



Spring 2014

celebrate! innovation
magazine



UNLOCKING Creativity

RE-DISCOVERING
Curiosity


WHAT? SO WHAT?
Now What?

EVERYONE'S DOING IT.
Are You?



ENHANCE YOUR ciEXPERIENCE

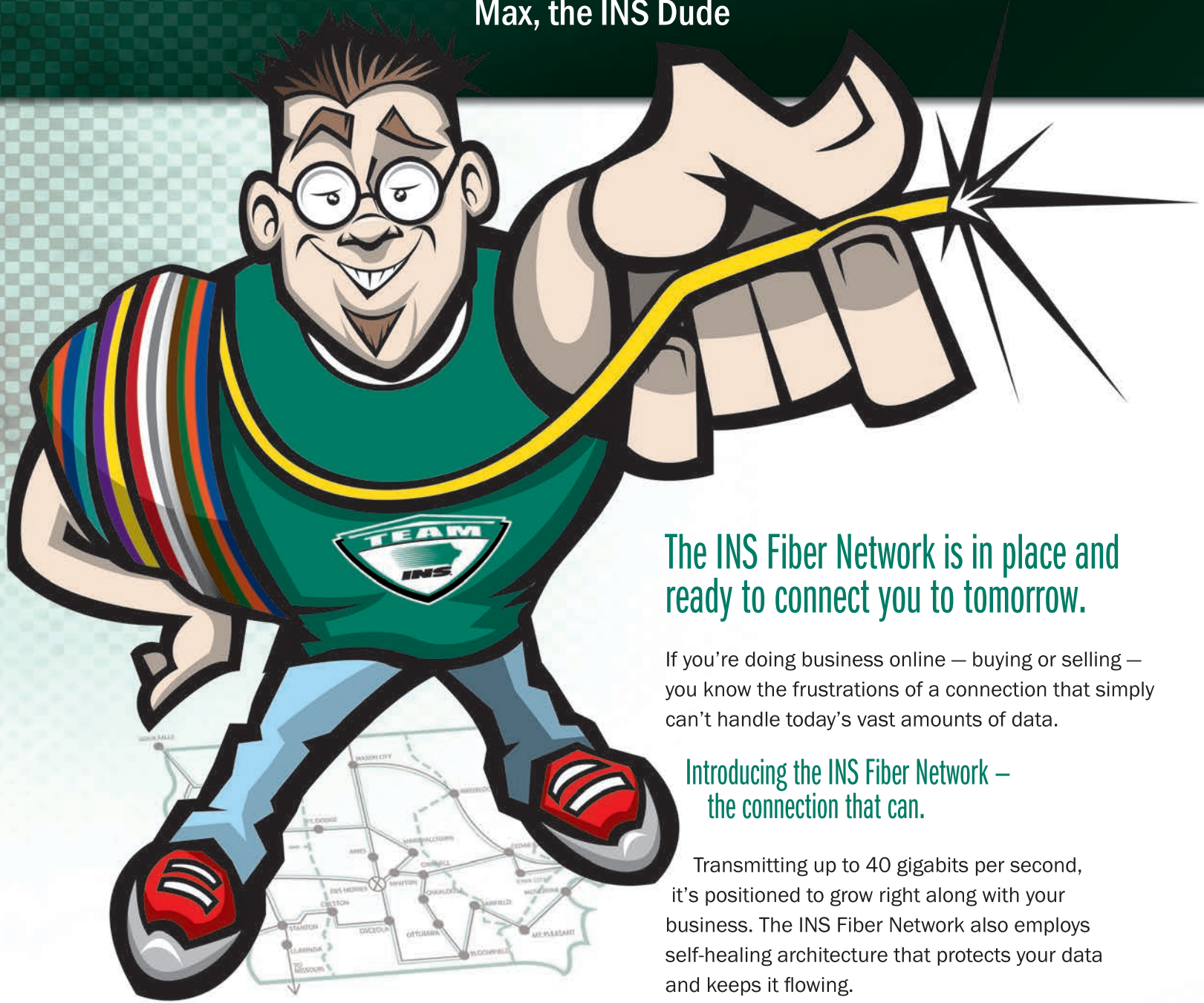
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EDITOR'S NOTE

“At first, it was just a little bit. So, I held the pen tighter. Then it shook a little more. I gripped harder.”

