

Family Action Network (FAN) and North Shore Country Day School proudly present:

Preparing Leaders of Innovation

Elizabeth Gerber, Ph.D.

*Professor, Segal Design Institute, Northwestern University
Principal Investigator, The Creative Action Lab
Founder, Design for America*

Monday, February 4, 2013

7:00 PM

**North Shore Country Day School
Diller Street Theater
310 Green Bay Rd., Winnetka**

**Free and open to the public.
CPDUs available.**

INFO: familyactionnetwork.net





FOR IMMEDIATE RELEASE

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Monday, February 4, 2013, Preparing Leaders of Innovation, 7:00-9:00 PM, North Shore Country Day School, Diller Street Theater, 310 Green Bay Rd., Winnetka, 60093. Innovation is critical to our economic and social prosperity. When we think about innovation, we often think about the outcome – the innovative ideas and products - yet it is people who develop, modify, and implement these ideas and products. Innovation work can be a challenging endeavor, requiring navigating ambiguous problem contexts, overcoming setbacks, and persisting in the face of the status quo. How are we preparing our kids to be leaders of innovation? One of our nation's leading edge innovation thinkers will offer an intriguing and inspirational talk sure to give parents and educators plenty to ponder.

Elizabeth Gerber, Ph.D. studies innovation, technology, and organizations. She is the **Allen and Johnnie Breed Junior Chair of Design** in the **McCormick School of Engineering** and **School of Communication** at **Northwestern University**, and a professor in the **Segal Design Institute** at NU. Dr. Gerber holds courtesy appointments in **Management Science** and **Industrial Engineering**, the **Kellogg School of Management**, and the **School of Education** and **Social Policy**. She is the principal investigator for **The Creative Action Lab**, which investigates how technology fosters innovation, specifically focusing on crowdsourcing, crowdfunding, and innovation education.

Dr. Gerber is the founder of **Design for America**, an award-winning nationwide network of interdisciplinary student teams and community members using design to create local and social impact. DFA offers students the opportunity to innovate solutions to real problems in their local community and empowers them to do creative, effective work. DFA studios are currently hosted by 14 different universities, with more than 2,000 students in their network and 350 core team members. DFA is a pipeline of innovators, change makers, and social entrepreneurs. DFA, its students, and projects have been featured in *Fast Company*, *Chicago Tribune*, *Forbes*, *Harvard Business Review*, and *O, the Oprah Winfrey Magazine*. As noted in a 2011 *Fast Company* article, the DFA approach is to “define, discover, reframe, ideate, prototype, and implement ... to have an idea and make it happen.”

Dr. Gerber received her BA from **Dartmouth College**, and her MA and Ph.D. from **Stanford University**. Prior to DFA, she taught business and design at Stanford's **d.school** and worked in the toy industry.

Sponsored by the Family Action Network (FAN) and North Shore Country Day School. FAN is celebrating its 30th anniversary year, and is grateful for its 2012-13 sponsors **Compass Health Center, North Shore Community Bank, The Book Stall at Chestnut Court, the Martin & Mary L. Boyer Foundation, and Tina & Byron Trott**. CPDUs available for education professionals; no pre-registration required. This program is free and open to the public. Visit www.familyactionnetwork.net for more information.

