An Emerging Economy
The Currency of Trust and Collaboration

By

Brian Sauser
University of North Texas
Logistics Systems Institute
Director, Complex Logistics Systems Lab
Associate Director for Research, Center for Logistics Education and Research

www.sercuarc.org
When we enter a new area, it’s always a race. What it comes down to is the eternal balance in human nature—between what’s in it for me and what’s in it for us.

Elliot Norse, President of Marine Conservation Biology Institute
• Find an industry/government partner(s) to keep you relevant... develop a friendship.
• Do not be afraid to GIVE in order to GET... but know what you are giving.
• It is okay to be Second, but BEST.
• Lead so others will follow... be ahead of the intellectual curve.
• Find seed money to grow ideas... plants do not grow without a seed and good nourishment.
• LISTEN... so others will listen to you.
• Know your elevator speech... your one slide... and move the line WITH color.