



LON SAFKO - BIOGRAPHY

Lon Safko is a remarkably creative person. He is the creator of the *"First Computer To Save A Human Life"*. That computer, along with 18 inventions and more than 30,000 of Lon's papers, are in the Smithsonian in Washington, D.C. He has created numerous hardware and software solutions for the physically challenged, developed the first CAD software for civil engineers, designed the archetypes for the Apple Newton & Microsoft's Bob Operating Systems. He is also responsible for those handy little Tool-Tips help-balloon pop-ups!

Lon has been recognized for his creativity with such prestigious awards as; The Westinghouse's *Entrepreneur of the Year*, Arizona Innovation Network's *Innovator of the Year*, The Arizona Software Association's *Entrepreneur of the Year*, twice nominated for the Ernst & Young / Inc. Magazine *Entrepreneur of the Year*, and The Public Relations Society of America's, *Edward Bernays, Mark of Excellence Award*, and nomination as a Fellow of the nation's Computer History Museum. Lon has also been featured in Entrepreneur Magazine, PC Novice, and Popular Science Magazines just to name a few. Lon was recently selected by the Smithsonian to represent *"The American Inventor"* at their annual conference.

He is the founder of nine successful companies, including Paper Models, Inc., which uses downloadable three-dimensional models in business advertising, promotions, and education, which is being considered as an acquisition.

Lon is an author of remarkable breadth, writing five innovative books. His books have shown corporations how to train managers to think creatively, detailed the secrets of launching a successful on-line business, offered advice to new home owners on reducing building costs, and related amazing stories about the serendipity of life. His latest book with John Wiley & Sons "The Social Media Bible," unlocks the mysteries of the hottest new Internet wave, Social Media, such as Facebook and YouTube. This book is transforming corporate and non-profit marketing strategies and how they use these new media to reach their desired audiences with power messages and efficiency.

Lon is a professional speaker, wowing audiences in a hundred cities nationwide with his insights into innovation, creativity, and how to be a successful entrepreneur / intrapreneur in this global digital age. Said one executive of First American Title Insurance, "This is the best seminar I've been to in 25 years." Teledyne said Lon's seminars are "Informative and entertaining, packed with useful information." And the U.S. Postal Service called Lon's seminar "inspiring and motivational."

Lon also privately coaches Fortune 500 companies on harnessing Innovative Thinking to create higher productivity and profits. These on-site visits and personalized presentations help corporate, government, and non-profit executives improve their operations and performance by capturing the innovative potential now wasted or overlooked. As Lon says, "When you start to see your world in a different perspective, you see new ways to do everything!" Lon Safko sees the world in a new way every day.

