

# **Creativity Conference**

**Advancing Creative Thinking: Imagination to Innovation**

Presented by The Aldrich Contemporary Art Museum,  
Ridgefield Library, and Ridgefield Arts Council  
with media sponsor Morris Media Group.

**Program**

**April 27 & 28, 2012  
Ridgefield, CT**

# Welcome

*Creativity shouldn't be seen as something otherworldly. It shouldn't be thought of as a process reserved for artists and inventors and other creative types. The human mind, after all, has the creative impulse built into its operating system, hard-wired into its most essential programming code. And at a given moment, the brain is automatically forming new associations—continually connecting an everyday x to an unexpected y.*

—Jonah Lehrer, *Imagine: How Creativity Works*, 2012

Welcome to *Advancing Creative Thinking: Imagination to Innovation*. During the conference, we will reinforce the assertion that creative thinking is a critical skill that can be learned and practiced, from the arts to sciences, from businesses to schools, and at all levels of government.

We will have the opportunity to engage in a diverse range of keynote sessions, conversations, panel discussions, and participatory workshops that focus on the creative process and demonstrate that creative problem solving is truly a necessary skill for the twenty-first century. We will also contribute to a vibrant learning and idea-generating atmosphere with a diverse mix of people across many disciplines—all exploring creativity and the creative process through the lenses of *imagination and innovation*.

Together, we will

- Share** success stories and techniques that utilize imagination to advance new opportunities and harness innovation to identify and solve problems
- Create** an environment that will spark collaborative initiatives among conference participants, speakers, the conference team, and others
- Learn** techniques and tools to successfully implement new ideas and approaches and to perceive creativity and the creative process in exciting new, applicable ways

We hope this rich mix of ideas will infuse creativity and innovative thinking into your businesses, organizations, and communities.

## The Conference Planning Team

The Aldrich Contemporary Art Museum  
258 Main Street, Ridgefield, CT 06877  
Tel 203.438.4519, Fax 203.438.0198, aldrichart.org

rl. ridgefield library  
Enriching Minds,  
Enhancing Community.

RIDGEFIELD ARTS COUNCIL

RIDGEFIELD MAGAZINE

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# Schedule: Friday, April 27

The Aldrich Contemporary Art Museum, 258 Main Street  
Jesse Lee Memorial United Methodist Church, 207 Main Street

## Registration

Opens at 3:00 pm | The Aldrich Museum, Atrium

### The Lab Xperience: The Inner Path to Outer Creativity

Opens at 3:00 pm | The Aldrich Museum, Front Lawn on Main Street

All are invited to experience the labyrinth in front of The Aldrich throughout the conference—including the evenings following each keynote when it will be illuminated. The concept, symbol, and metaphor of the Lab (labyrinth) were first introduced into the creativity community by artist and Labyrinth Xperience co-founder **Joe Miguez** in the 1990s. The Lab is now embedded in many creativity conferences throughout the world.

The Lab is present at the conference through a collaboration with the “Creativity + Social Change” class at the University of Connecticut-Waterbury. The Lab is a temporary sculpture and experience open to the community as part of the conference.

### Education Seminar: Empowering Educators

4:15 – 5:30 pm | The Aldrich Museum, Leir Gallery

**Irvin Scott**, Deputy Director of Education for the Bill and Melinda Gates Foundation

This session will examine and celebrate innovative approaches to education, and explore ways to create a trusting and empowering environment that allows educators to teach creatively. In this opening presentation, Irvin Scott will reach back to his fifteen years as a high school English teacher, interweaving storytelling, poetry and jazz to immerse the audience in what should be an inspiring message of hope in the power of effective teaching and teachers. He will also provide a brief overview of the work the Gates Foundation is doing to ensure an effective teacher in every classroom in America.

## Reception

5:30 – 6:30 pm | The Aldrich Museum, Lobby

### Opening Musical Prelude: Music with SymphoNYChorus

6:40 – 7:00 pm | Jesse Lee Memorial United Methodist Church, Sanctuary

To get the audience in a creative mood as they arrive to hear the opening keynote presentation, **Henric Idestrom**, minister of music at Jesse Lee and the artistic director of SymphoNYChorus, will conduct a group of eight singers in a variety of choral arrangements, including classical, gospel, and popular music. The SymphoNYChorus is a Christian, faith-based premier choir and orchestra committed to the performance, promotion and expansion of choral singing as an art form, providing artistic, social and spiritual support for its members, and educating, enriching, and inspiring audiences throughout New York City and the world

## Opening Keynote Session

### Disruptive Creativity: How Bright Ideas Can Change Everything

7:00 – 8:30 pm | Jesse Lee Memorial United Methodist Church, Sanctuary

**David Pogue**, columnist for *The New York Times*

As *The New York Times*'s tech reviewer for twelve years, David Pogue has a front-row seat to observe the blazing-fast torrent of new inventions. Plenty get lots of press—but most are junk. In this fast, funny presentation, Pogue will stick his neck out to predict what will actually cause major, creative, disruptive changes. He'll display, discuss, and even demonstrate technological advances that will have the most impact on society in the coming years. And, he'll observe that behind every disruptive force is someone with a vivid imagination and plenty of perseverance.

Pogue will be joined by **Bruce King-Shey**, Relationship Lead, Jump Associates, who will talk about his hybrid approach to problem solving and artist and social activist **Lily Yeh** who will talk about the relationship between art and social change. A conversation among the speakers will be moderated by **Geoffrey Morris**, Editor-in-Chief and Publisher of *Ridgefield Magazine*.

