

Teachers Explore Their Obstacles from the front lines of the 'Quiet Revolution'

E. Paul Torrance gave us great comfort when he wrote of the pace of the Quiet Revolution, "Practically every curriculum reform during the past year had moved education in the U.S. to be more creative in nature. Now there are numerous textbooks, workshops, instructional materials, videos, seminars, etc., developed for use in teacher education programs to develop competencies for creative teaching." (FOCUS, July 2002.)



**by Sherry
 Minnard
 Rappaport**

But what TBD Enterprises and Associates found on their inaugural voyage with a two-day workshop entitled *Fueling the Flames of Creativity* in the public school district of BenSalem, Pennsylvania was that of the 164 teachers who attended—14 on day one, 150 on day two—none knew of creativity as a field of research, nor were any of them educated during their certification process in creativity theory, nor even practical tools for curriculum development and classroom dynamics. In fact, of the few teachers' colleges in our nation that offer creativity psychology or theories/tools classes, the majority are electives and populated with students from other vocational tracts. It is no surprise that teachers don't realize they're on the front lines of this Quiet Revolution.

With a lack of training in creativity as one of the causes of the disparity between the current state (a few creative graduates DESPITE schools) and future desired state (all graduates creative BECAUSE of schools), Harvey Mathason, Lynne Krause, and Don Koestler led the participating teachers and administrators through a dynamic and interactive pro-

gram covering Whole Brain education, Systems Thinking, Creative Processes, and Teachers as Creative Coaches. Our goal was to help teachers recognize the characteristics of creativity, to believe that all children are creative, and have the potential for higher levels of creativity, and to present processes to encourage this in their students, administrations, and themselves.

Their initial reaction to our theories and applications was encouraging: they were thrilled with learning how a child's brain actually functions as far as creativity and growth, and teaching toward different "types" of creative children. They were drawn toward the ready-to-use creativity tools, especially ones fostering group support for innovative risk taking. They attended in hopes of finding more creative avenues toward leadership roles in their schools. They asked for clarity around the correlations between creative theories and their direct and functional applications in the classroom.

The participants offered many obstacles to creativity, providing a disparaging glimpse into the constraining environment in which teachers

continued on page 3

**in
 side
 this
 issue**

- 2** President's Column by Darlene Boyd
ACA Boards and Staff
- 4** One Letter Can Make All the Difference
by Anne Durrum Robinson
- 5** Interview—Alan Black
by Harvey Mathason
- 7** ACA 2005 International Conference
Hot Keys to Creativity
- 8** Meet Austin Conference Local Chair
Barry Silverberg
Election—ACA Board of Directors
ACA Membership Application

ACA 2005 International Conference

**March 30 – April 2, 2005
 Omni Downtown Hotel, Austin, Texas**

Check page 7 for **HOT KEYS...**



ACA -board of directors-

President

Darlene Boyd, University of California Irvine, Irvine, CA
dboyd@uci.edu • 949.824.8927

President-elect

Larry Busch, Southern Illinois Univ at Carbondale, Carbondale, IL
buschwl@aol.com • 618.453.7598

Past President

Tara G. Coste, University of So Maine, Lewiston, ME
tcoste@usm.maine.edu • 207.642.6864

Secretary

Paul G. Caron, University of So Maine, Lewiston, ME
caron@usm.maine.edu • 207.753.6549

2005 Austin Conference Local Chair

Barry Silverberg, ACC Center for Community-Based &
Nonprofit Organizations, Austin, TX
bsilverb@austince.edu • 512-349-7723

Director of Public Relations

Russ Barnes, Director of Public Affairs, Bethesda, MD
rbarnes7@earthlink.net • 301.564.3741

Director of Operations

Rosita Brennan, Brennan Associates, Abington, PA
hrhrosita@aol.com • 215.657.4916

Director of Training Program Development

Marilyn Schoeman Dow,* ThinkLink, Seattle, WA
gogreenlight@mac.com • 206.200.7212

