

**Lon Safko has been selected to join the CEO Panel of USA Today, Washington, D.C.**

*FOR IMMEDIATE RELEASE*

June 12, 2009 – Based on Lon’s leadership in the development of cutting-edge Technology And Internet Marketing, [Lon Safko](#), CEO of Innovative Thinking, and author of the Best Selling Book “[The Social Media Bible](#)” published by [John Wiley & Sons](#), has been asked to participate in The USA Today Chief Executive Officer Panel, a high-profile advisory group of leading CEO’s throughout the nation. These Top CEO’s are consulted in the development of content of feature stories scheduled to appear in the Money Section of USA Today.

[Lon Safko](#) is the creator of the “First Computer To Save A Human Life”, which along with 18 of his inventions and more than 30,000 of Lon’s papers, are part of the permanent collection of the [Smithsonian Institution](#) in Washington, D.C. Lon is also credited with the developed the first CAD software for civil engineers, designed the archetypes for the Apple Newton & Microsoft’s Bob Operating Systems, and is also responsible for those handy little “Tool-Tips” help-balloon pop-ups! Lon holds more than 125 software copyrights, which now reside in the United States Library Of Congress.

Lon is the founder of 10 companies, including [Paper Models, Inc.](#), a company providing Three Dimensional Internet Advertising and Three Dimensional Geo-Targeted Advertising for which he holds a United States Patent. These products have been successfully utilized by businesses such as General Motors, United Airlines, NBC, Honda, National Parks Service, City of San Diego, BMW, and British Airways for promotion and education.



Lon has authored six books, including his latest book by [John Wiley & Sons](#) “[The Social Media Bible](#)”, which unlocks the mysteries of the hottest new Internet wave Social Media, such as Twitter, Facebook and YouTube. Lon’s book has been on The Top 100 Best Selling Books In America since its release in early May. Social Media and Lon’s new book are transforming corporate, government, and non-profit marketing strategies with power and efficiency.

Lon is a professional speaker who presents his insights into innovation, creativity, marketing, and how to grow your business in this global digital age in more than 100 cities each year. Lon also coaches executives from the entrepreneur to Fortune 500 companies on harnessing Social Media and Innovative Thinking to create higher productivity and profits.

Lon been recognized for his [achievements](#) with such prestigious awards as; [The Westinghouse 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](#). Lon has been featured in [Entrepreneur Magazine](#), [PC Novice](#), [Popular Science Magazine](#), and was recently selected by the Smithsonian Institute to represent “[The American Inventor](#)” at their annual conference.

“I am extremely honored to be invited to be part of such a distinguished group of talented CEO’s!” Lon said.