# Schedule: Saturday, April 28

The Aldrich Contemporary Art Museum, 258 Main Street  
The Ridgefield Library, 472 Main Street

## Registration

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Opens at 8:00 am | The Aldrich Museum, Atrium

## Session 1

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### Success Stories in Organizational Innovation

9:00 – 10:30 am | The Aldrich Museum, Leir Gallery

**Matt Greeley**, CEO Brightidea; **Aria Finger**, COO, DoSomething.org; **Jordan Fischer**, Design Strategist, Jump Associates; and moderator **Andrew Levine**, Director of Development, York Theatre

What does innovation look like when it is successfully employed inside an organization? What traits do innovative organizations share across sectors? What are some of the barriers and pitfalls that less successful organizations fall prey to, and how can organizations manage to avoid them? How do organizations effectively invite employees to bring their creative ideas to the table? Those are some of the questions we will explore in this creative conversation that will reveal what excites those working in the field of innovation, and inspire you to bring new tools and ideas to your own organization.

### Storytelling and the Art of Imagination

9:00 – 10:30 am | The Aldrich Museum, Conference Room

A participatory workshop with **Nancy Mellon**, international storyteller

When we are faced with obstacles, stories can help us to access great depth and strength of soul. Practice a tried-and-true method to invite your imagination to meet a variety of personal and communal challenges, and discover how story-making and storytelling can enlighten what boggles the rational logical mind. Learn how to gather wise and wonderful stories that can be shared at the drop of a hat.

### Drawing: Gray Matters!

9:00 – 10:30 am | The Aldrich Museum, Education Center

A hands-on drawing workshop with **Claire Watson Garcia**, artist, educator, and author

In many fields, such as the visual arts, creative writing and musical composition—as well as scientific discovery—inventive thinking follows similar patterns. Come experience the process “first hand” in this drawing workshop, where absolutely no previous art skill, other than the ability to make a simple doodle, is needed. You’ll follow a fun and easy-to-do sequence of exercises which mirrors the inventive thinking process, resulting in an original drawing of your own. Workshop participants can expect to use not only the intuitive, “right-brain” states traditionally associated with creative thinking (and the Muse!), but also involve the “left-brain” associated with analysis and constructive evaluation in order to bring an individual drawing to a satisfying conclusion.

## Session 2

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### Creating a Sense of Place: Engaging Creativity in Towns and Cities

10:45 am – 12:15 pm | The Aldrich Museum, Leir Gallery

What role does creativity play in engaging citizens in their communities? How do towns and cities leverage the imagination and ideas of their residents? What’s the connection between creativity and diversity and flourishing communities? How might “creative community building” include, but not be limited to, the arts? These questions and more will be explored in dialogue with YOU and **Andrea Gartner**, Executive Director, CityCenter Danbury; **Linda Lees**, Director, Creative Cities International; **Philip Morris**, CEO, Proctors Theatre; **Alyson Baker**, Executive Director, The Aldrich Contemporary Art Museum; and **Steven Dahlberg**, Director, International Centre for Creativity and Imagination.

### Passion Pays: Where Business Meets Heart and Soul

10:45 am – 12:15 pm | The Aldrich Museum, Conference Room

**Carolina Fernandez**, author and financial advisor to visual and performing artists and entrepreneurs

*Passion Pays* will explore the intersection of creativity and business. Determined to effect change in the way that business is currently conducted across industry sectors, Fernandez explores paradigm shifts in the world of commerce. How does one become a change agent? What are barriers to framing creative business conversations? How can colleagues take creativity seriously and allow co-workers the necessary freedom within the work environment to explore creative outlets? Can the language of Wall Street be decoded so that everyone “gets” money? Come prepared to challenge current models, shake up the status quo, and reinvigorate the workplace as we know it.

# Schedule: Saturday, April 28 (continued)

### The Power of Play

10:45 am – 12:15 pm | The Aldrich Museum, Education Center

A participatory workshop engaging participants in dynamic play exercises

**Joan Almon**, Executive Director of The Alliance for Childhood

“Everyone is an artist.” So said the acclaimed German twentieth-century artist Joseph Beuys. Everyone is endowed with deep wellsprings of creativity which manifest in play, in artistic expression, in entrepreneurial activity, and in many other realms of life where we relax and get into what is often called “flow.” Unfortunately, wellsprings can get clogged up and the flow is minimized or suppressed. That is what is happening in childhood today, with the decline in play as a major problem. It is why research shows a decline in levels of creativity during the past two decades, as measured by the Torrance test. It is why the business community wonders where the next great creators will come from. Yet there are ways to educate children and liberate adults so that creativity flows again. Play is for all ages, as is exploration and improvisation.

## Lunch

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12:15 – 1:00 pm

## Session 3

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### Turnaround Business Technologies

1:00 – 2:00 pm | The Aldrich Museum, Leir Gallery

**Ben Edwards**, VP Digital Strategy and Development, Marketing, IBM; **Matt Greeley**, CEO, Brightidea; and moderator **Andrew Levine**, Director of Development, York Theatre

Technology is a tool for both discovery and implementation for companies in the global marketplace. This conversation looks at how breakthrough technologies can help put businesses on the leading edge of discovery. It also examines the process of taking leading-edge discoveries and bringing them into workable forms that have the largest and most effective impact on everyday life for individuals and organizations.