Director of Marketing

Jamie O'Boyle, Cultural Studies & Analysis, Philadelphia, PA
cultureking@compuserve.com • 215.413.9041

Director of Student Membership Program Development

Fredricka Reisman, Drexel University, Philadelphia, PA
freddie@drexel.edu • 215.895.6770

Director of Corporate Relations

Daniel D. Reuster, Outland Research, Seattle, WA
reuster@rrinyc.org • 917.572.9487

Director of International Connections

Kirpal Singh, Singapore Management University, Singapore
kirpals@smu.edu.sg • 65-68220207

Director of Regional Chapter Development

William Wurtz Jr.,* Coaching for Creativity, College Station, TX
william.wurtz@tamu.edu • 979.696.2091

ACA -advisory board-

Winston Brill, founder and CEO of Winston Brill Group, named one of
Business Week's most innovative researchers

Daniel Burrus, President, Burrus Research Associates, Inc. & author,
Technotrends

J. Michael Dady, Dady & Garner, P.A., nationally recognized franchisee
trial lawyer

Alexis I. du Pont de Bie, Sr., Psychologist and Ed. Consultant for the
Gifted

Edward de Bono, Author, *Serious Creativity* & over 50 books on
creativity

Art Fry, former corporate scientist at 3M, innovator of Post-it® Notes

Doug Hall, founder and CEO of Eureka! Ranch & author of *Jump Start
Your Business Brain*

Ann Herrmann-Nehdi, CEO, Herrmann International, leading expert on
whole brain technology

David Horth, Senior Faculty, Center for Creative Leadership

Joyce E. Juntune, Texas A&M University, former ACA Ex. Dir.

Martin E. Kenney, Jr., CEO and Director of WRC Media Inc. a supple-
mentary educational publisher and media company

Michael Michalko, creativity expert & author of *Thinkertoys: A Hand-
book of Business Creativity*

Mary Murdock, Assoc. Prof., International Center for Studies in
Creativity

William R. Nash, Prof. of Ed. Psychology, Texas A&M University,
Chair of ACA Charter Board

Kobus Neethling of South Africa has published 70 books & produced
four hit TV series including *Creativity*

Randy Nelson, Dean of Pixar University, Pixar Animation Studios

Sidney J. Parnes, Prof. Emeritus of Creative Studies, Buffalo State
College

Gifford Pinchot III, Author, *Intrapreneuring & The Intelligent
Organization*

Anne Durrum Robinson, Consultant, Creativity, Communication and
Common Sense

Dorothy A. Sisk,* Director, Center for Creativity, Innovation & Leader-
ship, Lamar University

Morris I. Stein, Professor Emeritus in Psychology, New York University

David Tanner,* Former Director, DuPont Center for Creativity &
Innovation

Bob Thaves, Syndicated Cartoonist, *Frank & Ernest*

Jack P. Varsalona, Executive Vice Pres. & Provost, Wilmington
College

* Former ACA president



President's Column

by Darlene Boyd

announcing

ACA's
2005
President

Darlene
Boyd

Director of
UCI Gifted
Students
Academy
University of
California Irvine

A colleague and I recently dined at a local Orange County, California bistro. During our dinner entrée, we discussed my upcoming ACA presidency. My opinionated colleague immediately shared his thoughts on the creative process and his experiences in helping executives to be more creative in their daily lives. My perceptions, at the time, seemed to be of no interest to him. His commentary took us right up to a dessert decision. I noted that my favorite dessert, crème brulee, was labeled as "creative crème brulee." My colleague immediately gave his perception of what a "creative crème brulee" might be. Might it be served in a waffle cup? Might it be creamier than the usual faire? Might it be garnished? Might it be served with a sparkler? I, being in a more convergent mode, chose to go right to the source rather than hypothesize options. I asked the waiter what made the crème brulee creative. Clearly a stereotypical surfer dude by day and a waiter by night, his immediate response of "huh? dunno," should have been anticipated. Then zipping into his bistro waiter role, he followed with his reply of "it's a surprise." Loving surprises and especially creative surprises, I ordered, with anticipation, the "creative crème brulee." The alleged creative dessert clearly looked and tasted like the traditional crème brulee. The only noticeable exception being the placement of teeny star cookies on the crunchy topping.

