

“Broad Perspective and Global Workforce”

(Condensed for 12-minute delivery time)

Commencement Address at Ohio University 2007 Commencement June 9, 2007



(Colleges of Business, Communication, Fine Arts, and Engineering and Technology as well as University College, and regional campuses in the 9:30 a.m. commencement ceremony - Colleges of Arts and Sciences, Education, and Health and Human Services as well as Honors Tutorial College in 2 p.m. ceremony)

by Dr. Jennie S. Hwang

In her 30-year lustrous, wide-ranging career as an entrepreneur, corporate executive, adviser, author and worldwide speaker, Dr. Hwang has contributed to three arenas - business, technology, and academia. She has held senior executive positions with Lockheed Martin, SCM Corp. and Sherwin Williams Co., and co-founded several entrepreneurial businesses. A pioneer in the field of surface mount technology, she helped create technologies related to cell phones, computers, the green environment, and global manufacturing infrastructure. She holds patents and has authored more than 300 publications on international trade, education, technology, and business and social issues. Among her many awards and honors, Dr. Hwang was the only woman from Ohio elected to the National Academy of Engineering, the only Ohioan named *Industry Week's* R & D Stars to Watch, and inducted into the WIT International Hall of Fame.

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President McDavis, board of trustees, members of the faculty, distinguished guests, parents and friends, and most of all, the class of 2007:

Thank you for your warm welcome. I am profoundly grateful to have the honor of being here today. I feel obligated to mention that I am particularly thrilled to receive this honorary doctoral degree because I did not have to study and take exams. For that, thank you - the class of 2007, Mr. President, and Ohio University.

With pride and privilege, I've accepted this invitation to deliver the commencement address to you. I know you are eager to have your diploma in hand, so I promise I will be brief.

On this day of celebration, a celebration of your accomplishments and a celebration of your future, I ask myself what I can share with you to complete this chapter of your life. The next chapter will be filled with bountiful opportunities and new perspectives, perspectives that will open your eyes, engage your mind and exercise the education that you have just completed.

Let me start by telling you a story about the impact of one's perspective.

Once upon a time, a golf pro played a round of golf with the king of Saudi Arabia in the United States. The king enjoyed the experience so much that he invited the pro to play a round in his country. They had such a great time that the king insisted on giving the pro a gift to show his appreciation. The king asked the pro to name something that he wanted. The pro said: "Well, if you insist, I suppose a golf club would be nice." The pro returned home and three weeks passed without contact from the king. The pro was disappointed, thinking the king had perhaps forgotten. Finally, after several weeks, he received a certified letter from the king. Inside the envelope was a deed - a deed for a 500-acre golf club. Isn't that splendid!

And so I ask you all to keep a broad perspective. Sometimes you can't predict what splendid things could happen!

Now, by completing an outstanding education at Ohio University, you have successfully reached one milestone. You are ready to join the workforce or pursue further education. I am not here to give you a list of jobs. Instead, let's look at what crucial elements, I believe, are required to succeed in the future workplace.

In this global landscape, education, workforce and technology are three building blocks to a healthy economy. Only a strong economy creates jobs. These three building blocks must synchronize with the market demands and global thrusts.

As we move further toward a digital world, we face a different environment, one that is both challenging and exciting. If I were to pick the top two characteristics of this new environment, they would be uncertainty and change. We must tackle the uncertainty and change with flexibility and innovation.

But, with this challenge, comes opportunity.

Back in the early 1990s, Sony's engineers felt that there was no way to further miniaturize the video camera. The then executive-in-charge challenged them. He said: "...dunk it in a bucket of water; if bubbles come out, there is still room to trim the design..." The engineers went on and created a phenomenal camcorder the size of a passport. Sales exploded.

Through many other similar demonstrations of innovation, today we are empowered by tools such as the computer, Internet, iPod, iTunes, and a myriad of dazzling and stylish gadgets. These tools help us learn, work, entertain and live a life with more comfort, convenience and efficiency. However, we would not have these tools, if it were not for creativity and innovation not only in technology but also in education, in art, in design, in business process, and in other important areas.

So meet a challenge head-on; and go for creativity and innovation, no matter what field you will be entering!

Under this rapidly changing climate, our ability to adapt and to learn is no longer a luxury but a necessity. We have to learn fast. For any of you interested in your future earnings or compensation packages at work, I would say, in the future, what one earns depends on what one learns, and how fast one does it.

Yes, you have earned an academic degree. But you have also acquired the ability to think, to analyze, and to innovate. These are the most valuable skills, with which you leave the campus today.

Use these skills everyday.

Going forward, the world is becoming a globally integrated enterprise. In this global economy, capital, goods, services and ideas are mobile, crossing

national borders. The future workforce will deal with a new set of parameters and constantly changing demands. Multidisciplinary practice, cross-functional partnership, and global competition will be essential parts of this work environment.

Your education at Ohio University has paved the foundation for your capability and capacity to continue acquiring new knowledge. With new knowledge, you will then be able to meet the changing demands of this challenging time.

So always acquire new knowledge and new skills, and learn fast!

Another crucial facet of global economy is the spirit and the practice of entrepreneurship.

Entrepreneurship has been an important contributor to U.S. economic growth. Globally, entrepreneurship has also played a major role in the fast-track industrialization of developing countries. Why has entrepreneurship played such an important role? Characteristics of an entrepreneur include leadership, innovation, creativity, flexibility, versatility, the ability to learn and, of course, nothing can replace hard work. In my perspective, these are precisely the key attributes needed to excel in a global workforce.

We also need to look and think deeper beyond the surface characteristics.

I have a special note to the female graduates. One area close to our hearts is managing a career and family. To have both a career and a family and to do well in both is indeed a daunting task. It takes effort, discipline and planning. But it can be done, if you choose to do so. Over the last 30 years, while I was engaged in the fast-paced industry, my husband and I have raised two wonderful children.

Having done both, nothing can be more fulfilling.

Consider following the three L's - live, love and laugh.

Live by reaching your full potential, love by listening to your heart, and laugh

by sharing happiness with others.

Share with your community.

You are the pride of Ohio University. And your future as alumni and alumnae will be Ohio University's future. Keep in touch with your alma mater.

Love your parents and family, and keep close to them. They are the most important people in your lives.

Lastly, I'd like to leave you with this note:

"The best preparation for tomorrow is to do today's work well.

When an opportunity knocks, you will be able to open the door.

If a door does not exist, build a door.

Success is a journey, a long and steady journey, made of many, little, daily victories."

To the class of 2007 of Ohio University:

Congratulations!

There is a great landscape out there for you to explore, to innovate, to contribute to, and to enjoy.

Be happy. Be successful.

I will personally look forward to hearing success stories from each and everyone of you.

Thank you again for allowing me to share with you this beautiful day.

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