



Innovation Power Packs ... *Propel Your Team!*

Meet the Creative Juice

Select one Facilitator for your Power Packed Session

Tracy Teweles
Tracy and Co.

"Tracy Teweles has conducted several idea generation projects over the past 20 years that I have been both a client and participant, while at Oscar Mayer, Kraft and Pillsbury. She is definitely one of the most creative ideation moderators I have used; leveraging imaginative and highly productive exercises to not only generate ideas, but also insights." ~ Dennis J. Degeneffe, Consumer Centric Solutions LLC



Tracy Teweles has over 20 years experience in reality-based idea generation focused on actionable results that are in line with client objectives and consumer needs. Tracy was the head of the very avant-garde Super Group Creative Services (at Conway-Milliken, now Research International) and she created and ran Idea Team for 12 years, an ideation service at Creative & Response Research Services, Inc. before beginning her own firm in 2004. **Clients include: Kraft Foods, Jim Beam Brands, Kimberly-Clark, Pizza Hut, Purell, Helene Curtis and Coca-Cola.** www.tracy-and-co.com



Brendan Sullivan Creativity Coach

"From all the feedback, your session was educational, enlightening, very appropriate and entertaining. Sounds like a 'grand slam' to me." ~ Gary Schluckbier, VP Technical Services, The Kellogg Company

Brendan Sullivan is a corporate creativity coach. He helps organizational teams, leaders and individuals to generate, explore, build and evaluate more innovative solutions, more creative ideas and to develop a culture of collaborative innovation where talented people can thrive. Brendan's background also includes a career in advertising sales management at the New York Times Company, a decade of Chicago-based broadcast entertainment production, and over twenty years as a professional improvisational actor, coach and teacher. **Clients include: GE, Harley-Davidson, Kellogg's, Deloitte, PepsiCo, Aetna, Procter & Gamble, Whirlpool, Jenny Craig and Bristol-Myers Squibb.**
www.creativitycoach.net

Jonathan Vehar New & Improved

"You did an incredible job...sharing with us the best of 100s of facilitation techniques, helping us create a customized and potentially powerful [ideation] process for Boston Beer Company to use in the future...I have to concur with something [Sr. Executive] said, 'the project would have felt a lot like groping around in the dark without your help.'" ~ Boston Beer Company (Sam Adams)



Jonathan Vehar is a Senior Partner at New & Improved where he works with leading organizations to develop people skills necessary for innovation. *Investor's Business Daily* calls him an "Innovation Guru," and his quick wit, piercing insights and commitment to excellence create powerful programs in the areas of creative thinking, strategic planning, group meeting facilitation, and innovation leadership development. **Clients include: Disney, GE, Johnson & Johnson, Kraft, McDonald's, Pfizer, Red Bull, Texas Instruments, Tyco Electronics and various U.S. Government Agencies.**
www.newandimproved.com



Tom Laughon Melissa Laughon Gayle Turner
Catch Your Limit Consulting

"The Catch Your Limit team has been an asset to our organization. Over the last seven years, we've hired them to facilitate strategic thinking sessions for our board and team building sessions for our staff. And, they co-created Florida Retail Masters, our statewide leadership program designed for the best and brightest of Florida's retail professionals. They're smart, fun, reliable... they're pros!" ~ Rick McAllister, President/CEO, Florida Retail Federation

Catch Your Limit Consulting is a management and marketing firm headquartered in Tallahassee with an office in Richmond, Virginia. Our mission is to guide our clients in the pursuit to catch their limit. We are best known for partnering with our clients to develop leadership and innovation skills at the individual, the team and the organizational levels. Three of our consultants, Tom Laughon, Gayle Turner and Melissa Laughon, specialize in creativity and innovation and are nationally recognized, certified facilitators. **Clients include: McDonalds, Cormetech (Corning/ Mitsubishi), First Enterprise Bank, American Society of Association Executives, Grey Global, BBDO, Foot Cone Belding, Reynolds Metals, Samsung and Electronic Retailing Association.** www.catchyourlimit.com



Leslie Marquard
Marble Leadership

*"Leslie helps make executives wildly successful." ~
A Satisfied Client*

Leslie Marquard is a strategist, change agent, innovator, facilitator and coach all rolled into one. From producing mission-critical growth strategy for an international consumer products company to innovating a next generation public-private partnership, Leslie exploits her unique combination of skills just the way her clients need them. **Clients include: Wrigley, Dannon, US Dept. of Homeland Security, Deloitte, University of Kentucky and Nestle USA.** www.marbleleadership.com



Jan Southern
Wheatland Consulting Group

"Jan Southern's ideation workshop provided learning, fun, and teambuilding all in one day! She really had us creatively think through issues by well-designed activities that came up with fantastic solutions we would never have thought of before! We will all be able to implement many ideas back in the workplace. Thanks! ~ T. Browning, Kraft Foods