Now our conversation took a shift to MY perceptions of the mislabeling of things and activities as creative. Can a crème brulee ever be creative? Can teeny stars make something creative?

Driving home my thoughts reflected on our evening's dinner conversation and the manifestation of egocentricity in our verbalization attempt to clarify the concept of creativity and creative productive thinking. I recalled that the principle of egocentricity might be defined as the confusion of immediate perception with reality. Egocentricity is often viewed as the opposite of critical thought.

Though each of us is both egocentric and fair minded to some extent, we must remember one of the purposes of our exploration and study of the concept of creativity as an association. It is to help ourselves and

Focus is published by American Creativity Association™...promoting a creative society

© 2005 by American Creativity Association™

Parts of this publication may be reproduced with permission from the editor.

-staff-

Executive Director

Lynne Krause ACAexdir@aol.com • 888.837.1409

Director of Communications & Editor of FOCUS

Ann Anderson Lemon ACAcomdir@aol.com • 630.346.6786

Director of International Connections

Alan Black alan@cre8ng.com • 706.353.3387

All materials and advertising should be sent to the

FOCUS editor: Ann Anderson Lemon

PO Box 477

Sawyer, MI 49125

Publication deadline for the **FOCUS** is two months preceding the issue.

Example: May/June issue copy deadline is March 1

All address changes should be sent to the national office:

ACA, P.O. Box 5856, Philadelphia, PA 19128

Fax: 888.837.1409 • Email: ACAinformation@aol.com

I extend my personal invitation to each of you to come to Austin, Texas, pursue this year's theme



those with whom we regularly interact, move away from egocentricity as we move toward increasingly critical and creative productive thought.

We can facilitate discussions of egocentric thought and behavior whenever such discussions seem relevant. However, we should be encouraged to recognize those common patterns of egocentric thought as we move to being sociocentrically fair-minded creative thinkers. Just what might be the best forum to practice this process? The answer is quite clear. It is the ACA Annual Conference.

Don't miss this unique opportunity to spend several days engaging in sociocentric thinking and much more. The ACA Conference just might be the ultimate truly creative dessert; as we come together as thoughtful productive members of our unique association. I extend my personal invitation to each of you to come to Austin, Texas, pursue this year's theme, and feel the fire of the hot keys of creativity. Visit the conference website, www.feelthefire.org, to see the not-to-be missed opportunities for sociocentric thinking and feeling.

Teachers Explore Their Obstacles...continued

try to grow professionally. Many of their fears are deeply embedded misleading fiction, others are sad facts:

1. The *administration fears* creativity training for teachers as antithetical to pedagogy as it revolves around and depends on the structure of Bloom's taxonomy; the six categories of cognitive objectives from which curriculum blooms.
2. The *curriculum is designed to standardize*. The creative classroom is countercurrent to a more linear classroom environment.
3. Gifted and Talented *programs exist to absorb* and compartmentalize those students who cannot be reigned into and flourish within the standardized public school environment.
4. Teachers are *hyper-focused and overly reliant on* technology, confusing its innovative functionality with creativity.
5. To push the administration or class/curriculum beyond the acceptable "range" is to commit *career suicide*.
6. There *isn't enough money* to push creativity training to the top of teacher development programs; falls far beneath subject specific training, if it's on the list at all. Public schools compete with increasing numbers of charter schools for cash. Even then the state has to cut this local aid in order to maintain a balanced budget.
7. There *isn't enough time* for creativity. "We lack the know-how to combine creativity with the fundamentals in order to provide a meaningful creative experience with the subject matter."
8. *There's only one right answer*. "We depend on school performance ratings for our state bread and butter. And eventually, these children will have to conform to a college application process that looks at their SATs and class ranking. So, I feel responsible for preparing them for the sad reality." Until creativity training results are longitudinally studied and documented, emphasis will remain on current reliable statistics of student performance.

