

INNOVATION SESSIONS & THEIR PRESENTERS

Innovative instructors, researchers and those involved in every facet of creative life and industry will offer their talents and insights to Conference attendees this year. In addition to a wide variety of keynote and special feature speakers, you will choose 3-6 individual Innovation Sessions offered each day.

DAYS ONE & TWO:

“That Elusive Term: Creativity-- OR I Know That You Think That You Understood What I Meant When I Said “Creativity”, But I’m Not Sure If What You Understood Is What I Meant”

An intriguing exploration into “what IS creativity?” based on Dr. Abron’s research on self-perception of creativity, particularly on the differing perceptions of creativity and how these beliefs inform our lives. “We see educational transmission of cultural values based on educator’s perceptions of creativity, thus beliefs about creativity are transmitted unconsciously to future generations”... is just one of her intriguing findings and thoughts.

Dr. Jeanne Abrons, Champlin, MN

Dr. Abrons has been in the creativity field for over 30 years. She has a MA in Critical and Creative Thinking and a Doctor of Education with a focus on creativity and higher education.

“Focus Your Vision”

Building on a DeWitt Jones film “Everyday Creativity” which Ulmer says brings to mind the Marcel Proust quote, “The journey to discovery consists not of seeing new landscapes but in having new eyes,” you will enjoy Paula’s workshop... substantive and uplifting!

Paula Ulmer, MLA

Adjunct Professor, Northwood University & Northwood University College

“Is the Media Still the Message? Putting Your Right Brain to Work in a Left Brain World”

Few young professionals exhibit the enthusiasm and insight that are de rigueur for Arons! Jay will talk about the way creative skills translate into answers to the challenges of our day to day world. We ALL need some form of marketing whether we are teaching, learning, working, or living. But where do the ideas start and HOW do we make it all happen?

**Jay Arons, Citadel Broadcasting Marketing Consultant
Member, Midland, MI Midland Area Marketing Partnership**

“Developing Creativity Coaches: a Five Step (Interactive) Process”

Discover how to jump start students or trainees into being creativity coaches for one another. In this workshop you will work through steps to help another person uncover their creative self.

**Dr. Sally Martin Stewart, Adjunct Instructor, Lansing Community College;
Dr. Stewart teaches “Creative Thinking for Business” is a full time artist and consultant to
business and government related to creativity in planning and development**

“Get Real! Using Creativity to Solve Real Business Problems”

This workshop introduces innovative strategies for identifying solutions to real business problems. Tools presented demonstrate that creativity is not *just* fun, but essential to reaching unexpected solutions! This interactive presentation will benefit business professionals and academics alike.

Laurel Ofstein, MBA; Assistant Director, The Leo V. Ryan Center for Creativity & Innovation,

DePaul University & Instructor in the Department of Management
at the Charles H. Kellstadt Graduate School of Business at DePaul. She teaches courses in
Creativity in Business, Entrepreneurship and Corporate Venture Management.

“!YLTNEREFFID

Seeing Things Differently”

How do we ignite the flame of creativity, imagination and innovation in our employees, students and lives? “A shift in perception can help you understand the world in a different way, from a new angle...and lead to life you truly desire” (Daily Om, July 5, 2005) Discussion and take away activities will help participants identify HOW we and others see things and OBSERVE new activities which may be incorporated in classroom, work and life,

**Michael E. McDermott
Olathe, KS**

A prior presenter, Michael describes himself as in a “state of self-reinvention” As adjunct faculty he facilitates courses in business and problem solving.

DAY 3:

“The Expression of Self: Innovative Approaches to Teaching Creativity”

Popular presenter Henderson will present a hands-on workshop, exploring innovative techniques involving both individual and group work for teaching creativity, imagination and the expression of self. Participants will learn how to help students change their perspective toward creativity.

**Dr. Linda Henderson, Adjunct Professor,
Psychology, Creativity & Management, Northwood University
Troy Learning Center; award winning color photographer;
Co-author, *Job Search Navigator***

**“Quick on the Draw” a hands on seminar for doubters who “can’t draw a straight line” OR
The “I Forgot What You Called It” Breakout Session!**

Many of us never realized that drawing is a skill that can be learned by *anyone*. If we’d never been taught the alphabet, would we be able to read or write? Had we not learned numbers and how to use them, would we be able to solve even the most rudimentary math problems? So it is with learning to draw... there are fundamental skills that can be acquired-- often to the surprise of the beginning artist! Learning how to draw is primarily about learning how to *see*. In this workshop you will be introduced to the drawing process through hands-on exercises that will *guarantee* a lovely, finished piece of art!

**Cynthia Keefe, MFA, Vermont College; artist, Director of Arts Outreach
and Curator, the International Costume Collection, Northwood University, Midland**

“E-Creativity: Learning New Techniques for Presentation”

A hands-on how to session on new techniques for creatively preparing materials for presentation. You won’t believe what you can do with your computer after this session! A true skill building session.

**Marcia Berkey, Webber International University
Babson Park, Florida. Ms. Berkey is
a founder of the annual (winter) Florida Creativity Weekend**

“Focal & Peripheral Vision: empiric studies prove our visual states influence our performance”

Focal and peripheral vision influence how we see and think, and the simple exercises taught in this workshop will help you to be aware of optimal use of a specific state at appropriate times. Changing states of vision do affect our thinking and can accentuate various perceptions. Come learn how awareness allows for more control... and more desirable outcomes... in our daily lives. An intriguing concept!

**Professor Nancy Lee Strube, Graphic Design Department, Virginia Commonwealth University, Richmond, VA.
Her work in conceptual design created the Kodak disc camera,
Max-Pax coffee filter rings and the uniforms for the Osaka World’s Fair in Japan.**

Sessions also will be presented by the 2007 Alden Dow Creativity Center Fellows.