

# IDEA **A**cademy

**EASTMAN**



COLLEGE of  
BUSINESS & TECHNOLOGY  
EAST TENNESSEE STATE UNIVERSITY

2016 **JOURNAL**

## IDEAcademy Main Event at Toy F. Reid Employee Center

Wednesday, September 14 9:00 A.M. – 3:00 P.M.  
400 S. Wilcox Drive | Kingsport, TN

### 9:00 a.m. Opening remarks

- **David Golden** *Senior Vice President, Chief Legal and Sustainability Officer and Corporate Secretary, Eastman*
- **Dr. Dennis Depew** *Dean, College of Business and Technology, ETSU*

### 9:30 a.m. IDEAcademy Expo1

- **Dr. Stephen Marshall** *Chair/Associate Professor, Department of Mass Communication, ETSU*
- **Brendan Boyd** *Director, Coatings, Inks, Specialty Fluids, and External Innovation, Eastman*
- **Morgan Munsey** *Computing Student, ETSU*
- **Lafe Cook** *Band Director, Dobyns-Bennett High School*

### 10:15 a.m. Stretch break 5 minutes

### 10:20 a.m. IDEAcademy Expo2

- **Michael Hubbard** *Director of Performance Excellence, Kingsport City Schools*
- **Dr. Jennifer Axsom Adler** *Assistant Director, Roan Scholars Leadership Program, ETSU*
- **James Welch** *Executive Director, Elizabeth R. Griffin Research Foundation*
- **Randy Wykoff** *Dean, College of Public Health, ETSU*

### 11:40 a.m. Lunch

### 12:45 p.m. IDEAcademy Keynote

- **Randi Zuckerberg** *Founder & CEO, Zuckerberg Media*

### 2:10 p.m. IDEAcademy Expo3

- **Dr. Hannah Harvey** *Professional Storyteller*
- **Michael Cadore** *President, Magnus Solutions*
- **Owen Foster** *Director & Chief Student Affairs Officer, Aether*

### 3:00 p.m. Randi Zuckerberg book signing in lobby





## DR. JENNIFER AXSOM ADLER

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*Assistant Director, Roan Scholars Leadership Program,  
East Tennessee State University*

Dr. Jennifer Adler is the Assistant Director for the Roan Scholars Leadership Program at East Tennessee State University, where she also teaches courses on religion as an Adjunct Faculty member in the Department of Philosophy and Humanities. Originally from Bloomington, Ind., Adler graduated Phi Beta Kappa from Harvard College with her Bachelor of Arts degree in Government. She went on to earn her master's degree and doctorate in Religion from Vanderbilt University with a focus on American religious history. In her current role as Assistant Director of the Roan Program, Adler oversees programming, leadership development and enrichment opportunities for the more than two dozen Roan Scholars. Currently, Adler resides in Kingsport, Tenn., with her husband Warren and their son Pierce.

ADLER



## BRENDAN BOYD

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*Director, Coatings, Inks, Specialty Fluids and External Innovation,  
Eastman Chemical Company*

Brendan Boyd joined Eastman Chemical Company in 1999 after graduating from the University of Florida with a doctorate in chemistry. Since joining Eastman, Boyd has had a variety of assignments, including corporate research, new business development, corporate development and leadership roles in research and innovation. During his career at Eastman, Boyd has worked along the spectrum of business building, from taking new products to market in existing businesses to building businesses that were far outside of Eastman's business portfolio at the time. He has also worked in reshaping Eastman's business portfolio through his work identifying and then acquiring new businesses for Eastman. He currently lives in Johnson City, Tenn., with his wife Ani and children Elise and Coleman.

# BOYD



## MICHAEL CADORE

*President, Magnus Solutions*

With over 24 years of law enforcement experience in corrections, probation, community relations, crime prevention and patrol, Michael Cadore holds a master's degree in Management and Leadership from Webster University and a Bachelor of Science degree in Corrections & Administration of Justice from Eastern Kentucky University.

Cadore is founder and president of Magnus Solutions Inc., a consulting company that provides professional business organizations security assessments, policy review, employee violence safety training, inspirational leadership development and crime prevention training. As a community advocate, Magnus Solutions also provides life skills character building, motivational speaking and educational workshops for youth.