Nations that exceed us in graduation rates have a *national commitment* to strong curriculum and intense teacher training. In our decentralized system where states are left to their own resources, the resulting culture has not been one that supports improving the thinking processes located, ironically, at the top of Bloom's taxonomy: synthesis and evaluation.

Though E. Paul Torrance believed that his 1982 study showing that ever higher levels of student creativity due to increased use of CPS in classrooms would continue to rise with improved teacher training, I found only five hits through Google hinting at this progress. Four of them were in Asia, the fifth was the government of Scotland's home page.

If the participants of Fueling the Flames workshop was a reliable cross section of the nation's educators, we can at least take comfort that the front lines of the Quiet Revolution exist. The teachers are aware that their students are not yet being prepared for success in the broader context of life that the next century will bring. Teachers are subject to as many obstacles as have repelled creativity trainers from the stronghold of education reform. In developing the next Fueling the Flames workshop, we might well discover the diversity of transformational solutions in this land of limitations will be worth the swim up the river.

To join an ongoing, constructive, national dialogue on creativity in public schools, write to sherry@coachingwithcreativity.com.

Sherry Minnard Rappaport

is founder of the ACA-Boston Chapter, freelance creativity writer and candidate

for a Master's of Science degree at the

International Center for Studies in

Creativity in Buffalo, NY,

Sherry coaches emerging leaders and

groups into accelerated

professional creative evolution.

“I am **ON** my way.”

“I am **IN** my way.”

One Letter Can Make All the Difference!

by Anne Durrum Robinson



Anne Durrum Robinson is a consultant and creativity connoisseur.

She has taught workshops and given keynote speeches for business, government, and academia in the U.S. and other countries.

Anne serves on the ACA Advisory Board.

Contact Anne Durrum Robinson at e-mail: anniecreate@hotmail.com.

*The No. 1 Ladies' Detective Agency, Alexander McCall Smith; Anchor Books (A Division of Random House, Inc.), New York 1998 (paperback)

My husband and I are crossword puzzle fans. Of any *reasonable* puzzle, that is. None of those larger mind-bogglers for us. Every night, for about an hour, we sharpen our aging wits against the “daily challenge” in the *Austin American Statesman*. Usually we end triumphantly at 9:00 and I go to another challenge—my strong-willed computer.

Sometime, like the lyrics in the famous song, “the livin’ is easy.” But occasionally we get the whole—censored—thing done except for one small corner. There we hang, often for quite a spell, and the stumbling block may be ONE WORD, or even JUST ONE LETTER.

Suddenly a light comes on in one of our heads. We CHANGE THAT ONE LETTER, and voila, the puzzle is solved.

This morning very early, at a time when many slow-moving mental runners cross my home plate, I had the epiphany that became the title of this article on creative thinking (With my arthritic typing that phrase almost became CREATIVE THINNING which *could* lead to another article.).

“I am ON my way.”

“I am IN my way.”

ONE LETTER CAN MAKE ALL THE DIFFERENCE!

My current life’s work (in a lo-o-ong line of life works, but then, at this age, I’ve had a lo-ong life) is encouraging other people in *theirs* with emphasis on *more creative thinking*. And I’m not speaking of world-shaking breakthroughs. I’m just championing fresh looks at ordinary things or situations.

I’m a long-time fan of Joyce Wycoff and her incredibly creative outlook, her Monday morning e-letters, her international conferences, and her top-notch clients. But in this homey little article I’m not addressing her, her exciting theories, or her boundless audience of big-time thinkers.

I’m talking to the “everydays,” big and little, who take a furtive peek at the creative landscape and find it a bit like Africa in the famous quote by Alexander McCall Smith, “...There was no end to it. A man could walk or ride forever, and he would never get anywhere...”*

I’m now 91. For at least seven decades of that mortal span I’ve been linking my own creative endeavors with those of others and encouraging all of us to continually attempt bigger, better, and brighter accomplishments.