The above passage—from Phil Hansen’s article, “Unlocking Creativity”—could have described my grip on the steering wheel as I drove home from work one recent January evening. On that particular night, central Iowa experienced what would later be described as a “freak” winter blizzard, a stunning change in circumstance that arrived without much warning and was particularly fierce, even by midwestern standards. As my car, traveling at 15 miles-per-hour or less, inched through the blowing snow, I felt particularly alone—at times solely dependent on the tail lights of the car in front of me for guidance. I had plenty of time to contemplate the conditions and consider what I would do if things changed for the worse.

Of course, I wasn’t alone—literally or figuratively. Cars in front of and behind me were navigating the same conditions. The situation was a tangible reminder that no one is spared adversity or having to deal with the unpredictable. Hansen is an artist and author who was forced to re-see his approach to art after a debilitating medical situation meant he could no longer work without a significant tremor in his hands. For a period after diagnosis, this condition meant he abandoned art out of frustration and a sense of isolation. Later, after a friend’s encouragement, he returned to art and, eventually, discovered his former limitation opened new avenues of creativity and connection with others. The tremor, which once isolated him, now allowed his creativity to flourish.

During my commute that night, I imagined what might happen if I lost control of my vehicle. Would someone else stop? Would people in the other cars see me if I went into the ditch? If I called for help, how long would it take someone to find me? In short, what would I do? It’s easy and tempting in potential crisis situations to let fear, whether of the unknown or the potential for catastrophe, get the best of us.

However, what’s called for is a systematic process to working through problems, even in times of crisis. Col. John Hinck, in “The ‘What? So What? Now What?’ of Wise Decision-Making,” offers a straightforward model for problem-solving applicable to any situation, whether a military excursion or blizzard conditions. As Hinck notes, “The beauty of the . . . model lies in the simplicity of it.”

Of course, keeping things simple is good advice in general. Sometimes we—through fear, ignorance, indifference, or, perhaps, arrogance—limit ourselves by failing to tap into the creative processes with which we were born. Adam Carroll, in “Rediscovering Curiosity,” reminds us of an equally valid model for solving problems and embracing creativity: a return to a child’s innocence, innate curiosity, and enthusiasm.

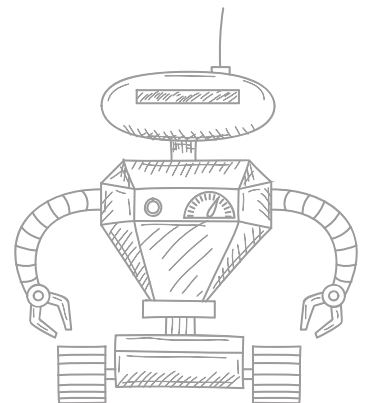
Perhaps one thing that unites all the authors in this issue is, if we feel isolated, whether by a change in circumstance, a potential crisis, or even just the responsibilities of adulthood, there is value in connecting with others. Danny Beyer and Mike Banasiak

sat down together recently to discuss the value of networking and the ways that technology and face-to-face conversations can work together to provide an even stronger context for relationships. In “Everyone’s Doing it. Are You?” both men share examples of ways they brought diverse groups together, in an age where the principles for networking constantly evolve through the use of social media.

That snowy night, I was reminded of one important reality: we all face barriers. Maybe these barriers involve a change in physical circumstance (or weather pattern), maybe a crisis to be solved, maybe simply the demands imposed upon us by adulthood, technology, or professional responsibilities. But these barriers don’t mean we must panic and retreat or panic and ignore. Maybe we simply need to re-think our grip.