### Artistry Unleashed: Living at the Edge

1:00 – 2:00 pm | The Aldrich Museum, Education Center

**Dr. Hilary Austen**, author and Adjunct Professor, Rotman School of Business, University of Toronto

Artistry means working and living at the edge, even beyond the edge, of what we know. Surprise, uncertainty, ambiguity, intensity, and change are all disruptive forces that we typically avoid or fear. Yet they are the essential origin of both creativity and great performance. Imagine making effective progress in the face of an uncertain future; achieving excellence without sacrificing creativity; investing passion even as you apply reason and intelligence. This is artistry’s domain.

### Reigniting Creativity

1:00 – 2:00 pm | The Aldrich Museum, Conference Room

**Allison Arden**, author and VP and publisher of *Advertising Age*

If most of us stop thinking of ourselves as creative by the age of ten, how do we re-inspire it in ourselves, encourage it in our teams, and raise children who never let go of their creative identity? There is no magic wand. It all begins with doing. Arden, author of *The Book of Doing*, and the mother of two young children, shares the absurd tale of her personal exploration to uncover the answers to these questions and highlights the important life lessons she learned along the way. To date, this journey has helped fuel the evolution of an 80-year-old brand, created incredible moments with family and friends, and ultimately led her back to a love of writing—a bit of the creativity she left behind in childhood.

### Slow Art: Finding Time

1:00 – 2:00 pm | The Aldrich Museum, Galleries

**Suzanne Enser-Ryan**, Senior Manager, School, Teacher and Docent Programs, The Aldrich Contemporary Art Museum

“Slow down, you move too fast...” *Slow Art Day* is a global celebration of art that encourages people to look at art SLOWLY—and thereby experience the work in a whole new way. The Aldrich is joining the international *Slow Art Day* (April 28, 2012) celebration for the second time, joining venues around the world in simultaneously commending the pleasures of taking a leisurely, but in-depth look at works on view. This experiential workshop will clarify the importance of slowing down to take a contemplative look at art as a gateway to creativity. Enser-Ryan will utilize two works of art in the current *Found* themed exhibitions to facilitate discussion, spending at least half an hour with each piece.

# Schedule: Saturday, April 28 (continued)

## Session 4

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### Sparking Idea Engines: How To Inspire Creative Breakthroughs

2:15 – 3:45 pm | The Aldrich Museum, Leir Gallery

**Bryan Mattimore**, President, The Growth Engine Company

Mattimore will share some of the creative thinking tools and techniques that helped his company create \$100 million+ new product successes for companies such as Unilever, Thomas', Sears/Craftsman, and Pepsi. He will be sharing both the "story behind the story" of some of his company's new product consulting successes and the creative thinking tools and ideation techniques that led to these breakthroughs. As part of his presentation, he will also facilitate a short brainstorming/ideation exercise on a creative challenge submitted by an audience member.

### Listening to the Voice Within

2:15 – 3:45 pm | The Aldrich Museum, Conference Room

A workshop with Irish poet **Dr. Anne F. O'Reilly**

Discover your own voice and your original, unique mode of self-expression. Through the metaphorical language of poetry, juxtaposed with music and opportunities for spontaneous writing, we will open new doors to creativity. As we dive beneath the surface of the everyday, and suspend the dominance of the rational mind and judgment, many surprising things may surface. In an atmosphere of mindfulness, deep listening and non-judgment, we will explore the connection between the inner and the outer world, and awaken the creative spirit within.

### Altered Books Workshop

2:15–3:45pm | The Aldrich Museum, Education Center

**Katie Stevenson**, artist, designer, and teacher

According to the International Society of Altered Book Artists, an altered book "is any book, old or new that has been recycled by creative means into a work of art. They can be...rebound, painted, cut, burned, folded, added to, collaged in, gold-leafed, rubber stamped, drilled or otherwise adorned." Transforming a discarded book into a new work of art uses mixed-media and varying techniques which inspire invention. You can make each page an independent expression, or you may decide to tell a story in the process of altering. It is also exciting to allow parts of the old book to show through so that the words and pictures become either a part of the art or story you are creating.

## Session 5

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### Moving through the Creative Process

4:00 – 5:15 pm | The Aldrich Museum, Outdoor Terrace

**James Robey**, Director of Ridgefield Conservatory, BFA, MFA, Choreographer

Step outside your box to explore movement as a metaphor for creative thinking. Often, we get stuck in ruts when it comes to thinking creatively. Even the same tools that may have served us well in the past get worn out. Through this experiential workshop, suitable for both the completely inexperienced mover and those who enjoy embodied creativity, participants will explore the creative process techniques used by dance-makers and draw connections to their own work as educators, innovators, entrepreneurs, and artists.

### Lit by Imagination: A Poetry Reading

4:15 – 5:00 pm | The Aldrich Museum, Leir Gallery

Irish poet **Dr. Anne F. O'Reilly**

*"The possible's slow fuse is lit, by the Imagination."* Emily Dickinson

Join the poet and teacher as she recites and reads poetry that inspires a passion for the possible.

# Schedule: Saturday, April 28 (continued)

## Reception

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5:30 – 6:45 pm | Ridgefield Library, Main Library  
Presented by the Friends of the Ridgefield Library

## Closing Keynote Session

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### Innovation for the 21st Century

7:00 – 8:30 pm | Ridgefield Library, Dayton Program Room

**Nicholas Donofrio**, IBM Fellow Emeritus, Executive VP Technology and Innovation (retired)

Everything is changing; always has and always will. In fact, things will change faster going forward. Technology will enable all this and more. Even innovation is changing. Technology is now more a means to an end and no longer necessarily the innovation itself.