Jan Southern is an independent consultant and founder of Wheatland Consulting Group that specializes in Corporate Training, Large Group Facilitation, and Teambuilding. She is also an affiliate of *The Chatfield Group*, a network of professional HR consultants. She brings insight and innovative thinking with over 20 years experience working in both corporate and manufacturing settings. She has extensive experience in coaching successful work teams, leading and designing innovation/creativity workshops, and developing teambuilding events. **Clients include: Abbott Labs., Kraft Foods, Heinz Co., Wm. Wrigley Jr. Co., and PepsiCo.** www.chatfieldgroup.com

Adam Shames
Kreativity Network

"You were fabulous...many staff have told me it was the best experience they have ever had professionally. We are all motivated and committed to creating an environment that allows for creativity and have a plan for our future thanks to your guidance and facilitation. Thanks for jump starting our process and for being our 'Gatorade!'" ~ Jill Tomalin, Senior Vice President, Association Services, Credit Union National Association



Adam Shames is an organizational consultant, facilitator, speaker and creativity expert whose leadership retreats, idea sessions and teambuilding programs have helped dozens of organizations build cultures of innovation and collaboration. He is the founder of the Kreativity Network, has a master's degree from Stanford University, and writes about creativity in his "Innovation on my Mind" blog at www.innovationonmymind.blogspot.com. **Clients include: Accenture, McDonald's and Edelman Public Relations, associations, non-profits and schools.** www.kreativity.net

We'll Sprinkle in Some Creative Thinkers



Holly Birnbaum, Scott Cheney, Gabrielle Sutton
Thoughtly Crew

"The Creative Thinking Agents provided by Thoughtly Crew are by far one of the most powerful resources in my arsenal to ensure success on both innovation and market research projects. Their off-the-charts creative thinking combined with their keen ability to communicate concepts clearly and evocatively sets them apart." ~ Gayle Moberg, Principal, GDM Market Solutions, Market Research & Innovation

Thoughtly Crew provides high-wattage creative thinkers for innovation teams, as well as real-time illustrators and a range of support services for ideation sessions and qualitative research. The Crew's diverse pool of more than 200 Creative Thinking Agents supplies creative consumers who conjure up breakthrough concepts, adding dynamic energy to every project. **Clients include: RJ Reynolds Company, RCG Research Consultants, Zurich, Research International, Bamboo Worldwide, Clear Ideas, MotorBrains, Harris Bank, NFTE - National Foundation for Teaching Entrepreneurship, QRCA - Qualitative Research Consultants Association and The Innovation Practice.** www.thoughtlycrew.com

One On-the-Spot Meeting e-Scriber



Rebecca Berneck
Officeheads, Inc.

"Rebecca is charming, smart as a whip and very facile at capturing the essences of meaning rather than just words. She can transform the effectiveness of a meeting." ~ Bill Ruprecht, CEO @ Sotheby's

Rebecca Berneck is the founder of Officeheads, Inc. and has over 10 years experience in real-time transcription, aka "eScribing." She transforms the thoughts, ideas, and bubbled-up ah-ha's that are unleashed during brainstorming sessions into well organized and detailed notes that springboard any project toward success. **Clients include: Walt Disney World, Sotheby's Auction House, Ameristar Casinos, Culinary Institute of America, The Vitamin Shoppe, Isle of Capri Casinos, ITT Industries, and Trizec Properties.**

www.officeheads.com

And envelope you in the creative environment of Catalyst Ranch



Catalyst Ranch

".....using Catalyst Ranch as the venue for most of our major innovation team events, we have achieved the following milestones of success with them in just three years:

- 3,300 Total New Ideas have been conceived*
- 1,730 Ideas for New Businesses*
- 1,583 Ideas for New Products*
- 115 Ideas have been developed into testable concepts*
- 4 new businesses have completed development, launched into the market and are now generating revenue"*

~ Jay Terwilliger, Business Innovationist & President, Creative Realities

Catalyst Ranch is a unique offering for companies who are looking to spark creativity and innovation in corporate teams. Eva Niewiadomski, Ranch Czarina [owner, designer] of Catalyst Ranch, refugee from spending twenty years in Fortune 500 Corporate America says, "When you bring people off-site, irrespective of the reason, you want them to come with a fresh, open mind, receptive to new ideas. One way to open the mind and clear it of stale, preconceived notions is to disorient it. Disorientation is essential to creativity and new thought." Catalyst Ranch has been successful disorienting its clients and fostering mountains of new ideas for over 6 years. **Clients include: Pepsico, Wm. Wrigley Jr. Co, Conagra, Google, Chicago Public Schools, Radio Flyer, McDonald's, Proctor & Gamble, Cars.com, British Petroleum (BP) and Beam Global.**
www.catalystranchmeetings.com