

# Enterprise Network February 2009 Executive Forum

**James Powers, CEO, iLinc Communications**

Thursday, February 19, 2009

## “Surviving and Thriving In Any Economy”

Nearly 140 people gathered for the Enterprise Network Executive Forum on February 19 to listen to James Powers, CEO of iLinc Communications, share his story of being a lifetime entrepreneur and his ***Seven Guiding Principles to “Survive and Thrive in Any Economy.”***

1. Cash flow – You gotta love it like your mama!
2. If it's not measured, it's not managed.
3. Capital structure is make or break. (Be careful with personal guarantees.)
4. Trust your instincts.
5. Make a decision! (James quoted General George Patton, who stated “a plan violently executed today is better than a perfect plan being executed tomorrow.”)
6. Give back – individually and corporately.
7. Integrity starts at the top. (Be fair and honest in everything you do.)

James prefaced his remarks by stating that “we are living in a time of unprecedented challenges, one where we have to adapt, where the status quo is a recipe for failure, and we find ourselves praying that our 401K's do not turn into 201K's. The old way of doing business is gone. We must think of different ways to thrive, as wealth will be accumulated and trillions will be gained in the future.”

Now that James had our attention, we learned that he grew up as the son of a dentist and the Mayor of Waverly, Tennessee, (population 5,000), began his journey in various entrepreneurial opportunities, which had led him to his current position as CEO of iLinc Communications, the leading Web-conferencing company in the world.

Just a bit of background – upon graduating from Waverly High School, James attended Memphis State University and earned degrees in chemistry and biology. His academic pursuits continued with earning his DDS from the University of Tennessee Dental School and a MBA from Vanderbilt University. James became a oral surgeon in his father's dental practice and then began his journey into various business enterprises, which included commercial real estate, Clearidge Water Company, Lovett's Buffet, Barnhill's, Liberty Dental which became EDT Learning and then changed its name (and business operations) to iLinc Communications.

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Throughout each of these entrepreneurial endeavors, James and his management teams, were challenged, had to adapt to work within the ever-changing market conditions and possess the ability to be agile, attentive and always evolving. These lessons are as true today as during his career, and based on these experiences, James shared his Seven Guiding Principles.

Today, thanks to James leadership, iLinc Communications has created the iLinc Green Meter, which measures the amount of dollars companies have saved and the amount of carbon not produced by implementing a web-conferencing system. In fact, iLinc customers have saved over \$75 million in travel and energy costs. This success bodes well for iLinc, as it is projected that by 2011 world wide sales for web-conferencing will reach \$11.5 billion. (Gartner – October 2007).

### Biography of James Powers from the iLinc Conference website

James Powers, Jr. has served as Chairman, President and CEO of iLinc Communications since December 1998. Powers is responsible for overall business strategies and vision, helping position the company as one of the top Web conferencing and collaboration software available, particularly for industries that rely on high-level security and scalability. Under his direction, iLinc has become recognized as a leading player in the Web conferencing space. Prior to joining iLinc, Powers was Co-Founder and Chairman of Clearidge, Inc., a privately held bottled water company in Nashville, Tenn. from 1993 to 1999. He led Clearidge through 13 acquisitions over three years to become one of the largest, independent bottlers in the Southeast. Powers also is a Founder and Director of Barnhill's Buffet, Inc., a chain of 45 restaurants in the Southeast. Powers received a Doctorate of Dental Surgery Degree from The University of Tennessee and received an MBA from Vanderbilt University's Owen Graduate School of Management.