Even in high school I was an encourager. And in college. And in my varied business life as a secretary, a teacher of business skills, an ad agency business-manager and copywriter, a building business manager and assistant director, a radio writer for local stations and a

national network, a free-lance writer/performer, a world traveler, and—for the last thirty years—a trainer/course-designer/speaker.

My greatest satisfaction is to help someone—anyone—live up to his/her full potential or set of potentials. I constantly find that most people have many more creative possibilities than they realize.

In my creative-aging book, (still in progress) I urge folks to spend their middle years widely exploring other interests and fields. I emphasize seeking variety rather than perfection. We’re being met with increasingly varied challenges so, we will need increasingly assorted experiences.

In a fascinating new e-zine, *The Innovation Road Map*—which gives encouraging direction to creativity, strategy, leadership and innovation—there is a chuckle-producing cartoon by Scott Byers in which a victorious knight on horseback looks at his fallen foe and says, “It’s all a matter of footwork and timing.” In the background are the downed knight’s horse and a demolished windmill. Those of us who have been around a long time recall successive eras in which windmills were part of a familiar scene. Then they became historic has-beens. Then they were rather ridiculed in song and story, hence the phrase “tilting at windmills.” Now they are emerging as a possible and even probably source of future power.

So up-coming eras, in their own tongue-in-cheek ways, may slowly transform certain jokes into potential juggernauts.

In the same unpredictable format certain things in our lives may need to be carefully reconsidered: goals, overemphasized talents, directives from parents and others. Are they still valuable and helpful to us? Should we now bid them reluctant good-byes and move them out of our current scenes? Do they truly help us *ON OUR WAY* or are they *now* obviously *IN OUR WAY*? Is one short word making a whale of a difference?

This is a searching two-some of questions which need to be repeated over and over to ourselves. I’d say at least every five years. The world, various situations, and *we*, personally, go through periodic transformations. Except for a few basic truths, nothing remains static very long.

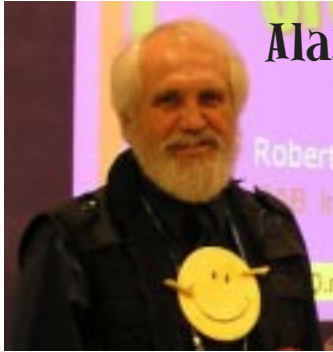
Recently the words to a vintage popular song keep surfacing in my mind: “Baby, get hep; get hep. Get in step, in step!...”

In short: review, re-evaluate, renew, re-AIM.

Don’t be *IN YOUR WAY*.

Be *ON YOUR WAY* with all the innovative thought and intuitive guidance you can muster!

Up Close and Personal



Alan Black

Alan (Robert Alan Black, Ph.D., CSP) a consultant who focuses S.P.R.E.A.D.ng creative thinking throughout entire organizations using 45 years of experience in eight fields, masters, doctorate, and training in teaching/counseling creative thinking.

Author of *Broken Crayons*.

Website: <http://www.cre8ng.com/welcome.shtml>

Q: What happened in your life to inspire your passion for the field of creativity?

Late in 1975 I was notified by the principal of the elementary school which my oldest son attended, that he qualified for the “gifted” program. Unfortunately, no such program existed at that time. Each time I went to a PTA meeting I asked the principal and vice principal “when?,” “when?,” “when?” so often that the principal finally turned toward me and said, “I have students, a room, and a small amount of time. Do you have any time?”

Within a few weeks I was in a classroom one day a week.

Over the next couple of years I read many books on education, teaching, and giftedness, attended workshops, conferences, and classes; worked toward a degree in gifted education, another in education, and eventually completed a Masters of Education focused on gifted, talented, and creative degrees. One of the books I read had quotes from E. Paul Torrance. A specific one was a turning point, “change the way you teach and the stars in your classroom will change.”