Prior to becoming a law enforcement officer, Cadore was drafted in the National Football League to the New Orleans Saints. He finished his professional football career with the Montreal Machine in Canada where he was second in the league as a kick return specialist. Cadore keeps his faith and family first. He has three wonderful children and has been married to his high school sweetheart Cornelia for 25 years.

# CADORE



## JOSE CASTILLO [EMCEE]

*Founder, Flavor Inc.*

Jose Castillo is one spicy guy. His mission in life is to add flavor, connect people and change the world.

Castillo is the founder of Flavor Inc. — a marketing firm committed to helping clients share their story by discovering what makes them dramatically different — and Spark Plaza, a thriving co-working community that is home to geeks, creatives and startups. He is a serial entrepreneur who has launched resources like Startup Stories, Will This Float, Will This Scale and GeekSouth to help other entrepreneurs find their flavor.

As a speaker, Castillo engages audiences in spicy conversations about the convergence of creativity, marketing, media, culture and technology. His travels have taken him from emceeing NASCAR races with audiences of 150,000 people to making salsa on stage in front of 500 business executives to helping students find their own unique voices. Castillo is happy to call the mountains of Johnson City, Tenn., home; he lives there with his wife Shannon and their two daughters who keep him in constant motion.

# CASTILLO



## LAFE COOK

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*Band Director, Dobyys-Bennett High School*

Lafe Cook has been a high school band director for 27 years and is in his 20th year as the Director of the Dobyys-Bennett Band Program in Kingsport, Tenn. Cook is a graduate of the University of Tennessee, Knoxville, where he was drum major of the Pride of the Southland Marching Band and a graduate assistant with the music department.

Under Cook's direction, the Dobyys-Bennett Marching Band has appeared in three Tournament of Roses Parades, two Macy's Thanksgiving Day Parades, The Lord Mayor of London's Parade, the Fiesta Bowl Parade, and the Presidential Inaugural Parade and has been a Bands of America Grand Nationals Semifinalist five times.

Cook is currently president-elect of the Tennessee Music Educators Association and is a past state band chair for the Tennessee Music Education Association. Cook was inducted into the prestigious American Bandmasters Association in 2009; at the time, he was the organization's youngest member and one of only 30 high school band directors in the 300-member organization.



## OWEN FOSTER

*Director & Chief Student Affairs Officer, Aether*

Owen Foster's diverse background in architecture, landscape, environmental and industrial design has allowed him the opportunity to work on an extensive array of projects ranging from small consumer products to green environments for several municipalities. Though very successful in his endeavors, becoming an educator and mentor seemed to be Foster's calling. He started this career with professorships at Auburn University and University of Louisiana Lafayette in the field of industrial design. He has facilitated over 20 cross-disciplinary collaborative studio projects with Fortune 500 companies such as Coca-Cola, GE, Mattel, HP, Reebok, McDonald's and many others. Additionally, Foster has guided international study abroad programs in Ireland, UK, Hong Kong, Taiwan and China. This body of work has afforded Foster to be named one of the "Top 30 Most Admired Educators in the Field of Design" in 2014, IDSA Educator of the Year 2015, IDEA jury member for 2014–2015 and 2015–2016, and IDSA Board Member and has provided him with speaking engagements around the world as a leader in design education.

# FOSTER



## DAVID GOLDEN

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*Senior Vice President, Chief Legal and Sustainability Officer and  
Corporate Secretary, Eastman Chemical Company*

David Golden is a native of Albany, Georgia. He holds a Bachelor of Science degree in accounting from Brigham Young University and a Juris Doctor degree, also from Brigham Young University, graduating Magna Cum Laude and Order of the Coif and serving the management committee of the BYU Law Review. He completed the Advanced Management Program at Harvard Business School in 2012. Golden joined Eastman in 1995 as an attorney. Golden assumed his current role in January 2013. Prior to joining Eastman, he worked in the Atlanta office of a large international law firm.

Golden is Senior Vice President, Chief Legal & Sustainability Officer, and Corporate Secretary for Eastman Chemical Company. He also has overall responsibility for Eastman's Global Business Conduct and International Trade Compliance programs. Immediately prior to this position, he was Vice President, Associate General Counsel, and Corporate Secretary with overall responsibility for Eastman's Legal Department.