**Donofrio** will be joined by **Dr. Hilary Austen**, Author and Adjunct Professor, Rotman School of Business, University of Toronto; **David Yaun**, Vice President, Global Industries, Marketing, IBM; and moderator **Steven Dahlberg**, Director, International Centre for Creativity and Imagination

## Presenter and Moderator Bios



### Joan Almon

Joan Almon, formerly a Waldorf early childhood educator, became deeply concerned about the decline she witnessed in children's overall health and well-being. In 1999 she joined forces with a wide range of educators, health professionals, and others to found the Alliance for Childhood. Its campaigns highlight the problems of childhood today and offer solutions to the problems. For the past seven years, Almon and the Alliance have focused strongly on the restoration of play to children of all ages (and to adults, too).



### Allison Arden

Allison Arden is the author of *The Book of Doing: Everyday Activities to Unlock Creativity and Joy*, and is also Vice President and Publisher of *Advertising Age*. Arden has translated her childhood love of arts and crafts into a "lean forward" life philosophy that helps people tap into their personal creativity to have a positive impact on business and life. As publisher of *Advertising Age*, Arden is leading the transformation of an 80-year-old iconic brand serving a market up-ended by change. While business and media change and evolve, Arden believes that everything is still about people and their ability to lean into change. Empowering a team to embrace opportunity and their own creativity is the difference between success and failure. As a full-time working married mom of two young children, Arden is committed to helping her children hold onto their creativity as they grow.



### Dr. Hilary Austen

Hilary Austen is an adjunct professor and member of the Dean's advisory board at the Rotman School of Business at the University of Toronto. Co-founder of Catalyst Consulting Team in Santa Cruz, CA, she has worked with such clients as Oracle Corporation, Stanford University's Intelligence Systems Lab, Shell Oil, Proctor & Gamble, Lockheed Martin, and Merck Pharmaceutical. Austen also co-founded the Brain Integration Center in San Diego, CA, which offers programs in personal development, art, communication, and learning based on brain research. Austen's research into personal artistry—the ability to harness originality to enhance performance and help solve today's most demanding problems—is a sought-after interdisciplinary challenge she has pursued all her life. She is the author of *Artistry Unleashed: A Guide to Pursuing Great Performance in Work and Life*.



### Alyson Baker

Alyson Baker is the Executive Director of The Aldrich Contemporary Art Museum. Previously, she was the Executive Director of Socrates Sculpture Park, an internationally renowned outdoor museum and artist residency program located in a five-acre New York City park (2000–11); Director of Pat Hearn Gallery (1987–92); an Associate Director of Gagosian Gallery (1992–97); and Curatorial Assistant in the Contemporary Art Department at the Carnegie Museum of Art and Assistant to the 1999 Carnegie International exhibition (1998–2000). With over twenty-five years of experience in the arts, Baker has worked on more than 150 exhibitions with over 500 artists, including projects with emerging and internationally recognized artists and historical exhibitions. As a curator and project coordinator, Baker has authored and edited numerous publications on contemporary art and lectured on subjects such as cultural models for community development, public art, arts management, and curatorial practice at institutions across the country. Baker is a co-founder and former President of the Long Island City Cultural Alliance, a nonprofit partnership of cultural organizations working to strengthen this vibrant New York City neighborhood, where she also served on the community board. In 2009, Baker founded an annual craft and design fair called Makers Market and in 2011 established an architectural studio residency and exhibition program at Socrates Sculpture Park in partnership with The Architectural League of New York. Over the past two years, Baker worked in collaboration with The Noguchi Museum to produce *Civic Action*, an ongoing artist-driven urban development and visioning project.



### Steven Dahlberg

Steven Dahlberg is director of the International Center for Creativity and Imagination, vice president of innovation at Future Workplace, and professor of "Creativity + Social Change" at the University of Connecticut. He co-hosts the "Creativity in Play" radio show, edits the "Applied Imagination" blog, and authored the foreword to the book *Education is Everybody's Business*. Dahlberg has more than twenty years of experience collaborating with artists, scientists, business people, educators, nonprofit and government professionals to help people develop and apply their creativity. He serves on the board of the National Creativity Network.

## Presenter and Moderator Bios (continued)



### Nicholas Donofrio

Nick Donofrio is a forty-four year IBM veteran and currently an IBM Fellow Emeritus, the company's highest technical honor. From 1997 until his retirement in October 2008, he served as executive vice president of Innovation and Technology. In addition to his most recent role, Donofrio served in a variety of capacities, including vice chairman of the IBM International Foundation and chairman of the Board of Governors for the IBM Academy of Technology. Donofrio has received numerous awards, including two IBM Invention Achievement Awards, two IBM Outstanding Innovation Awards, CNBC's Overall Technology Leadership Award in 2005, and the Excellence in Leadership Award from the US Chamber of Commerce in 2008. Donofrio, who has a strong focus on advancing education, employment, and career opportunities for underrepresented minorities and women, is currently co-chair of the New York Hall of Science. He was appointed by the US Department of Education to serve on the Commission on the Future of Higher Education in 2005 and Governor Dannel P. Malloy appointed him to the Connecticut Board of Regents for Higher Education in 2011. He also serves on the board of trustees of his alma maters, RPI and Syracuse University. Donofrio holds numerous honorary doctorate degrees from universities in the United States, England, and Scotland.



