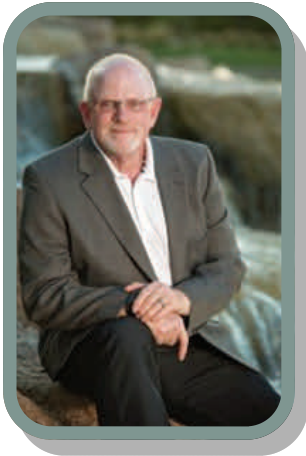


# Lonnie Hurst

**C**OUNTERFEITING  
**O**MPUTERS  
**A**RPENTRY  
**C**OACHING

*Interview and Article by Debbie Watson, Intel Retiree Organization*

*Meet Lonnie Hurst who retired from Intel after a fascinating career filled with managing crises, as well as fighting fraud and counterfeiting. Oh, and developing leadership too!*



Lonnie Hurst was hired by Intel to manage its Issue Prevention & Management team. His was the team that managed business and product issues that had the potential to become a crisis. In that capacity, he successfully kept Intel from becoming mired in a crisis like the one previously encountered with the Pentium Floating Point Unit bug. He and his team won an Intel Achievement Award for their management of the Memory Translator Hub product issue in 2000.

From there, he moved on to manage Intel's anti-fraud and anti-counterfeit program, where he was able to work with people from all over the world, including customers and foreign governments.

In 2007 he took a year-long training program and became a certified Integral Coach® and joined Intel's leadership coaching team, working with individuals and teams to improve their performance, improve their leadership skills, and grow into new roles. Lonnie was also a highly-rated instructor for Intel University and taught hundreds of hours of courses to groups all over the world.

A highlight of Lonnie's career was when Intel sent him to Kenya for two and a half weeks to work with a team bringing computers and computer education to teachers and students. According to Lonnie, "these kids live in absolute poverty and were amazing, smart and so eager to learn." Many of them had never seen a television show or a movie much less a computer before these classes.



*Karibu Centre School Children with one of the Karibu Centre's teachers*



The philosophy: *Education is the key to breaking the cycle of poverty. Teaching life skills and basic health care builds self-esteem and gives the children hope to change their future.*

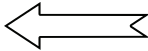
The picture on the left shows Lonnie [left] and Mercy Mukhwana [center], along with Intel's Kenya Country Manager Omar Bajaber

Lonnie said, "It was life changing for me".

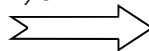
Upon retirement, Lonnie moved to Arizona, bought a new home and then enjoyed the process of decorating and landscaping. His home houses his workshop where Lonnie reestablished one of his two companies; *Wood Synthesis* where he uses woodturning to create "functional art for the discerning buyer." Explore Lonnie's creations at his website [www.woodsynthesis.com](http://www.woodsynthesis.com).



*Lonnie busy in his Queen Creek, AZ woodshop where he creates his art with a focus on woodturning.*



*"Plaid Bowl", a beautiful segmented bowl Lonnie made from over 270 pieces of wood.*



Lonnie's other company is *Coaching Synthesis*, which allows him to continue coaching individuals and teams, primarily on leadership, while also offering anti-counterfeit, crisis management, and other consulting services to companies. To learn more, check out [www.coachingsynthesis.com](http://www.coachingsynthesis.com).



*Lonnie delivering valuable coaching to a client*



Lonnie has formed a limited liability corporation to cover both of his business entities.

As busy as Lonnie's life sounds, he still finds time for volunteerism, networking, continuing to get training as a coach and even motorcycling on occasion. In the volunteering space, Lonnie has been a volunteer for over 16 years with Rebuilding Together, which provides home rehabilitation and modification services to low-income homeowners across the country

Intel continues to influence Lonnie's "life after Intel" particularly as he coaches managers and teams to be more effective. He shares the need to "manage people fairly, build clear vision/missions and follow through, be realistic and manage programs to schedule and customer needs. Lastly, don't use your intelligence or arrogance to intimidate or bully employees, vendors or customers it usually comes back to haunt you or the next person in your role."

It was fascinating to hear Lonnie's perspective on tips for new retirees to make the transition easier. One thing he suggested was to "Look at the legacy you want to leave behind. If you haven't done enough to leave the right story behind, get started today." He suggests performing a past job and skills inventory and determine what you want to do next that you would enjoy. Lonnie has promised to write an article to share his process for reinventing yourself in retirement.

If you would like to connect with Lonnie about coaching, woodworking or just to catch up, you can contact him at [lawrenc454@gmail.com](mailto:lawrenc454@gmail.com).



Lonnie as "House Captain" on a Building Together site involving almost 40 Intel employees over three weekends

*"Look at the legacy you want to leave behind. If you haven't done enough to leave the right story behind, get started today."*