

building and collaboration; innovative and design thinking; and strategic planning and analysis.

“By taking the participants out of their usual environments, they are placed in a position to test their critical analytical skills, as well as their skills in communication and leadership development,” says Adera Causey, curator of education at the Hunter Museum. “These skills can be cultivated using the seemingly neutral works of art as a springboard for deeper learning of the business concepts taught in the course.”

“A lot of work is being done now around the application of ‘design thinking;’ innovation and creativity are no longer done exclusively through the research and development departments within an organization,” says Whitener, who previously served as chief learning officer with Ernst & Young Consulting. “Leaders need to foster that throughout their organizations in order to compete.”

The emerging economic recovery is expected to demand exceptional leadership skills as companies evolve to compete effectively in the global marketplace of the future.

“Research indicates that the economy is coming back,” Whitener says. “Organizations went through a period of efficiency last year, focusing on doing more with less, and now they are starting to think about growth again. There is going to be a leadership requirement.”

“The iLead program in Chattanooga is very creative in nature and links that creativity to solid business skills,” Whitener continues. She encourages organizations to consider providing scholarships for employees who would benefit from the iLead program.

For more information about the iLead program and how it can benefit management professionals and their companies, visit the Hunter Museum of American Art Web site at www.huntermuseum.com or contact Adera Causey at acausey@huntermuseum.org or (423) 752-2053.

2010 Entrepreneurship Hall of Fame Inductees

BOB BULLARD

In the summer of 1978, Bob Bullard began working as a driver in the family business, the Zee Company, which had been founded a decade earlier by his grandparents, John and Mildred Zott. The Zee Company had begun operations in a bedroom of the Zott home, primarily selling an additive to improve the production process in the pork industry.

Within five years, Mr. Bullard had risen to vice president and general manager and started an earnest effort to expand the product offerings and customer base of the Zee Company. By 1987, he had become president of the organization and expanded product sales and services throughout the eastern United States.

Today, the Vincit Group, successor to the Zee Company, is a vertically integrated enterprise that has achieved substantial growth. Its services include warehousing and distribution, chemical manufacturing, logistics, design-build engineering, sanitation and water treatment, consulting, import/export and real estate.

The Vincit Group counts a number of Fortune 100 companies among its clients, while its subsidiaries produce more than 1,000 diverse products and employ more than 2,600 associates worldwide.

Mr. Bullard is active in numerous philanthropic endeavors in Chattanooga and abroad, including the support of organizations that help those individuals willing to help themselves.

LEWIS CARD SR. AND ROY T. CARD

For more than 60 years, the remarkable partnership of brothers Joseph L. “Lewis” Card Sr. and Roy T. Card has endured. Combining their talents, the two have been true pioneers in the multibillion dollar global carpet industry.

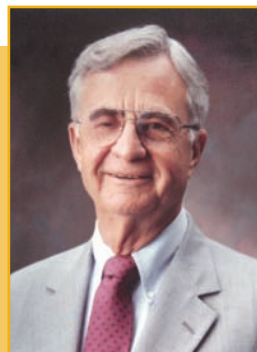
In 1939, Lewis moved to Chattanooga from Fort Payne, Ala., and joined his uncle, Joseph Cobble, in the Cobble Brothers Machinery Co. In 1950, Roy joined the company following a tour of duty with the U.S. Coast Guard. Together, their mechanical ingenuity and innovation have resulted in numerous improvements to manufacturing processes. Early innovations include upgrading single-needle tufting machines with multiple needles and stronger frames to hold wider needle bars. The brothers soon realized the potential for their improved processes and ventured into the production of scatter rugs and tufting carpet of various sizes.

Through the years, the company made several acquisitions in the Chattanooga area, including Super Tufter, Card Co. Inc., Southern Machine Co. and Tuftco Corp., as well as Cobble Brothers, Ltd. and British Tufting Machine of England. Later, they joined their son and nephew, Lewis Card, Jr., and son-in-law, Charles Monroe, with Card-Monroe Corp.

The brothers continue to serve on the Card-Monroe board of directors. They jointly hold more than 100 U.S. and international patents for tufting technology.



BOB BULLARD



JOSEPH L. “LEWIS”
CARD SR.



ROY T. CARD