



American Creativity Association
International Conference 2006

*We can't solve problems by using the same kind of thinking
we used when we created them.*

-Albert Einstein-

What will this conference mean to your organization and your employees? Your employees will gain skills and knowledge that will increase their value to your organization while enhancing their self-growth. They will have opportunities to learn from and network with renowned national and international experts – including:

Peggy Van Pelt (Walt Disney Imagineering, Los Angeles, CA)

Andrew Ouder Kirk (3M Corporate Scientist, 3M, Minneapolis, MN)

David Pearce Snyder (Independent Consulting Futurist)

Michael Beyerlein (Director of the Center for Collaborative Organizations, University of North Texas, Denton, TX)

Sam Stern (Dean, School of Education, Oregon State University, Portland, OR)

Doug Hall (Founder and CEO, Eureka Ranch, Cincinnati, OH)

Robert Alan Black (Ph.D., CSP., Cre8ng People, Places & Possibilities, Athens, GA)

Kirpal Singh (Professor, School of Economics & Social Sciences, Singapore Management University, Singapore)

Ann Herrmann-Nehdi (CEO, Herrmann Brain Dominance Institute, Lake Lure, NC)

Alex N. Pattakos (Director, Center for Personal Meaning, Santa Fe, NM)

Abdullah Alsafi (Professor, King Khalid University, Abha, Saudi Arabia)

Ta -Wei Lee (Professor, National Taiwan Normal University, Taiwan)

Betty Otter Nickerson (COO, Lance Armstrong Foundation, Austin, TX)

Mitchel Stoller (CEO, Lance Armstrong Foundation, Austin, TX).

We believe that companies can dramatically increase their creative performance once they recognize the nature of their creativity and learn how to actively promote unanticipated improvements and innovations.

-Sam Stern, Conference Keynoter in his award winning book, *Corporate Creativity, How Innovation and Improvement Actually Happen* written with Alan G. Robinson-

American Creativity Association International Conference
March 22 - 25, 2006 at Austin Airport Hilton; Pre-Conference: March 20 - 21, 2006

For full Conference schedule and to register your team
go to www.amcreativityassoc.org/2006Conf-team.htm
or e-mail barry@amcreativityassoc.org or call (512) 223-7076



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By attending this conference, your people will gain knowledge from world renowned experts while learning to:

- ✓ Effectively **integrate and apply creating, innovating and thinking** into every day business lives.
- ✓ Accelerate creativity to compete in the market place — **speed up your creative processes.**
- ✓ Explore identifying both the problem and its root cause. **Improve results through the creative application of problem solving techniques.**
- ✓ **Recharge creativity batteries in ways that complement innovation.**

A few of the over 70 sessions offered:

- Enabling Collaborative Creativity at Work
- The Athlete Mindset: Learn and apply the same creative methods used by professional athletes to succeed in pressure situations
- Using TRIZ Lines of Evolution to Predict and Unfuzzy the Fuzzy Front End
- Creativity, Innovation, and Global Competitiveness
- Innovate On Purpose™
- Creative Ways to Recruit a Creative Workforce – A Case Study
- The Birth of Novelty: Ensuring New Ideas Get a Fighting Chance
- A Study of the Applicability of Idea Generation Techniques
- Risk Taking as factor of Creative Thinking
- Top Ten Tips for Capitalist Creativity Success
- A study of the relationships among gender, group size, personal creativity, and group technological creativity

For all full program details go to:

<http://www.amcreativityassoc.org/2006Conf-program.htm>

Enroll your team of three employees before February 24th at the team discounted price (a savings of \$1185 or more) and receive ALL of the Conference benefits. For the full conference schedule and to enroll on line go to www.amcreativityassoc.org/2006Conf-team.htm or e-mail barry@amcreativityassoc.org or call (512) 223-7076



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What is the return on your investment?

A team of three employees from your organization:

- Attends the full 3.5 day Conference, choosing from over 70 sessions
- Has guaranteed seats in the exclusive Master Classes
- Learns from and network with renowned national and international experts
- Each receives a complimentary copy of the ACA Press reprint of *Are We Creative Yet?*
- Each may attend the Pre-Conference workshop on Creative Uses of Technology at no extra charge
- Each receives a one year membership in the American Creativity Association
- Meals included
- Each may choose from the pre-conference options below at an additional discounted cost.

Discounted registration fee of \$1500 for three employees! (A \$2685 value- Save \$1185)....Register before February 24!

Team Pre-Conference Options (additional discounted cost)

Option 1--Two-day de Bono Creativity Course (Monday 3/20 & Tuesday 3/21)
Special Conference discount of \$750 per person (A \$999 value)

Option 2-- One-day Introduction to TRIZ (Tuesday March 21)
At the special Conference discount of \$150 per person (A \$250 value)

Option 3-- Half-day Thinking Expedition Course (Saturday, March 25)
At the special Conference discount of \$100 per person
(A \$150 value)

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Testimonials

If you are interested in learning about how innovation and creativity can make your organization more successful, this event is for you.

Jim Butler, Manager of Creative Industries Development, City of Austin

In a world that has become quite inconceivably and globally complex, leaders at all levels need to learn new, open, and creative ways to solve problems, initiate solutions, and manage change. The 2006 ACA Conference has been designed with such persons in mind, which is to say, it has been designed for you. I hope to see you there.

H. Ramsey Fowler, PhD, Dean, New College, St. Edward's University,
Austin, Texas

Unforgettable - Of the many creativity and innovation conferences each year, the one I consistently choose to attend is the annual ACA conference. The atmosphere is friendly, communicative and unpretentious. Attendees have wide variety of skills and backgrounds. Each year ACA attracts notable keynoters who deliver unforgettable insights, e.g., last year Edward de Bono traveled from Dubai in the Middle East to keynote at ACA. This year's list of keynoters is again impressive. I am particularly looking forward to the keynote by Sam Stern, Dean of the Oregon State College of Education and author of prize winning book "Corporate Creativity: How Innovation and Improvement Actually Happen."

David Tanner, Former Director DuPont Center for Creativity & Innovation