### Ben Edwards

Ben Edwards is Vice President of Digital Strategy and Development at IBM. In this role, he leads the design and development of IBM brand experiences across digital media to connect and mobilize clients, partners, employees, and the communities in which IBM does business. These experiences span websites, web applications, mobile applications, social media and cloud computing interfaces. In April 2012, IBM will open the IBM Design Lab in Manhattan, introducing a unique model for convening and activating a new generation of IBM designers, architects, strategists, and developers.



### Suzanne Enser-Ryan

Suzanne Enser-Ryan is the Senior Manager for School, Teacher and Docent programs at The Aldrich Contemporary Art Museum. A native of Austria, she studied art history and philosophy at Innsbruck University and music at Innsbruck Conservatory. In addition to her educational work at The Aldrich, she has curated exhibitions such as *Transmissions from Austria*, organized fundraisers and festivals benefiting the arts, and received the Decoration of Honor in Silver for Services to the Republic of Austria. Her diverse background and work in art and music in the United States and Europe inform her inter-disciplinary teaching style.



### Carolina Fernandez

Carolina Fernandez is a Registered Independent Advisor in Private Wealth Management who primarily works with art and entertainment professionals and entrepreneurs in the creative communities. Her licenses are aligned with Source Capital Group, a boutique independent investment bank and brokerage headquartered in Westport, CT. She previously worked at Morgan Stanley Smith Barney, Merrill Lynch, and Dupree & Co. As a contributing writer for more than sixteen years, her articles have been syndicated widely. She has been quoted by *Parenting*, *Good Housekeeping*, *Redbook*, *Nickelodeon*, *News Day*, *BottomLine Personal*, and *Advertising Age*, and featured on dozens of radio and TV programs nationwide, including the Fox Business News program "Your World with Neil Cavuto." Fernandez is the author of two books, *ROCKET MOM!* and *Country French Kitchens*; she is currently working on *What Color is Your Handbag?*, a creative guide for women investors that will explore roles of gender, personality, and neuro-economics in money management. In 2009 she founded the SheEO Network with about thirty professional women in the New York City area; it now numbers more than 350 women. She is also a co-founder of Women in Power, a Connecticut-based nonprofit group devoted to advising visual and performing artists.



### Aria Finger

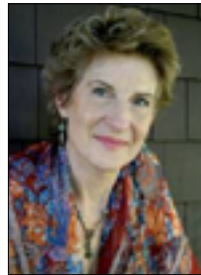
As Chief Operating Officer of DoSomething.org, Aria Finger oversees the marketing, programmatic, and business development activities for the national nonprofit, which empowers millions of teenagers to take action around causes they are passionate about. Finger has spoken at numerous conferences, including What Teens Want?, NextGen:Charity 2011, Sustainable Brands, the YPulse Mashup, and, most recently, the World Economic Forum in Davos. Aria earned a BA in economics and political science from Washington University in St. Louis, and completed the Executive Program for Nonprofit Leaders at the Stanford University Graduate School of Business. She currently serves on the board of the NYC-based nonprofit Care for the Homeless, is a New Leaders Council NYC Fellow, and an adjunct professor at New York University.

## Presenter and Moderator Bios (continued)



### Jordan Fischer

Jordan Fischer works with organizations on challenges ranging from identifying new opportunities, and developing new products and services, to creating alignment behind new innovation strategies that drive growth. He currently leads projects in Jump Associates' New York City office. Fischer, who has lectured about the practice of design strategy at companies and leading design academic programs, holds an MA in Design Strategy from the Illinois Institute of Technology and a BS in Photojournalism from the University of Florida. He plays the saxophone and loves bicycles.



### Claire Watson Garcia

Claire Watson Garcia is an instructor at New England's renowned Silvermine School of Art, New Canaan, CT, where her workshops and courses "For the Absolute and Utter Beginner" have been popular for over twenty years. Garcia combines her passion for creating, teaching, and writing about art in her books, *Drawing for the Absolute and Utter Beginner*, and *Painting for the Absolute and Utter Beginner*.



### Andrea Gartner

The Executive Director at CityCenter Danbury since February 2007, Andrea Gartner is a lifelong resident of the Greater Danbury area. After graduating with a Bachelor of Science in Government from Georgetown University, she worked and traveled extensively in the hotel industry before settling to raise her family. During this time, she pursued a Master's degree in history from Western Connecticut State University and involved herself in community and fundraising activities, including helping to establish the Ridgefield Playhouse. Presently, she is Vice President of the Housatonic Valley Cultural Alliance and board member of the Regional YMCA of Western CT, Ridgefield Symphony Orchestra, and Danbury Dance Initiative. Gartner currently serves on the Danbury Main Street Partnership, the Regional Advisory Council of Naugatuck Community College, and is a founding coordinator of the Danbury Farmers' Market Community Collaborative. She is a passionate advocate for creating community and cultural unity, prosperity, and health.



### Matt Greeley

As founder and CEO of Brightidea, Greeley is no stranger to building a leading-edge tech business. He is a computer engineer who also studied creativity and marketing at Stanford University and did time in the trenches of a hedge fund before starting up Silicon Valley enterprise software provider Alyanza Software. Just before launching Brightidea in 1999, Greeley helped Wrenchhead.com raise over \$100 million in venture funding. Greeley sees a power grid of another kind forming. He calls it "the innovation grid," and San Francisco-based Brightidea is taking its place as a purveyor of online tools to facilitate the flow of new ideas and help companies capture them, whether they come from staff or strangers. GE is just one of more than 300 companies using Brightidea's Facebook-style software platform. Bosch, American Express, Adobe, Cisco and others all monitor the social process of innovation from concept to cash with their on-demand innovation management platform.