I have tried eight professions/fields to find value, meaning, and purpose that focused on helping others and required my skills, talents, and love for creativity. As a young architect I experienced that for awhile and again for a period of time as a news writer. Then, as a volunteer teacher I experienced it quite often. While a college professor, I experienced it off and on. During speaking engagements, I experienced it frequently.

Now, as a creativity practitioner the glaze in the eyes of children or adults confirms what I am trying to do has value, meaning, and purpose. One momentary experience of “eye glazing” warms my heart for weeks and continues to motivate me. I keep trying, and continue on my path of S.P.R.E.A.D.ng creative thinking around the world!

Eventually I met Paul and Pansy Torrance at Creative Problem Solving Institute in 1978 and began studying with Paul in 1979 and completed my Ph.D. focused on creative thinking in 1983.

My career in creativity has provided me a meaningful purpose in life that fits me and my skills.

Q: Can you tell us about your most satisfying and enriching experience with a client?

Working with Duck Head Apparel I saw how many of the things I had learned and shared with them made a difference on the shop floor and in the offices daily. Tremendous gains were made.

Then, the owners forced the president to cut \$50,000 out of his monthly budget. The president apologized for deciding to temporarily cut our training. Sadly, it was never started again because the president was moved to another company owned by the corporation where his energy and creativity were not needed, Duck Head then began its spiral of death.

Q: What exactly did you take away from the interaction?

To answer this question properly could take the rest of my life. But there is one example.

Everyone possible needs to be involved in the development of skills—leading, communicating, teaming, creative thinking, problem solving and for all employees not just a few managers or the HRD (Human Resource Development) group.

Q: How do you think that take-away could help newcomers understand the potential or obstacles in this field?

Focus on becoming involved with all those who are making decisions so that what you do directly benefits their goals and plans.

Q: What successful modes of promoting creativity have you discovered? How is it executed, exactly?

Working toward uniting people within an organization with the focus of doing the best for their customers, creating better and better products or services while having fun, and making a profit for everyone involved.

continued on page 6

Q: Who do you most admire in the field of creativity. Why?

E. Paul Torrance.
He spent 50 years of his life working toward his vision. It was his daily mission until the day he died to help develop creativity in all children in our schools.

Q: What is your philosophy on the potential of teaching or learning creativity?

Everyone is born with potential to be creative. All societies and cultures tend to quiet down or squelch creativity because it is not seen as important compared to making life as mistake free and safe as possible.

Q: What is the most important thing you teach?

All people are creative and can become far more creative.

Q: What methods have proven less than successful?

One-time presentations. One-time workshops. One-time attendance at conferences, conventions, institutes....

Q: What would your strategy be to bring creativity into the school system?

Reward it. Expect it. Support it. Promote it. Recognize it. Reward it. Encourage it. Apply it. Develop it...in the hallways, cafeteria, library, auditorium; in the classrooms, in all meetings and on the playgrounds. Make creativity a way of life.

Q: If you could interview only one person about creativity and ask only one question who would you interview and what question would you ask?

Frank Lloyd Wright. Mr. Wright, when you begin working on a project what do you think is happening consciously or unconsciously to cause you to be more creative than the majority of architects?

Q: Russ Ackoff, who writes about business and leadership, believes that creativity is the most important attribute of a leader. How would you teach creativity to a leader?

I would need one week of eight-hour days to deal with the issue of creativity alone.

- awareness of traits; skills of creativeness
- how to teach and train creative thinking
- my basic system of S.P.R.E.A.D.ng creative thinking

SUPPORTING

PROMOTING

RECOGNIZING

ENCOURAGING

APPLYING

DEVELOPING...creative thinking while Generating a CREATIVE ENVIRONMENT for ALL employees.

Q: Who do you most admire in the field of creativity. Why?

E. Paul Torrance. He spent 50 years of his life working toward his vision. It was his daily mission until the day he died to help develop creativity in all children in our schools.

Q: Do you judge any foreign countries to be more advanced than the United States in their approach to creativity. If so, which ones?

