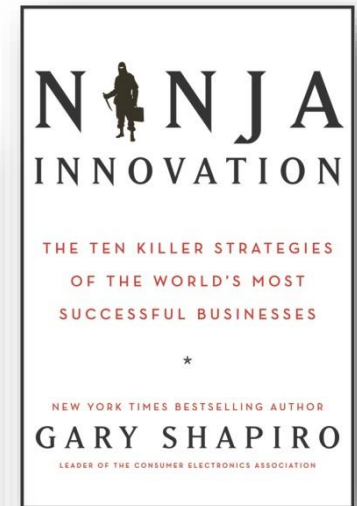
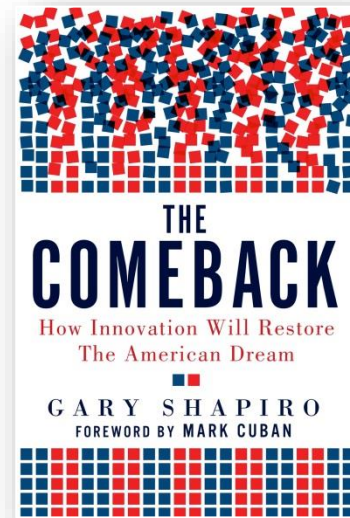


# Gary Shapiro

President and CEO

Consumer Electronics Association (CEA)<sup>®</sup>



## Innovation is a belief system

Not just Silicon Valley. It's regional.

Relies on risk-taking and investment.

Benefits from diversity, culture and reward system.

Enhanced by higher mission, goals, measurements and passion.

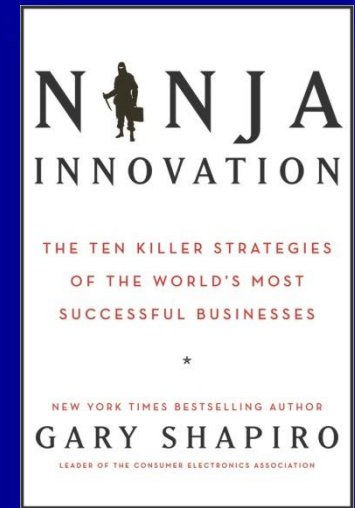
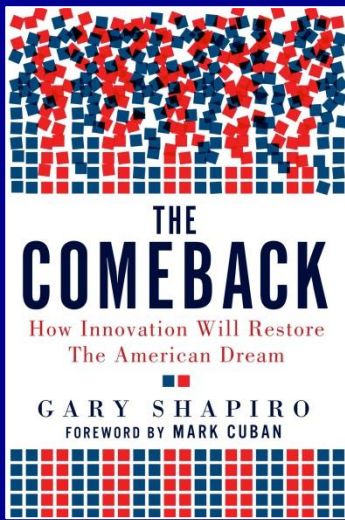
Needs leaders/doers.



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