Beth

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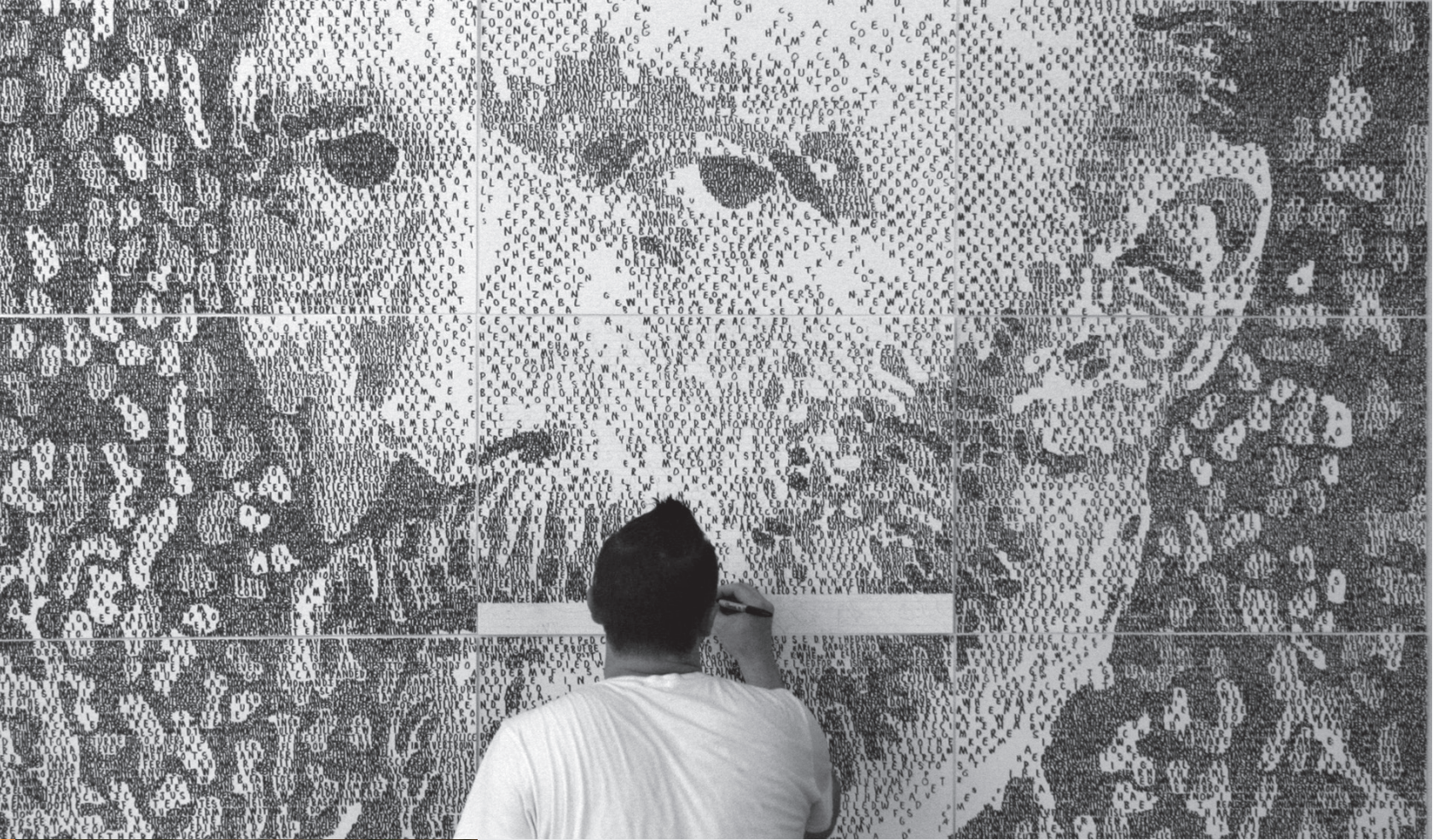


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PORTRAIT OF VAN GOGH: Created in permanent marker using over 1,000 shocking stories from viewers (sponsored by Cherry Creek Art Festival). Used with permission.