No single country is necessarily advanced. There are activities, programs, societies, organizations, teachers, researchers, authors, and consultants who focus on the development of creative thinking in the countries with which I am familiar.

Q: What do you hope will be your most valuable contribution to the field of creativity in the next 10 years?

Continually connecting more and more people focused on the development of creativity in their countries so that they can learn from each other, share with each other, work on projects with each other so that ALL OF OUR EFFORTS can be INTEGRATED to impact the entire world.

Harvey Mathason led the group
All Things Considered which promoted
creativity at Rohm & Haas Company.
Harvey teaches creativity at companies,
organizations, and schools.



2005 International Creativity Conference



AUSTIN - TEXAS

**March 30 - April 2, 2005
OMNI DOWNTOWN HOTEL**



Sponsored by:



and hosted by

**American Creativity Association
Austin Chapter**



Hot Keys to Creativity

It's all about the nexus between passion and thought—how creativity comes from a place of energy and heat, applied to find the key that unlocks the mind and body for creative action.

What is your Return on Investment?

You'll spend three intense days on the cutting edge of creativity with practitioners of the art, science, and application of creativity. You'll learn to problem solve quickly and more effectively from high-content, dynamic speakers from the fields of business, industry, science, technology, education and the arts. It's about that extra 'push' we get that differentiates the exceptional from the everyday.

Plus: The Creativity of Evil, Emergent Behavior in Video Games, Spiritual Intelligence, The Power of Creative Filmmaking, FLOW: Freedom Lights Our World, eXtreme Thinking, and MUCH MORE!

As a 'City of Ideas', Austin has an environment that's ideal for creativity.

The happy collision of government, education, music, and high tech gives the city the 'something extra' that comes when you begin to cross seemingly disparate cultures to form a new and wonderful entity. ACA 2005 will certainly add its own special sauce to the supercharged Austin mix, bringing the fire to light the way to the keys of creativity.

Some of our "Key" Igniters

Gary Hoover, Entrepreneur Extraordinaire, Founder of Hoover's Online, author of *Hoover's Vision: Original Thinking for Business Success* to speak on **Creativity as a Way of Life**

Matthew Fox, founder of The University of Creation Spirituality and author of over 20 books, including the recent *Creativity: Where the Divine and the Human Meet* to speak on **Creativity in a Time of Chaos**

Edward de Bono will speak on **Thinking About Thinking**

Kirk Watson, former Austin mayor, to share **Insights on Using Creative Industries to Promote Economic Development**

The Symbiotic Relationship of Nanotechnology & Creativity led by **Zvi Yaniv**

Making Creativity Work: Looking Inside/ Looking Out led by **Kirpal Singh**

Plus . . .

ACA Award Ceremony Celebrates Creative Genius

Creativity on Fire: Jazz to Crime Stoppers, Architecture to Technology Development, History to Executive Coaching, Semiconductors to Groceries!

Panel moderated by **Don Shafer** with panelists:

Pam Hart—jazz singer and lead technology project manager for city of Austin;

Becky Taylor—semiconductor systems designer and serial entrepreneur;

Susan Dawson—company founder and president of the Austin Chamber of Commerce;

Larry Olsen—architect and state of Texas chief technology officer;

Tom Benwell—executive coach and retired Compaq/HP executive; and

Brian Nichelson—author, educator, and change agent.

Enjoy a Down-Home Texas Evening—feast on barbeque and refreshments, be entertained with Texas musical talent, and return home experts in "the Texas two-step" and other unmentionables. Remember, if it's true, it ain't braggin'.

Feel free to explore the Musical Capital of the World or sign up for special entertainment packages. One option will be group attendance at Esther's Follies! For more than a quarter century, the folks at Esther's Pool have kept Austin rolling with laughter. <http://www.esthersfollies.com>

Check website—www.feelthefire.org for more information on the conference and to register

ACA mission

The American Creativity Association (ACA) is the national organization of professionals in the field of creativity. Through its programs and services, it offers individuals and organizations opportunities for learning, professional development and networking. It is dedicated to enhancing the use of creativity throughout our society for the betterment of the human condition.