## DR. HANNAH HARVEY

*Professional Storyteller*

Dr. Hannah Harvey is an internationally commended performer, a nationally known professional storyteller and a distinguished teacher. She has performed as a featured teller at the National Storytelling Festival in Tennessee; received accolades for her performances at the Edinburgh Festival Fringe in Scotland; and led intercultural workshops in Casablanca, Morocco. As a scholar-artist, Harvey studies storytelling as a pervasive cultural force and an everyday artistic practice. Harvey develops oral histories into theatrical and solo storytelling works that highlight the true stories of contemporary Appalachian people. She also tells world folk and fairy stories, especially those that have influenced southern Appalachian mountain culture and the region's Scottish heritage. Harvey earned her doctorate at The University of North Carolina at Chapel Hill and has received honors for her university teaching on storytelling and cultural performance. She has also taught classes for Veterans Administration health care providers nationwide on storytelling and rural health care, for lawyers on storytelling and representation and for pastors on storytelling in ministry.

# HARVEY



# MICHAEL HUBBARD

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*Director of Performance Excellence, Kingsport City Schools*

Michael Hubbard serves as the Director of Performance Excellence for Kingsport City Schools. He completes work for the district and oversees state testing and accountability work. He served as an elementary principal and associate principal, as director of accountability, and as an elementary teacher. He was instrumental in developing two educational crosswalks for the state, assisted in the development of an innovation rubric and tool for the district and led efforts for Kingsport City Schools being named a recipient of an Achievement Level Award at the state level in 2014 — the only K-12 Tennessee public school district to obtain this honor. He received a 2016 TNCPÉ's Champion of Excellence Award for furthering performance excellence within his organization. Hubbard received a Bachelor of Science degree in Business from Berea College. He also received an Master of Arts in Teaching degree in Elementary Education and an Educational Specialist degree in Educational Leadership and Policy Analysis from East Tennessee State University.

# HUBBARD



## DR. STEPHEN MARSHALL

*Chair/Associate Professor, Department of Mass Communication,  
East Tennessee State University*

Stephen Marshall, Ph.D. (University of Florida), is an associate professor and chair of the Department of Mass Communication at East Tennessee State University as well as a brand strategist for Creative Energy of Johnson City, Tenn. Marshall brings extensive professional and academic experience to every endeavor. Publications and research presentations focus on strategic brand and media strategies, multicultural advertising and educating for the changing media landscape. Marshall is known for his collaborative leadership style and innovation in education. He ideated and initiated the first Digital Marketing Graduate degree in Tennessee. He is responsible for creating Adobe's first-ever in the country university alliance focused on teaching students Adobe's Digital Marketing Cloud — the premier enterprise platform for Fortune 500 companies.

# MARSHALL



## MORGAN MUNSEY

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*Computing Student, East Tennessee State University*

A sophomore at East Tennessee State University majoring in The Science of Computing with a Concentration in Information Systems, Munsey completed an internship focused on increasing the interest of girls in technology. She has created “iGit: Involving Girls in Tech” and is working with students and faculty to help young girls reach their potential while understanding the importance of technology in a variety of career fields. Munsey is leading efforts on ETSU’s campus to extend this program into local schools and increase interest in technology across the region. Munsey is a Roan Scholar at ETSU and was appointed senator in the Student Government Association. She is also a member of Alpha Delta Pi sorority and serves as a Preview and Orientation Leader on campus. Currently, Munsey resides in Church Hill, Tenn.

# MUNSEY



## BRIAN NOLAND

*President, East Tennessee State University*

Dr. Brian Noland became the ninth president of East Tennessee State University in January 2012 after serving for six years as Chancellor of the West Virginia Higher Education System. Prior to that, he served as the associate executive director for the Tennessee Higher Education Commission, where his job duties included the development and implementation of the Tennessee Education Lottery Scholarship program. In the past, he has also served as an adjunct faculty member at Vanderbilt University, Nashville State Community College and Tennessee State University. Noland holds a bachelor's degree in political science and a master's degree in public policy studies, both from West Virginia University. He earned a doctorate in political sciences from the University of Tennessee in Knoxville. He is married to Donna Noland of Greeneville, Tenn. The couple has one son, Jackson.

