Welcome to “Game Changers”

“Market Street to Market Street.” That’s how my friend and colleague Emmett Carson of Silicon Valley Community Foundation and I describe Silicon Valley’s innovation economy. From "Market Street" in San Jose to "Market Street" in San Francisco - along with every city and town in between - we experience the hustle and bustle of entrepreneurs and innovators thriving and striving for creative solutions to some of our globe’s most complex problems.

Yet the problems we face in Silicon Valley and beyond are not limited to the next breakthrough in high-tech, bio-tech, med-tech, green-tech or clean-tech. We also face problems in civic affairs, public policy, citizen service and community-giving.

In our 4th edition of “Game Changers: Ideas, Inspiration & Innovation,” we explore the thoughts and thoughtfulness of 20 additional private and public sector leaders, poised and positioned to change the game of the innovation economy and to change the game at the local, regional, state, federal and international levels of engagement.

We hope you will be as inspired and challenged as we are in reading each of these essays. If you are, share the hard copy or online versions with friends, colleagues and neighbors. (Online at SVLG.org, with past editions.) Together, let’s ensure that this precious place we call Silicon Valley continues to lead the world, to change the game, to make a positive and proactive difference here and around the globe.

Sincerely,

Carl Guardino
CEO and President, Silicon Valley Leadership Group
Shellye Archambeau............................................... 1
Toni G. Atkins.......................................................... 3
Jay Banfield & Judy C. Miner.................................... 5
Cheri Bustos & Mike Fitzpatrick.............................. 7
Guy Gecht............................................................... 9
Michelle K. Lee........................................................ 11
Matthew R. Mahood............................................... 13
Janet Napolitano..................................................... 15
Alex Padilla............................................................. 17
Thomas E. Perez..................................................... 19
Jessica Rosenworcel............................................... 21
Marco Rubio.......................................................... 23
Gary Shapiro.......................................................... 25
Maria Shriver......................................................... 27
Godfrey Sullivan..................................................... 29
Jorge Titinger........................................................ 31
Raul Vazquez........................................................ 33
Rick Wallace......................................................... 35
The printing industry discovered gravity the same way Isaac Newton did. The “Apple” that fell on the print industry’s head had names like iPhone and iPad. Almost overnight, people needed to print a lot fewer books, magazines, newspapers and office documents.

You might say, what’s the big deal?

At EFI, we recognized the gravity of the situation immediately: Beside the small point that all of our business came from the print industry, we were well aware that this industry, like no other, is built on hundreds of thousands of small businesses worldwide, and almost 100 percent are family-owned. We realized that finding an answer for our business would also mean finding some crucial help for others that depended on our industry – we were “all in” when it came to this mission.

Just like gravity, the answer has been around us all along, yet it took us some time to figure it out. Almost every object in our lives is imaged. We buy clothes because we like the way they look. We drive to the store in a car that has a certain color painted on it. At the store, we find what we are looking for based on signage, and then products in the store are packed in the most seductive, creative and informative way possible. Will that change any time soon? Can we imagine a world where we buy toothpaste in a blank box because the information is online? Not in our lifetime. Packaging will continue to be the selling point of products, and how regulators ensure that consumers get crucial information before they buy. It is a world where the “Imaging of Things” has a precious value.

Is the Imaging of Things vision limited to packaging and signage? Consider decorations like furniture, flooring, windows and glass. More and more, they are all being covered with printed images. When a “thing” is manufactured, part of the manufacturing process is to imprint an image on it. We
all know that printers put great images on paper, but how can we print on all of those other materials that have a variety of shapes and textures? Thanks to inkjet technology, we can print on almost any material without even touching it. Put some tens of thousands of inkjet nozzles on a production line, feed them more than 500MB of data every second, and suddenly you can transform to on-demand printed manufacturing without slowing down. We can already match analog production lines of ceramic tile at speeds of 240 feet per minute, and we have our sight set on catching up to the fastest packaging production lines running at speeds of 2,000 linear feet per minute.

“Gravity” helped EFI discover the Imaging of Things. It’s the force that moves us and our customers closer to solutions. We are well on our way to be part of transforming not just the traditional print industry, but some very large industries such as signage, out of home advertising, tiles and packaging, and we are just getting started. It is a game changer for us, and more importantly for the thousands of family-owned businesses that are our customers. This is why we call it a mission.

Most recent tech purchase?
DJI Phantom drone

Last book read?
The Hard Thing About Hard Things

Mentor or role model?
I was very lucky to have many.

Most used app?
Bridgebase