BY PHIL HANSEN

UNLOCKING *Creativity*

Most define creativity as the act of creating something new or something from nothing. The ancient Greeks considered only poets creative while Romans included writers, painters, and sculptors. In the 1800s, only artists were labeled creative, but the 1950s added even scientists. In recent years, the debate about creativity has intensified. The idea that creativity is “to create something from nothing” is antiquated. We are beginning to understand, to some degree, the science behind creativity.



The tremor was something I couldn't control. When I finally gave up control, I realized I never had any to begin with.

not be creative for you. No matter how the meaning of creativity evolves, the creative process will always push human capacity and development.

Finding Creativity by Pushing Boundaries

I didn't take art classes until high school, but I was always drawn to making or building stuff. I remember in 4th grade I made a Teenage Mutant Ninja Turtle© outfit and built the shell out of wood. I dreamed of touring the country in my outfit and selling them because everybody would want one! Later, in high school, I was into pointillism—the art of drawing with thousands of tiny pen pricks. I also did cartoons for the school newspaper and made and sold t-shirts. It was a natural progression to wanting to do art for a living.

My artistic process was to imagine, plan, then execute. The execution was often tedious; creating a picture with fine dots takes a long time. A small piece might take many months. It was fantastic because the results could be more beautiful than I could've imagined, yet it was dreadful because there was no immediate gain. I often felt I wasn't making progress. What came out of it, though, was a better understanding of patience and an appreciation of the process.

PILOT VS BIRD: Duck dipped in ink on paper. Part of a 6-month experimental series called Art Happening. Used with permission.

Speaking from experience, creativity is systematic, connecting and reconnecting information we already know in new ways. When I come up with new ideas, they don't appear magically; I've had intent at some point. The reason they seem to come out of nowhere is because ideas usually hit when I am relaxed, with intent running in the background. I have the ability to connect information in new ways.

The biggest drawback with the notion that creativity comes out of nowhere is it makes people believe we either have it or we don't. It is so ingrained in us it's hard to convince people otherwise. I often hear, "I'm not creative like you." I say, "Yes, you are." People usually spend the rest of the conversation trying to convince me why they are NOT creative.

We need to believe we are creative to be creative. It's hardwired in all of us. However, what's creative for me may



A MOMENT: 692 life-changing moments from viewers in permanent marker, spiraled. Used with permission.

After doing so much pointillism, my hand started to shake.

At first, it was just a little bit. So, I held the pen tighter.

Then it shook a little more. I gripped harder.

Eventually, it worsened to the degree that I had trouble driving with that hand. I couldn't do more than 15 minutes of pointillism without my hand hurting so much I had to stop. It became pointless to try. That's when I walked away from art.

Grief, Anger, Sadness, Depression

For the next three years, I went through the motions. I tried to fill the void with other things like building a trebuchet and hanging out with friends. I don't remember being enthused about anything. Finally, a friend of mine saw my work and encouraged me to get back into art. Her words, for some reason, hit me differently, and I took her

advice to heart. But when I started again, I was faced with the same frustration.

Fortunately, it had been long enough for my anger and grief to subside. My focus became finding a solution. I decided to see a neurologist, who quickly diagnosed me with permanent nerve damage. It was hard to hear at first, but it forced me out of denial. When he jokingly said, "Why don't you just embrace it." His comment made an impact. It never crossed my mind



BERNIE MADOFF: Fake money glued on canvas. Part of a 6-month experimental series called Art Happening. Used with permission.

something positive could come from the situation. I was determined to find what that something positive was.

