



# Refresh Your Creativity!

Refresh, renew and recharge your creativity at CreativeBloc 2011!

Join us at the Kirkwood Training and Outreach Services Center • 3375 Armar Drive, Marion, Iowa

**Creative  
ReFresh**

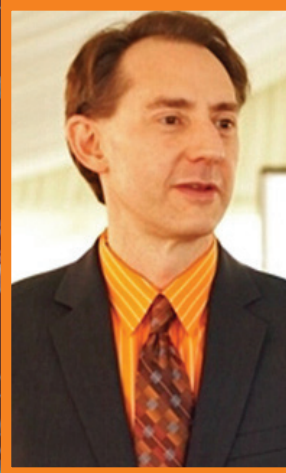
**April 14, 2011**

Register now at  
[www.aafcric.com!](http://www.aafcric.com)



American Advertising Federation Cedar Rapids • Iowa City  
PO Box 10343 • Cedar Rapids IA 52410

**Creative  
Refresh  
Speakers  
Inform,  
Inspire &  
Educate!**



LUNCHEON KEYNOTE SPEAKER

## **Brainzooming Around Creative Barriers**

**Mike Brown**

[www.brainzooming.com](http://www.brainzooming.com)

Regardless of the reasons, an organization's inability to creatively solve problems and realize opportunities can hold it back significantly. Our noontime Keynote speaker Mike Brown, Strategic Innovation Catalyst at The Brainzooming™ Group is author of "Taking the NO Out of InNOvation" and the Brainzooming blog on creativity and strategy. He will share his experience creating, pitching, and implementing new ideas in creatively hostile environments by outworking, outsmarting, and outmaneuvering the forces that hate creativity.

As a former Vice President of a Fortune 500 company, Mike Brown, has been at the forefront of leading culture change, developing simplified tools for strategic planning, and aligning sales and marketing tactics for maximum impact.

His approach has been highlighted in "Fast Company" magazine, and through his writing and speaking, Mike reaches tens of thousands of business people annually, helping them adapt it to strategic planning, branding, marketing, and social media.

In the afternoon, Mike will share some techniques for "Brainzooming Through Your Personal Creative Blocks."



# Creative ReFresh



## MORNING KEYNOTE SPEAKER Please Play Hard

**Vaughn Halyard**  
StoryLounge.net

As StoryLounge CEO, Vaughn Halyard inspires creative collaboration and storytelling by enabling production of stories into cinema, music and interactive entertainment. A former Walt Disney Studios Sr. VP of Strategy and Buena Vista Music Group Sr. VP of A&R, and a respected member of the creative community, he has two Grammy Awards and an Oscar nomination for producing with Stevie Wonder. He has worked with American Idol's Randy Jackson, and artists Mariah Carey and The Fugees and produced soundtracks for *Bad Boys*, *Clerks* and *Cool Runnings*. Where does he get his creative ideas? Find out at CreativBloc 2011!

## Strategies for Navigating Your Creative Career

**Greg Detter**  
The Creative Group – St. Louis, MO

Greg Detter will provide insights into setting career goals that “click” and mapping your next career move. For those just starting out, he'll offer tips for creating a portfolio that attracts and keeps a hiring manager's attention. Learn how to showcase your brand of talent, present your work effectively and create a compelling online portfolio. Greg is Branch Manager of Consulting Services for The Creative Group (TCG). TCG specializes in placing highly skilled creative, advertising, marketing, Web and public relations professionals with a variety of firms. Read all about it at [www.thecreativegroup.com](http://www.thecreativegroup.com).

## Listening to Data and Linking Analytics to Marketing Execution

**Scott Guest**  
LionShare Marketing – Lenexa, KS

Scott Guest is Director of Data Intelligence and Tactical Analysis (DIATA) Client Services for LionShare Marketing, LLC, a fully-integrated marketing services provider. Scott has a keen eye toward uncovering insights and leveraging data to improve clients' bottom lines. Scott will focus on three case studies that walk you through product line initiatives from strategy to analysis. Using DIATA's unique perspective into data analysis, you'll see how typical marketing campaigns can be refined and measured in a way that c-level management will understand and appreciate. For more on LionShare, go to [www.lionsharemarketing.com](http://www.lionsharemarketing.com).