### Henric Idestrom

Henric Idestrom is the founder, conductor and artistic director of the SymphoNYChorus in Lindenhurst, NY, and the minister of music at Jesse Lee Memorial United Methodist Church in Ridgefield, CT. He came to New York after concluding an eight-year tenure as Chair of the Arts at Rocky Mountain College in Calgary, Canada. While at RMC he conducted numerous productions, including *Night at the Oscars* and *Give My Regards to Broadway*, and produced six recordings, two of which won SHAI Gospel Music Awards in 2007. He was honored in 2008 with the Gospel Music Association's Covenant Award for Choir Album of the Year. He received his Master's in Conducting from Azusa Pacific University in California.

## Presenter and Moderator Bios (continued)



### Bruce King-Shey

Bruce King-Shey is passionate about helping companies grow through innovation. He addresses challenging, yet promising opportunities by combining business strategy, product design, and social science to determine where to play and then execute to win. He leads multi-disciplinary teams to deliver real business value and results by developing magical product experiences, scalable business models, and platform roadmaps. King-Shey currently leads Jump Associates' New York City office. A thought leader in design and culture, he has taught innovation and new business creation across a variety of industries and academic institutions, and written articles and presented at numerous conferences about the impacts of culture on the production of design, around the United States and internationally. He holds a BFA in industrial design and an MA in visual criticism from California College of the Arts, and a BS in civil engineering from Johns Hopkins University.



### Dr. Linda Lees

Dr. Linda Lees is director and founder of Creative Cities International (CCI), which brings together a formidable list of international world-class talent to problem solve about the role of culture in the regeneration of cities. Since 2002, she has led CCI in partnering with architects, developers, and urban experts on a series of international conferences and forums on the creativity of cities and the link to economic sustainability. In 2011, CCI published the Vitality Index™ Report and Ranking of 35 U.S. Cities ([www.creativecities.org](http://www.creativecities.org)), the first phase of a global ranking. Her substantial experience in culture and the arts includes founding a theatre in Washington, DC, heading a humanities department at New York University, and leading the cultural affairs office of the British Council in New York City. She holds a PhD from the University of California at Berkeley.



### Andrew Levine

Andrew Levine's professional career is fueled by broad and diverse interests and skills and encompasses the roles of musician, educator, theatre producer, business consultant, and creative director. He is currently Development Director for the York Theater in NYC. Levine also serves as Artistic Producing Director of Flying Machine Productions, overseeing the development of new theater works, providing general management services, and recommending investments in commercial theatrical productions. Credits include Rodgers and Hammerstein's *Carousel* at the Savoy Theater in London (associate producers, 2008–09); *Speed-the-Plow*, by David Mamet, at the Barrymore Theatre; *Blood Type: Ragu*, by Frank Ingrassiotta (Actors' Playhouse, 2009); and *The Blue Flower*, by Jim and Ruth Bauer (coproduced with composer/lyricist Stephen Schwartz, 2011), American Repertory Theatre, Cambridge, MA. Levine was trained as a musician and composer and spent four years as the resident music director for the Savannah College of Art and Design.



### Bryan W. Mattimore

Bryan Mattimore is co-founder of The Growth Engine Company, an innovation agency based in Norwalk, CT. Founded in 1999, The Growth Engine Company's mission is to help companies grow through creative exploration. Previously, he was President of the Mattimore Group, a twenty-year-old ideation and creativity consulting company. Mattimore has facilitated over 1,000 brainstorming sessions and moderated over 500 creative focus groups and/or ethnographies for large Fortune 500 clients, including Kraft, Unilever, Proctor & Gamble, ATT, L'Oreal, BNY Mellon, Pepsi, Honeywell, and Time Warner. A cum laude graduate of Dartmouth, his best-selling book on business creativity, *99% Inspiration*, was president-selected as the American Management Association's book of the year. He is also the inventor of the creativity training game, *Bright Ideas*. His new book on ideation and innovation process, *Sparkling Idea Engines!*, will be published in 2012 by Wiley Jossey-Bass. Mattimore lives in Stamford, CT, with his wife and three children, and enjoys playing platform tennis in the fall and winter.



### Nancy Mellon

Founder of The School for Therapeutic Storytelling, Nancy Mellon is also a storyteller, writer, therapist, and teacher who works to support family and community expression through the arts. She has been connected with the international Waldorf School Movement since 1976 and regularly gives storytelling workshops and trainings in the UK, South America, and the United States. She is the author of *Storytelling with Children*, *Storytelling and the Art of Imagination*, and her newest award-winning book, *Body Eloquence: The Power of Myth and Story to Awaken the Body's Energies*.

## Presenter and Moderator Bios (continued)



### Joe Miguez

Joe Miguez, artist and founder of Labyrinth Xperience, has been instrumental in integrating the labyrinth into creativity and innovation work. He has built a consulting practice based on stimulating creativity in individuals and groups to achieve personal and organizational innovation. As facilitator, change agent, and labyrinth builder, Miguez has worked with clients from major corporations, media, colleges, and religious retreat centers. He has conducted workshops and delivered keynotes in Canada, Mexico, Europe, and the United States. His professional commitment focuses on inspiring reflection in action, step by step. Miguez is a colleague of the Creative Education Foundation and an alumnus of the Center for Creative Leadership.