There was still this voice in my head saying I was going to fail again, and I kept asking myself, “How am I going to do this?” It was a constant struggle at first, but eventually, my desire to create became greater than the barriers I faced.

The experience of leaving pointillism behind and looking for new ways to approach art revealed what creativity is about. The tremor was something I couldn’t control. When I finally gave up control, I realized I never had any to begin with.

Control Fixates and Prevents Us Looking Elsewhere

When we stop seeing things definitively is when we start seeing possibilities. The essence of creativity comes out of uncertainty. The work I thought would make me a great artist was more about technicality, not creativity. For me, art

*We are all artists in
creating our lives.*

*If we choose to
embrace limitation,
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risks to explore
new avenues, it can
lead us to places
we never imagined.*

now is never singular. I don't want to do the same things over and over again. I want to continue exploring possibilities.

The biggest challenge was reseeing limiting beliefs. I thought about the times when I came up with good ideas for art. I had all the supplies and the ability to make any art I could, but limitations froze me. However, a limitation can become a focal point. Eventually, I realized limitations didn't hinder me but aided my creativity.

If creativity is about connecting things, then boundaries—rather than holding us back—can help ignite those connections. When I didn't have any limits, I started imposing them like budget, time, or originality. We are all artists in creating our lives. If we choose to embrace limitation, if we choose to take risks to explore new avenues, it can lead us to places we never imagined.

The Keys to Unlocking Creativity

The most important element of unlocking creativity is to believe we are innately creative. Then, we have to want it and work hard. If we wait for



OCTOMOM: baby doll arms and legs glued on wood. Part of a 6-month experimental series called Art Happening. Used with permission.

it to happen, it won't. Creativity is like anything else: the more we do it, the better we become. Creative muscles need development through practice, just like playing sports. Practice builds confidence.

In my TED Talk, I describe a type of creative block I experienced and eventually overcame. Having expectations, a lack of limitations,

and too much certainty can be major contributors to creative blocks. We may have worthwhile ideas, but we squash them before they have a shot because we think they are no good. Sometimes, we don't know what we want to do, and other times we are unwilling to step into uncertainty. Yet uncertainty allows for more ideas, outcomes, and fluid journeys.



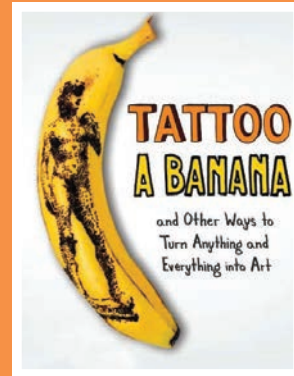
BRUCE LEE: karate chopped paint on canvas, video stills. Used with permission.

People often talk about the pitfalls of creative blocks and the struggles in finding creativity in crucial moments. I definitely have “shiny object syndrome.” When I have too many ideas flowing, I get crazy wanting to jump from one idea to the next and explore them all. I get nothing done. There needs to be a balance between generating ideas and executing them. It’s great to have overflow, but I’ve learned to write them down in an idea list instead of exploring them all in that moment.

When we stop seeing things definitively is when we start seeing possibilities. The essence of creativity comes out of uncertainty.

I now feel my work is about accessibility, getting people to engage with art in new ways and encouraging their creativity. For example, I’m currently working on an art education initiative to provide educational art videos online. I think everyone should do art, not for the purpose of becoming an artist, but as a vehicle to gain creative skills that could benefit our lives.

One of the greatest enemies of creativity is fear—fear of judgment, fear of failing, and so on. Scientists believe



Phil Hansen is a multimedia artist who works at the intersection of traditional visual art, pointillism, and offbeat techniques. He is most widely known for his meta-art videos that document the creation process—showing millions that art is action, not just result. Hansen’s work also extends deeply into traditional media. He has been featured on the *Discovery Channel*, *CNN International*, *CNN*, *CBS*, *Good Morning America*, *The Rachael Ray Show*, *Last Call with Carson Daly*, and many other media venues. As a commercial artist, he has worked on a variety of TV and Internet campaigns with clients that include the *Grammys*, *Skype™*, *Diesel™*, and *Arby’s™*. Hansen is also the author of *Tattoo A Banana*.