ACA vision

ACA is the virtual academy that leaders and professionals in the field of creativity turn to as the primary source of ideas and information dealing with creativity and where initiates to the field can begin their journey of discovery. To achieve its vision, the ACA provides: 1) forums to present, test, and exchange ideas; 2) opportunities for networking and fellowship; 3) clearing-house services for information on the state of the art in creativity research and practice; and 4) means to link theorists and practitioners.

ACA application

Membership (Check One)

- Individual \$ 75
 - Two Year Membership 125
 - Three Year Membership 170
- Student (full-time) 40
- Business & Institutional 125
- Business & Institutional 300
5 member pkg—5 copies of **FOCUS** and other mailings and 5 ACA discounts at conferences. Includes a listing on ACA web page with link to your site.
- Business & Institutional 750
12 member pkg—12 copies of **FOCUS** and other mailings and 12 ACA discounts at conferences. Includes a listing on ACA web page with link to your site.

— Add 10% for Canada/Mexico, 20% for other countries for international postage —

Societies (Check One)

- Business and Industry
- Communications and the Arts
- Education and Training
- Science and Technology

Please print clearly in black

Full Name _____
 Title _____
 Company/Institution _____
 Street Address _____
 City _____ State _____
 Zip _____ Country _____
 Phone: (____) _____
 Fax: (____) _____
 Email: _____

Method of payment (U.S. Dollars)

- Check (payable to ACA)
- AMEX VISA MC Discover

Card # _____
 Exp. date _____
 Name as it appears on card _____

Signature _____

Received member information from _____

- I do not want to receive mailings from other organizations.

Return payment to:

ACA, P.O. Box 5856, Philadelphia, PA 19128
 Fax: 888.837.1409 • Email: ACAinformation@aol.com

meet



Barry Silverberg
 Austin
 Conference
 Local Chair and
 Chair of the
 Programming
 Group

Barry Silverberg has over 30 years of diverse leadership, management, resource development, and communications experience within the nonprofit arena as both a professional and volunteer leader.

He has been a resident of Austin, TX since 1995. Prior to becoming the founding director of the ACC Center for Community-Based and Nonprofit Organizations in 2000, Barry served as executive director of the Jewish Federation of Austin, where he provided professional leadership for the development of the Dell Jewish Community Campus.

Barry has fashioned the Center for Community-Based & Nonprofit Organizations at Austin Community College into a statewide resource now used by thousands of organizations and people engaged in the nonprofit sector, locally as well as throughout the state of Texas.

Currently, Barry serves as executive director of the Texas Association of Nonprofit Organizations (TANO), having previously served as its president. He also serves on numerous boards of directors and advisory councils.

Barry speaks often at local and statewide conferences and is sought by agencies for his workshops and presentations on Strengthening Boards by Clarifying Roles, Responsibilities, and Expectations; Encouraging the Heart: Recognizing and Motivating Volunteers and Staff; Strategic Creativity: Imagining Credible Meetings; and other topics.

Elected to the ACA Board of Directors — 2005-2006

Larry Busch, Southern Illinois University at Carbondale, Carbondale, IL

Tara G. Coste, University of Southern Maine, Lewiston, ME

Marilyn Schoeman Dow, ThinkLink, Seattle, WA

Fredricka Reisman, Drexel University, Philadelphia, PA

Barry Silverberg, ACC Center for Community-Based & Nonprofit Organizations, Austin, TX

Kirpal Singh, Singapore Management University, Singapore

William Wurtz Jr., Coaching for Creativity, College Station, TX

Board members who completed their term of service

Anthony J. Le Storti, IDEATECTS, Inc., Doylestown, PA

Gene Guidort, The eni Institute, Vestal, NY

Dean Schroeder, Valparaiso University, Valparaiso, IN

Philadelphia, PA 19128
 P.O. Box 5856
 American Creativity Association

FOCUS