### Geoffrey James Morris

Geoffrey James Morris is editor-in-chief and publisher of *Ridgefield Magazine*. In addition he is also editor and publisher of *Bedford Magazine*, *Fairfield Magazine*, *Litchfield Magazine*, and *Wilton Magazine*. A veteran of the magazine business, he was executive editor at *National Review*, a senior editor at *Reader's Digest*, and an editor at *MBA Jungle*. He has written and edited hundreds of articles, book reviews, and editorials, and his work has been nominated for two National Magazine Awards. He holds a BA (philosophy) from Hobart College and an MBA from NYU. Morris lives in Ridgefield with his wife, Martha, and two daughters.



### Philip Morris

Philip Morris is the CEO of Proctors Theatre, the performing arts center of the Capital District located in Schenectady, NY. Over the past eight years, Proctors has raised and invested nearly \$40 million to expand its stage, add a flexible-use 3-D giant-screen facility (the GE Theatre), expand public spaces, create conference facilities, and build a central heating and chilling plant that supplies four neighboring buildings with utilities and heats a snowmelt system under the sidewalks around Proctors' block, saving users money and substantially reducing the carbon footprint of the buildings involved. Proctors has been at the center of downtown Schenectady's redevelopment and is now open nearly every day of the year with music, theater, dance, films, conventions and meetings, community activities, and major Broadway productions. With a vision of impacting the region's education, economic development and civic engagement, Philip Morris and Proctors are at the cutting edge of the intersection of the arts and public life.



### Dr. Anne F. O'Reilly

Anne O'Reilly was a senior lecturer in Religious Studies in St Patrick's College, Drumcondra, for almost thirty years. Since early retirement in 2008, she has been leading workshops in Ireland and the United States celebrating creativity and the transforming power of poetry. She brings to this work many years training with voice, poetry by heart, sacred clowning, drama and meditation. O'Reilly is the author of *Sacred Play: Soul Journeys in Contemporary Irish Theatre* (Carysfort Press, 2004) and the poetry collection *Singing from the Belly of the Whale* (2009). Her poetry CD *Breathsong* was released in 2011.



### David Pogue

David Pogue writes a weekly tech column for *The New York Times* and a monthly one for *Scientific American*. On TV, you may know him from his funny tech videos on CNBC every Thursday, his stories for CBS Sunday Morning, or the NOVA miniseries he hosted on PBS, "Making Stuff." With over three million books in print, such as *The World According to Twitter*, Pogue is one of the world's best-selling how-to authors. He wrote or co-wrote seven books in the "for Dummies" series (including Macs, Magic, Opera, and Classical Music); in 1999, he launched his own series of complete, funny computer books called the *Missing Manual* series, which now includes 120 titles. Pogue graduated summa cum laude from Yale in 1985, with distinction in music, and spent ten years conducting and arranging Broadway musicals in New York. He won an Emmy, a Loeb award for journalism, and an honorary doctorate in music. He has been profiled on "48 Hours" and "60 Minutes."

## Presenter and Moderator Bios (continued)



### James Robey

James Robey holds a BFA in Dance from the University of Akron and an MFA in Contemporary Choreography and Performance from the University of Wisconsin-Milwaukee. Robey is Founding Artistic Director of James Robey Dance, director of the Ridgefield Conservatory of Dance, a member of the Society of Dance History Scholars, in the International Association of Dance Medicine and Science, a member of the National Dance Education Organization, a member of Phi Kappa Phi Honor Society, on the Advisory Board of the Connecticut Dance Alliance, on Connecticut Ballet's Danbury Dance Initiative Task Force, and is author and creator of the Robey Jazz Dance Technique and Syllabus.



### Irvin Scott

Irvin Scott is Deputy Director of Education for the Bill and Melinda Gates Foundation. His focus is on the foundation's work in Intensive Partnership Sites and Accelerated Partnership Sites, a cluster of communities with significant investments focused on transforming how teachers are recruited, developed, retained, and rewarded. Scott also leads a portfolio of work focused on supporting teachers and ensuring their voices inform the education reform dialogue. Research has shown that effective teachers are the single most important factor in a student's success. Scott was formerly Chief Academic Officer of Boston Public Schools, where he earned a national reputation for his leadership in significantly improving student outcomes, especially among low-income students and students of color.



### Katie Stevenson

For over twenty-five years Katie Stevenson has created and led a variety of programs and workshops for people of all ages in many venues, including libraries across Fairfield and New Haven counties. Stevenson also led after-school art programs in the Westport school system and was the resident artist for two years at Artworks, an independent organization reaching at-risk middle school children in Norwalk. Freedom of creative expression in an open environment is key to her success in bringing people and art together. Stevenson's educational background includes the Paier School of Art, University of Hartford Art School, Silvermine School of Art, Connecticut Graphics Arts Workshops, and School of Visual Arts, New York City.