For more information, visit



◀ <http://philinthecircle.com/>



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PHIL HANSEN WILL PRESENT *POWER OF CONSTRAINTS* AT THE DMACC WEST CAMPUS ON WEDNESDAY, MARCH 5 AT 11:30am ON THE MAIN STAGE.

JIMI HENDRIX: 7,000 matches colored, stacked, burned. Used with permission.

this is why children, who have yet to fear such things, have an easy relationship with creativity.

Since creativity lies within uncertainty, the ability to take risks is everything. Fear is one of the biggest reasons many people believe they are not creative. Creativity is intangible and hard to explain. It’s much easier to deem ourselves as not creative rather than risk uncertain territories. We must recognize the difference between risk and fear. We are not in as much risk as we fear. Fear

is human instinct, but we must practice being OK with that uncomfortable feeling fear brings.



The future starts here.



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Child-like curiosity fosters discovery. Used with permission.



BY ADAM CARROLL

RE-DISCOVERING *Curiosity*

My mom walked in as the chemical reaction was about to begin.

“Adam, what did you just put in there?” She asked the question as red, orange, and pink liquid started bubbling out of my toilet that doubled as a petri dish.

It started out innocently enough: a dose of talcum powder, a bottle of travel shampoo, a couple capfuls of mouthwash. After the fourth or fifth ingredient, though, I realized I would need something far more powerful to bring my concoction to life.

