.
- Broaden their skills to go from managing a particular area to managing a business.
- Focus on real-world business issues, from finance to successful business strategy.
- Learn from fellow participants from other corporate cultures.
- Prepare for their next career step and get on track for senior management.

**COST**

\$2,950 for participants from AeA/Oregon member companies (for registration by 12/31/02;  
\$3,450 thereafter)

\$3,450 for participants from non-AeA/Oregon companies

**ENROLLMENT DEADLINE**

(date)

**LOCATION**

The Governor Hotel  
611 S.W. 10th  
Portland, OR 97205

**CLASS SIZE IS LIMITED. TO ENROLL OR GET MORE INFORMATION,  
PLEASE CALL 503-748-1219 OR VISIT [CPD.OGI.EDU](http://CPD.OGI.EDU).**

**ESSENTIALS OF GENERAL MANAGEMENT  
FOR EMERGING HIGH TECHNOLOGY LEADERS**

**AN EXCELLENT  
FOUNDATION FOR  
THOSE BOUND  
FOR SENIOR  
MANAGEMENT**

This program brings  
together the region's rising  
stars of high technology,  
offering them a high-quality,  
local and affordable  
foundation for entry into  
senior-level management.



# Essentials of General Management for Emerging High Technology Leaders

This unique workshop series is ideal for functional managers who are on their way up. It lays the groundwork for the next level of leadership training, making future investments in more extensive management programs even more valuable and meaningful. And it provides an excellent environment for networking.

## PRESENTED BY THE AEA, OGI AND PORTLAND STATE UNIVERSITY

The Essentials of General Management program was created through a collaboration that combines the resources of AeA — the nation's largest high technology trade association — and the technology education expertise of the OGI School of Science & Engineering at OHSU, and Portland State University. It is a non-credit executive development program.

## A UNIQUE FORMAT FOR MAXIMUM RESULTS

**Intensive One-day Workshops:** These carefully crafted one-day workshops are conducted each month for four consecutive months. Each workshop focuses on a single topic:

- February 13, 2003 — The Challenge of 21st Century Leadership
- March 13, 2003 — Finance for Operating Executives
- April 24, 2003 — The New Role of Marketing
- May 22, 2003 — Rethinking Strategy

In addition to morning and afternoon work sessions, the workshops include lunch and dinner speakers from prominent companies, along with an informal social hour for networking with peers.

**Interactive Online Forum:** During the month between workshops, class members will participate in an online discussion forum designed to amplify the subject they have just studied. One or more new questions will be presented in the forum each week. These online sessions will be moderated by faculty from OGI or Portland State University who are experts in the subject matter.

**Immediate Application and Feedback:** Between workshops, participants will also teach the material they have learned to a group at their respective companies. Using the online forum, they will report back to their class on what worked and what didn't, getting valuable feedback and learning from each other's experiences.

## MAKING THE RIGHT CONNECTIONS

This program provides ongoing opportunities for networking and forming powerful connections. Participants will:

- Meet and learn from established leaders in the industry.
- Gain insight into group dynamics with the same group of colleagues each month.
- Participate in spirited discussions, both in the workshops and online.
- Develop informal connections during social hours and at a social event at the end of the program.
- Become part of a community of achievers created by the shared learning experience and intensive nature of this program.

## NATIONALLY RENOWNED INSTRUCTORS

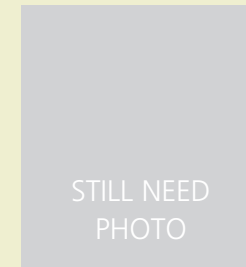
The workshops are taught by well-known high technology senior executives and academics from throughout the industry.

### THE 2003 TEAM



**Chuck House**  
Intel Corporation

An inventor, intrapreneur, accomplished business leader and respected teacher, Chuck House is currently the Science Policy and Societal Impact Director at Intel. He is the former president of Spectron MicroSystems and taught for years at Stanford University. Mr. House will conduct The Challenge of 21st Century Leadership workshop.



**Robert "Rocky" Higgins, Ph.D.**  
University of Washington

Rocky Higgins is Professor of Finance at the University of Washington and the distinguished author of numerous publications on corporate finance. He has taught at Stanford University, the IMEDE in Switzerland and the Koblenz School of Financial Management in Germany. Professor Higgins will lead the workshop on Finance for Operating Executives.



**Richard M. Levy, Ph.D.**  
Varian Medical Systems, Inc.

Richard Levy is the President and CEO of Varian Medical Systems, a \$774 million company providing equipment and software for treating cancer. He is a member of the Board of Trustees of the Palo Alto Medical Foundation and the Board of Directors of Pharmacyclics, Inc. and AdvaMed. Mr. Levy will direct the workshop on The New Role of Marketing.



**Kathleen Eisenhardt, Ph.D.**  
Stanford University

Kathleen Eisenhardt is Professor of Strategy and Organization at Stanford University. She is widely known for her work on strategy, strategic decision-making and innovation in rapidly changing and highly competitive markets. She is the co-author of *Competing on the Edge: Strategy as Structured Chaos*. Professor Eisenhardt will teach the Rethinking Strategy workshop.

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