# NOLAND

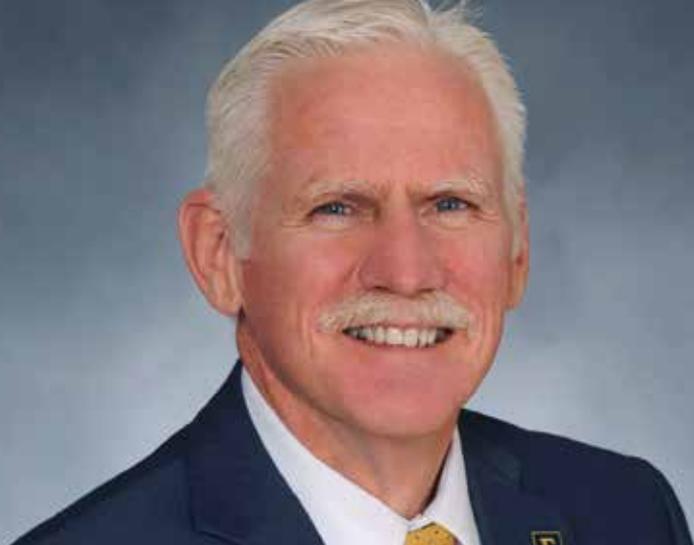


## JAMES WELCH

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*Executive Director, Elizabeth R. Griffin Research Foundation*

Following a 30-year career in public education, Welch became the executive director of the Elizabeth R. Griffin Research Foundation (ERGF) in 1999. ERGF is a nonprofit foundation that works globally in collaboration with government and nongovernment stakeholders in advocating safe and secure science and global health security. Educated at East Tennessee State University and the University of Tennessee, Welch serves on the Scientific Advisory Board of the National Biosafety and Biocontainment Training Program at the National Institutes of Health (NIH) in the U.S. He is a founding member and serves on the board of directors of the International Federation of Biosafety Association (IFBA) in Ottawa, Canada, and previously served as a board member of the International Centre for Infectious Diseases (ICID). Welch resides in Kingsport, Tenn., with his wife, Vikki. They have two grown children and four grandchildren.



## RANDY WYKOFF

*Dean, College of Public Health, East Tennessee State University*

Randy Wykoff is the founding Dean of the College of Public Health and professor of health services management and policy at East Tennessee State University. Wykoff graduated with a doctorate of medicine from Tulane University in 1981 and worked a pediatrics residency at the University of Virginia. Wykoff currently serves on the Healthier Tennessee, Science Advisory Committee, is the Executive Director of Tennessee Institute of Public Health and is Chair for the Education Committee and is a Board Member for the Association of Schools and Programs of Public Health. His personal interests include mandolin, fly fishing and Kung Fu. Wykoff is married to his wife Janinie and has five children.

# WYKOFF



# RANDI ZUCKERBERG

Randi Zuckerberg believes in being a three-dimensional woman of many titles. She is the Founder & CEO of Zuckerberg Media, a boutique marketing firm and production company. Prior to founding her own company, Randi worked at a tiny internet company you may have heard of, called Facebook, where she created and ran the social media pioneer's marketing programs from 2005–2011.

She is the author of two books: "Dot Complicated," a New York Times bestseller, discusses Randi's personal journey on the front lines of Facebook and her thoughts on how technology is changing our lives. The book inspired a weekly business radio show "Dot Complicated with Randi Zuckerberg" on SiriusXM. "Dot," a children's picture book, features an energetic, techy girl. In collaboration with Jim Henson Productions, "Dot" will air as an animated children's TV show on Sprout this September.

Randi is a television host and producer. In 2011, she was nominated for an Emmy Award for her innovative blend of online/TV coverage of the U.S. elections. In 2012, she executive produced a docuseries on Bravo about Silicon Valley's startup culture, and you can currently see her starring in "Quit Your Day Job" on NBC's Oxygen, where she mentors and invests in entrepreneurs. She also regularly appears on "The Today Show."

She is a sought-after speaker and has traveled the world, sharing her personal story and insights on technology, business and entrepreneurship in a fun, engaging and uniquely Randi style of entertainment, comedy and cutting-edge information.

In her spare time, you will find Randi at the theater. A lifelong theater lover, she starred in "Rock of Ages" on Broadway for a 30-show run in 2014. Randi is a TONY Awards voter and serves on the American Theatre Wing's tech advisory committee.

But by far, Randi's favorite and most important job is mom. She lives in New York City with her husband, Brent, and her two sons, Asher and Simi.

# ZUCKERBERG

















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