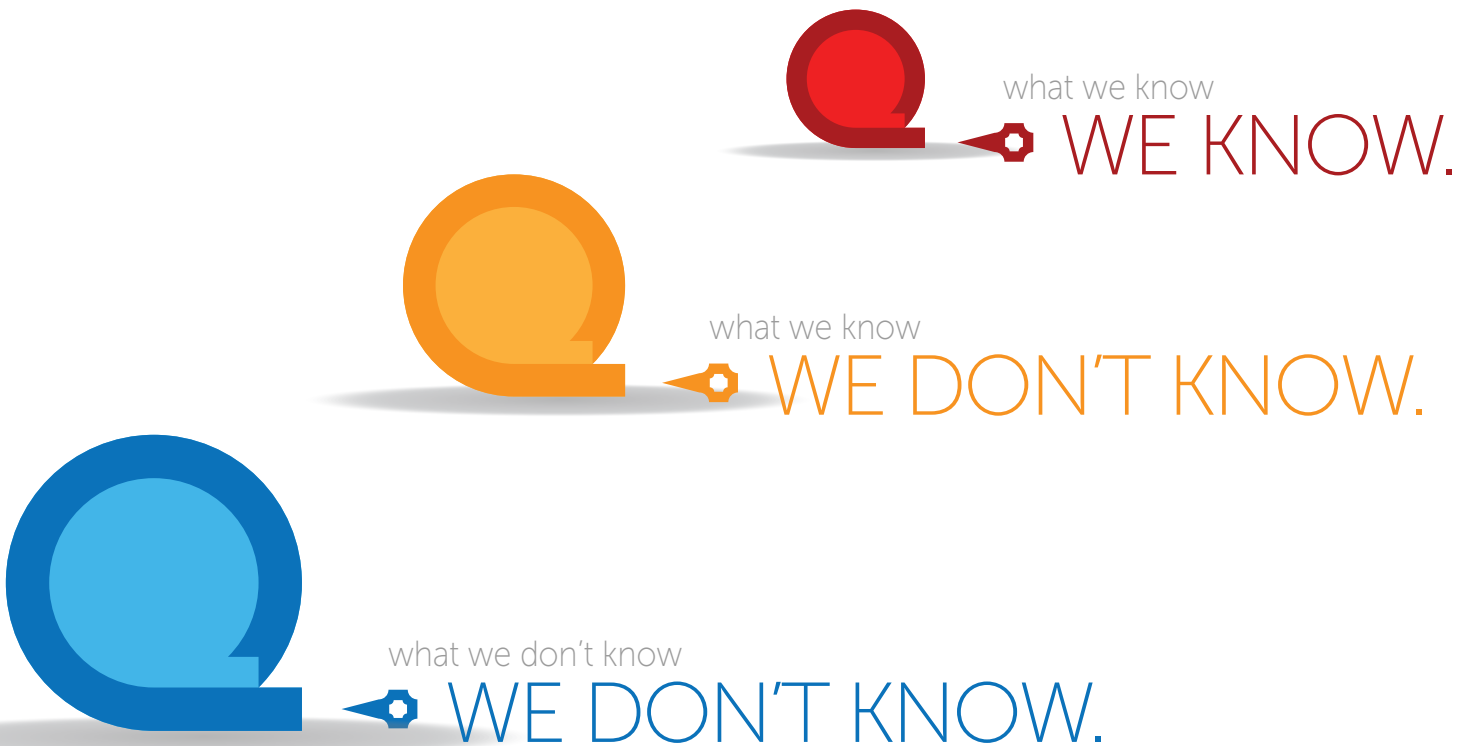


Illustration representing what we know and what we don't. Used with permission

The last thing I put in my chemical toilet stew—orange soda—put it over the edge (literally). I was a mad scientist designing a potion that would do something. I didn't know what—maybe it would simply clean the sides of the bowl—but it would do it diabolically.

If things went horribly wrong, I could flush it down. Or so I thought. Unfortunately, my mom walked in a moment too soon. If any sane parent caught an 8-year-old doing this, the child would likely get a scolding, be told to clean up, and be instructed to never, ever, ever do it again.

As a parent, my stance on curiosity is different. I now understand the bathroom is where many children's interests in science begin. It may not be in school, chemistry class, or the outdoors. My children now emulate Bill Nye the Science guy, treating the bathroom as their own chemistry lab.

Yes, I could go ballistic at having to don a hazmat suit to clean the aftereffects. But I believe having a child's curiosity is what opens up wonder, amazement, and possibility. As with children, so should it be with adults.

Unfortunately, life doesn't always work that way; as we age, our curiosity often declines. It's not hard to see why adults lose perspective on curiosity. We have a number of responsibilities, and it's easy for wonder and play to get pushed aside for laundry and paying bills. An adult's world is less uncertain than a child's. With more certainty and mastery of abilities, we no longer need to learn as many new skills nor must we ask as many questions. We are less teachable because we know what we know and disregard what we don't know.

In a seminar I once attended, I learned about the "teachability index." The presenter asked the audience, "On a scale of 1 to 10, how teachable are you?"

Everyone ranked themselves mentally. He then said, "I need you to unplug all televisions in your home and leave them unplugged for the next 30 days. The time you spent watching television will instead be spent studying this material." The eye rolls and groans commenced immediately. People murmured they couldn't go 30 days without watching TV.

Some who labeled themselves a 10 on the teachability index scoffed at the idea of learning the material his way. It wasn't that they weren't teachable, they argued; it was that his suggested way of learning was unreasonable.

The presenter's point wasn't so much about how learning should take place; rather, it was about self-awareness (or lack thereof) and a willingness to remain open to discovery. Such thinking is central for significant achievement.

In 1973, the Institute of Noetic Sciences was founded by Apollo 14 astronaut Edgar Mitchell. "Two years earlier,

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and possibility.*

according to information found on the Noetic Sciences website, Mitchell became the sixth man to walk on the moon." Upon re-entry into the earth's atmosphere, he experienced a "profound sense of universal connectedness"—a realization that "reality is more complex, subtle, and inexorably mysterious than conventional science had led him to believe".