### David Yaun

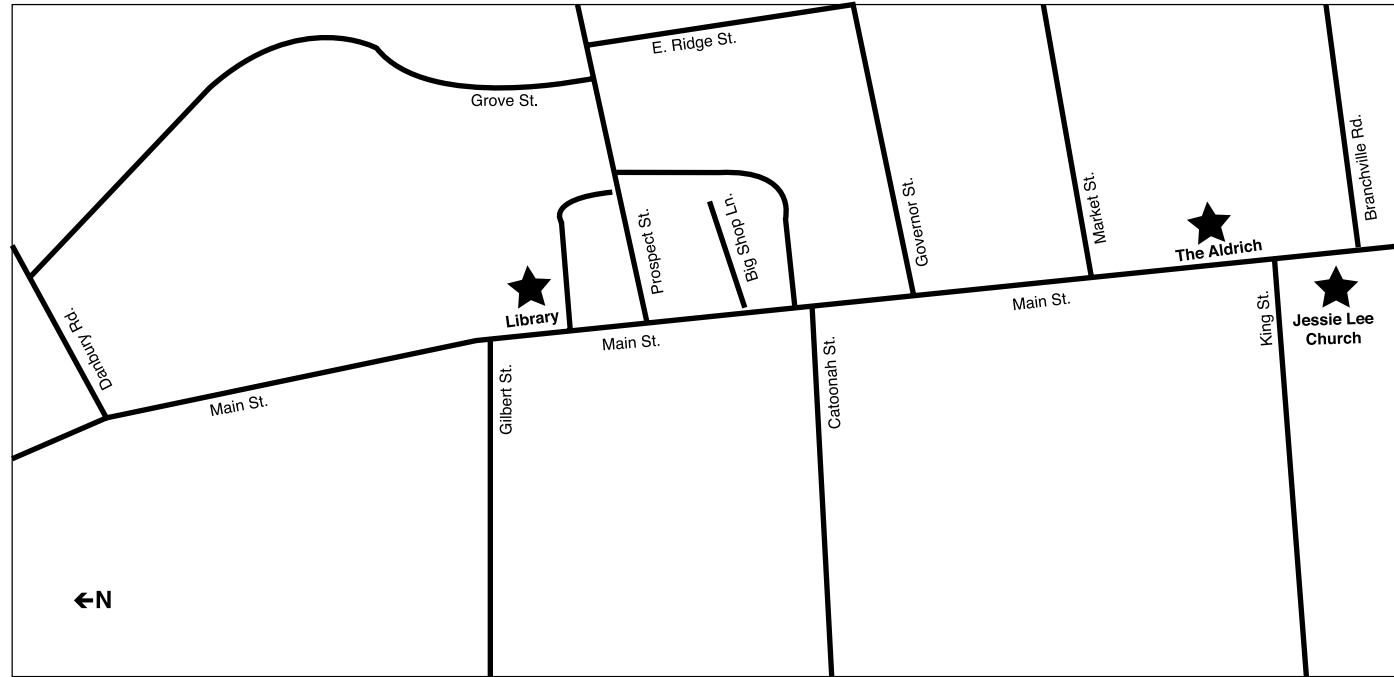
David Yaun leads IBM's global marketing programs targeting clients in seventeen major industry segments worldwide. He and his team play a central role in the design and execution of IBM's award-winning "Smarter Planet" strategy. He is a member of IBM's senior leadership team and serves on the Board of Governors for the IBM Academy of Technology. Three programs that Yaun managed or made major contributions to have been named among the 100 Iconic Moments in IBM's history. Prior to his current role, he spent five years as IBM's lead executive responsible for conceiving and implementing a broad range of global collaborative innovation programs.



### Lily Yeh

Lily Yeh is an internationally celebrated artist whose work has taken her to communities throughout the world. As founder and executive director of the Village of Arts and Humanities in North Philadelphia from 1968 to 2004, she helped create a national model of community building through the arts. In 2002, Yeh pursued her work internationally, founding Barefoot Artists, Inc. to bring the transformative power of art to impoverished communities around the globe through participatory, multifaceted projects that foster community empowerment, improve the physical environment, promote economic development and preserve indigenous art and culture. In addition to the United States, she has carried out projects in multiple countries, including Kenya, Ivory Coast, Ghana, Rwanda, China, Taiwan, Ecuador, Syria, Republic of Georgia, Haiti, and Palestine.

# Map and Restaurants



## **Bernard's Inn at Ridgefield**

20 West Lane  
203.438.8282  
European, French, French, American

## **Ancient Mariner**

451 Main Street (behind the post office)  
203.438.4771  
Burgers, beer & comfort food

## **The Cellar Door Bistro**

439 Main Street  
203.438.2500  
Italian cuisine

## **Bissell House Restaurant and Bar**

378 Main Street  
203.431.4440  
American cuisine

## **Fifty Coins Restaurant**

426 Main Street  
203.438.1456  
Family restaurant

## **Bailey's Backyard**

23 Bailey Ave  
203.431.0796  
American cuisine

## **Terra Sole Ristorante**

3 Big Shop Lane  
203.438.5352  
Organic Italian cuisine

## **Luc's Cafe & Restaurant**

3 Big Shop Lane  
203.894.8522  
French bistro

## **Sagi Cucina Italiana**

23 1/2 Catoonah Street  
203.431.0200  
Italian cuisine

## **Piccolo Pizza**

24 Prospect Street  
203.438.8200  
Pizza with a jazz theme

## **Dimitri's Diner**

16 Prospect Street  
203.438.5338  
A hybrid of a traditional diner with a Greek restaurant

## **Caputo's East Ridge Café**

5 Grove Street  
203.894.1940  
Italian cuisine

## **Toscana**

43 Danbury Road  
203.894.8995  
Italian cuisine

# Acknowledgments

The conference presenters, The Aldrich Contemporary Art Museum, Ridgefield Library, and Ridgefield Arts Council, would like to thank the following sponsors and partners for their vision and support in making this truly collaborative endeavor a reality:

## **Media Sponsor**

Morris Media Group

## **Additional Sponsors**

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## **Conference Partners**

Books on the Common  
Creativity in Play radio show  
International Centre for Creativity and Imagination  
Ridgefield Conservatory of Dance  
Trisha Doyle, Producer

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**Finally, we express our deepest gratitude to all of those individuals who have worked so hard over the last twelve months to make this conference a reality:**

## **The Conference Planning Team**

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