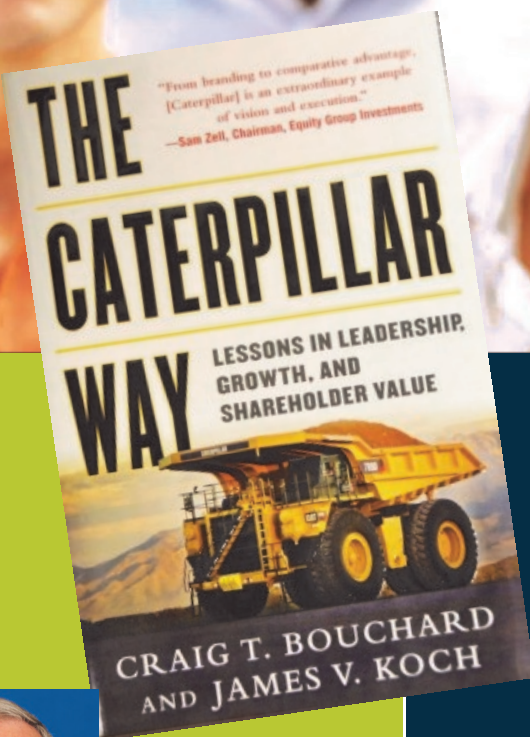
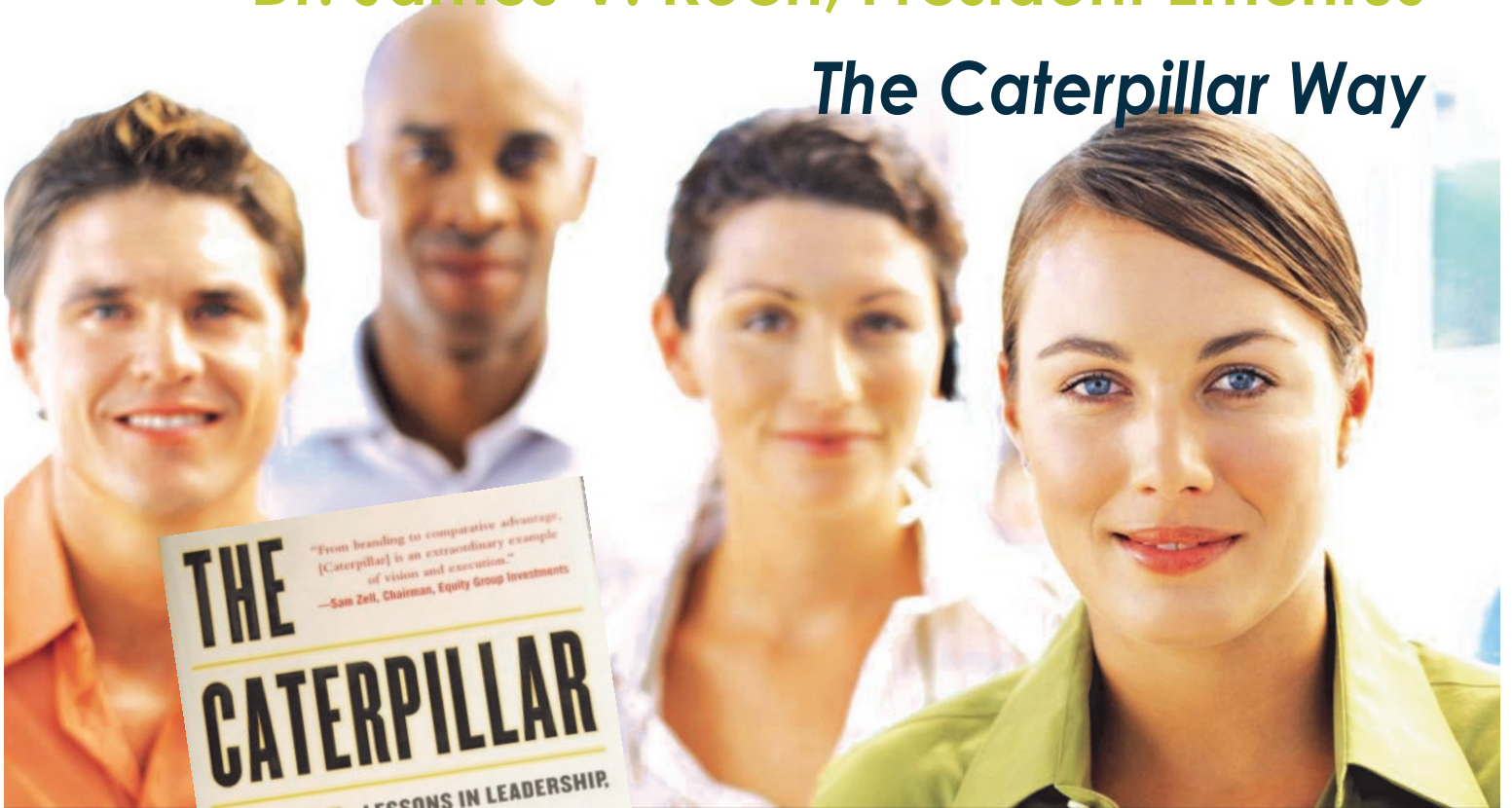


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**Dr. James V. Koch, President Emeritus**

***The Caterpillar Way***



**FRIDAY, APRIL 25, 2014**

**7:00 p.m.**

**Learning Commons @ Perry Library  
(Room 1310-1311)  
Old Dominion University**



Dr. Koch, President Emeritus, Old Dominion University also co-authored *America for Sale* and *Born Not Made: The Entrepreneurial Personality*.

Get an inside look at the major shift that took a company to success. The event is free and open to the public.

Seating is limited. Please call **757.683.4141** to reserve a seat. Parking garage B (next to the Perry Library) will be available first come first served.

*BOOK SIGNING WILL FOLLOW THE READING.*