## 7 Resources for Making Social Media SEO Much More Than Idle Chatter

**Susan Maus**  
Word of Maus – Minneapolis, MN

Susan works with clients in a wide range of industries teaching them how to better communicate with their customers and attract new ones. Her social media strategies help small and mid-sized companies qualify prospects, funnel leads and convert sales. By employing a combination of the tools, she will demonstrate how to: increase traffic; funnel leads; improve SEO, drive new content using analytics; and measure the results. Learn more about Susan at [www.wordofmaus.com](http://www.wordofmaus.com).

## PAPERbecause

**Charles McArthur**  
Domtar Corporation – Fort Mill, SC

Charles McArthur, Sustainable Business Rep with the Domtar Corporation, will address common myths and misconceptions about the use and environmental impacts of paper. Learn the key role paper plays in history and everyday life and the reasons why it's an environmentally sound choice and a business builder. Charles has 19 years experience in the forest products and fine paper sector. He assists major corporations and institutions such as Disney, Marriott Vacations International and BlueCross/BlueShield reduce their environmental footprint through more sustainable paper choices. To learn more about Domtar visit [www.PAPERbecause.com](http://www.PAPERbecause.com).

## Amazing Website Solutions You May Not Know About

**Bob Randklev**  
Cyber Innovation

The best Websites engage the visitor rather than being an information storage space. It's all about two-way communication! Is your Website mobile enabled? The fastest growing Internet device is the smart phone. Bob will discuss building Websites that support all platforms. His presentation will focus on solutions available today – many of them free or very low cost. A local boy, he started in the technology and computer industry in the early 1990's as a computer network engineer. In 1998, he founded CyberInnovation.com with a focus on Website design/development and Web/email hosting. Visit [www.cyberinnovation.com](http://www.cyberinnovation.com) to learn more.

## Creating Devotion for Our Brands and Our People

**Jenna Tietje**  
Carmichael Lynch – Minneapolis, MN

Carmichael Lynch, one of the nation's most-admired creative agencies, was named one of the Best Places to Work in Marketing & Media by *Advertising Age*. Join Jenna Tietje, a strategic branding and marketing management executive with C-L, as she reveals how the agency creates an environment that attracts and nurtures talent. Learn how C-L culture contributes to award-winning campaigns for clients such as Subaru of America and Jack Link's Beef Jerky, among others. Jenna has 12 years of client-facing experience across automotive, financial services and retail clients.

## The Coming Out of Hi-BearNation

**Douglas Brull, Derrin Evers, Matthew Luken**  
Grandpa-George Design and Interactive – Minneapolis, MN

Integrity, trust, quality and good design: Grandpa-George challenges all—client, agency, freelancer, student, and owner alike—do better and design well; it makes us all better. Grandpa-George will share a case study on HiBearNation. Its staff of interns was tasked to create everything an eCommerce company—**Hi-BearNation.com**—would need in just 5 weeks! This effort proved to be the best apprenticeship model Grandpa-George has run so far. Partners Brull, Evers and Luken moonlight as Interactive instructors at The Art Institutes International Minnesota (Ai), and were recently featured in HOW Design's Designer Spotlight.

Register online at [www.aafcric.com](http://www.aafcric.com)

Registration Deadline: **April 7** Register early! Seating is limited!

\$125 for AAF Members  
\$175 Non-Members  
\$50 Full-time Students (with valid college ID)  
Walk-Ins, an extra \$10  
Group Discount: Buy three full-priced admissions and your fourth one is just \$100

**Includes morning coffee, lunch and afternoon snack.**

Confirmation information, session selections, and directions will be sent to you via mail or e-mail. No refunds will be given. If you are unable to attend, you may send a substitute. Register early to get the sessions you want to attend.

### Questions?

Contact Denise Stejskal at 563-580-2774 or [aafcricxecdir@aol.com](mailto:aafcricxecdir@aol.com)

To register by mail, copy and complete the following (one for each attendee) and send to: Denise Stejskal, 92 South Park Ridge Rd., North Liberty IA 52317

### REGISTRATION FORM

NAME, Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone, Fax, E-mail \_\_\_\_\_

Payment Method (check one)  Check Enclosed  MC  VISA

Name on Credit Card \_\_\_\_\_

Card number, Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Special thanks to the following for their contributions to this brochure: **The Brandt Co., JP Gasway Company, Diane Slawson of Oak Creek Communications and Amy Belice Graphic Design.**



**The Brandt Co.**  
Marketing Communications