

BEYOND THE BOTTOM LINE

How Creativity and Innovation Affect Our Work, Change Our Learning, and Enrich Our Lives

Alden B. Dow Creativity Conference

Northwood University NADA Center

July 12-15, 2007

| SPEAKER | TITLE | TOPIC | WHEN | WHERE |
|--|--|--|---------------------|-------------------------------------|
| Dr. Jeanne Abrons Champlin, MN | "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." | How we DEFINE creativity and see ourselves and others in relation to it! | July 12 2:30 PM | NADA Center at Northwood University |
| Jay Arons Marketing Consultant Citadel Communications | "How Can Your Message Be Heard in this Over-Messaged World?" | Using creativity to break through the thousands of images and messages confronting us each day | July 13 10:30 AM | NADA |
| Leland K. Bassett, Chairman And CEO Bassett & Bassett, marketing, corporate communications | "Communication's Creativity Challenge: Make Sure the Message You Send is The Message Received." | How integrated strategic communication management... and understanding how and what people hear/see/do affects your message | July 13 Noon | |
| Berkey, Marcia Information Systems Mgr. Webber International University, Babson Park, FL | "PDQ PowerPoint" | RSS, Blogs, Pod/Vodcasts, Oh my! How can we use technology more creatively in teaching and learning today's important concepts | July 14 10:30 AM | NADA |

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| Dr. Robert Alan Black International Creative Consultant | “Are You Creative Like Einstein, daVinci, van Gogh or Vasarely?” | Finding your creative management style... perhaps it is like one of these famous thinkers/creators? | July 14 9:00 AM | Alan Black is a fascinating presenter! Web site: www.cre8ng.com |
| Dr. Linda Henderson Speaker, teacher, workshop leaders, award winning photographer | “Innovative Approaches to Teaching Creativity & the Expression of Self | Helping students to overcome the fear of creative expression, understanding the value and discipline of creativity | July 14 10:30 AM | |
| Nancy Keene Director, Stanton Chase Dallas; consultants in executive search | “Work and the Art of Reinvention” | We live in fast changing times when the world redefines itself overnight. So must we.. redesign our skill sets, our lives, our learning. | July 13 6:30 PM Evening features an International Buffet | NK is a frequent speaker for young executives and people making career changes. |
| Cynthia Keefe Artist, art instructor | “Quick on the Draw” | Artist Keefe will prove that anyone and everyone can draw! | July 14 10:30 AM | |
| Craig McDonald Director, The Alden B. Dow Archives, Home & Studio | “The Colorful Legacy of Alden B. Dow, Architect” | Through PowerPoint and narrative, the legacy of color and design with nature of Midland’s own ABDow, architect laureate of Michigan, is explored. | July 15 10:30 AM | Special buffet brunch this day |

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| <p>Michael McDermott Olathe, Kansas, adjunct faculty. Member, Creative Education Foundation</p> | <p>“!YLTNEREFFID: Seeing Things Differently”</p> | <p>Some of us see and may not be convinced that others might see differently. Changing how we see things can be a valuable tool for increasing creativity and staying open to new ideas</p> | <p>July 13 2:30 PM</p> | |
| <p>Dr. Julie Lamb Milligan Assoc. Professor, Arkansas State University Dept. of Educational Leadership, Curriculum & Special Education</p> | <p>“Creativity and Giftedness: A Link from the primary grades to the business world of banking”</p> | <p>Presents a study of 75 children in a three year program combining creative thinking and economic skills, and the surprising results.</p> | <p>To be announced</p> | |
| <p>Terry Moore CEO MidMichigan Health</p> | <p>Leaders & Leadership</p> | <p>A striking and inspiring presentation on the art of leadership and how it can inspire (or destroy) innovation</p> | <p>July 12 Noon</p> | |
| <p>Laurel Ofstein Asst. Director, Leo V. Ryan Center for Creativity and Innovation, DePaul University</p> | <p>“Get Real! Using Creativity to Solve Real Business Problems”</p> | <p>Innovative strategies to identify solutions to real business problems. Creativity is not just fun, it is essential to reaching unexpected solutions.</p> | <p>July 13 2:30 PM</p> | |

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| <p>Dr. Elsie Ritzenhein Director, Macomb Academy of Arts and Sciences</p> | <p>Will introduce her upcoming book on generative leadership</p> | <p>Written with Karl Klimik from Convergence and Kathy Sullivan, the first US woman to walk in space.</p> | <p>To be announced</p> | <p>Dr. R. is an expert in integrated curriculum and brain/mind principles. She holds many prestigious appointments.</p> |
| <p>Linda Solomon Author, celebrity photographer</p> | <p>“Snapshots of Hope”</p> | <p>How a leading photographer worked with inner city shelter children and the surprising results in self esteem</p> | <p>July 12 6:30 PM</p> <p>A special French- inspired dinner</p> | <p>General Motor is now sponsoring Linda and her project in 11 U. S. Cities.</p> |
| <p>Robert Stafford First Vice President, Chemical Bank and Trust. With Dr. Scott Gaynor, Dr. Christian Velasquez, Jenee Velasquez and other Ruby Award winners and featuring Mike McGee, co founder of Interlude magazine, sponsor of the Ruby Awards</p> | <p>“When a Ruby is More Than a Gem”</p> | <p>Community leader Stafford will moderate a panel of the under 40 young professionals who have received the Ruby Award for their unusual achievements.</p> | <p>July 14 Noon</p> | |

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| Professor Nancy Lee Strube Graphic Arts Dept, Virginia Commonwealth University | “Empiric Studies of Focal and Peripheral Vision” | Simple exercises to learn new ways for our vision to influence how we think and see | July 14 2:30 PM | Strube’s conceptual designs created the Kodak disc camera, Max-Pax coffee filter rings and the uniforms for the Osaka World’s Fair in Japan |
| Paula Ulmer Adjunct Professor, Northwood University College | “Everyday Creativity: Seeing the Extraordinary in the Ordinary” | She will present and then speak from an exceptional film on “seeing things with a new eye” | July 13 9:00 AM | |

Details for all events are available at www.northwood.edu/abd (click on “Creativity Conference”).

You can also call (989) 837-4478 for registration information.

Guests and Northwood students may enroll in the conference for academic credit.