Noetic scientists say there are three categories of knowledge from which to tap. In the graph to the left, you can see the red represents the information we know we know. This is the realm in which we usually function. As adults, we strive to have a firm grasp on this category because it gives us a sense of mastery.

Yellow is what we know we don't know. This perpetually grows and shrinks based on our experiences and our understanding of them. The curious will strive to increase their knowledge using those experiences. This category presents opportunities for discovery and growth.

The blue represent what we don't know we don't know. The most curious ask questions about this category. It is here that the greatest opportunities for exponential growth, discovery, and revelations exist.

The teachability index and the Noetic Sciences both require openness to unfamiliar experiences. Those labeled insatiably curious are aware of how



Graph showing correlation between each category. Used with permission.

much they don't know. There is an argument to be made that those who continuously seek information are less likely to believe they are the center of said world. In the end, teachability is less about knowing and more about the search for the unknown.

Getting childish.

In a TED talk with nearly three million views, child prodigy Adora Svitak discusses "What Adults Can Learn from Kids." She describes the word "childish" as having a negative connotation, when, in reality, it stands for "bold ideas, wild creativity, and, especially, optimism"². This thought-provoking video prompted me to take a different approach to my teachability and how I raise my children. Perhaps parents may grow in curiosity, wonder, intrigue, and play if we look at our children as teachers.

Some assume, because children are closer to birth than adults, they have an innate sense of a connection with a "creator." As astronaut Edgar Mitchell experienced re-entry, he described the feeling of "divinity became almost palpable".¹ Perhaps, from a spiritual perspective, we were put here to be wandering curiosities much like children, but life, age, and experience get in the way.

My family and I recently vacationed in San Diego and spent time at some tide pools. My daughter was captivated by her discoveries—mostly shells, hermit crabs, and the occasional sea anemone. Every new discovery launched a round of questioning about what, where, why, and how. (She and her brothers shouted "I found something," the entire time we were there.)

While our children were deeply exploring, another family made its way down to the shoreline to take photos.

Admittedly, my bias was high that day, but I watched as the parents thwarted the kids' attempts at discovery and exploration every step of the way: "Don't touch that! It might have a stinger! You're going to slip and fall if you go any farther. Don't get all sandy before we get in the car. I can see it from here; I don't want to get wet. Come on, we're on a time schedule."

The kids in this family were driven intuitively by wonder, intrigue, exploration, discovery, and play, while their parents were driven by order, constraint, security, and the known. In contrast, our kids climbed, poked, waded, watched, questioned, and wandered for the better part of 90 minutes. It was a real-life example of what happens when adults allow kids to lead. That day we learned more about sea creatures than we could from a book. We questioned how the sea, wind, and sun could generate energy. We pondered how surfers ride waves and wondered how cold the deepest water was. As parents, our children allowed us to rediscover curiosity.

Of course, it's not practical to be childish all the time, but the benefits of curiosity, according to at least one study, are multifold.

A 2005 study published in *Health Psychology* reported participants who scored higher in curiosity showed a "decreased likelihood of developing hypertension and diabetes."³ Nearly 20 years ago, as part of a study published in *Psychology and Aging*, more than 1,000 people ages 60–86 were observed closely over half a decade. Those at the beginning of the study who ranked higher in curiosity were more likely to live longer, even with age, heart conditions, and smoking habits factored in.³ It seems while curiosity may frustrate some parents (and others in authority), having a healthy dose of it actually keeps

Perhaps parents may grow in curiosity, wonder, intrigue, and play if we look at our children as teachers.

us alive. (Keep in mind the correlation of curiosity and better health does not necessarily mean that being curious makes us healthier. There appear to be many positive implications of being curious with regards to one's health.)

While everyone has a certain amount of latent intelligence, the website *Experience Life* states that the curious wind up better at analytical thinking, "problem-solving skills and overall intelligence," as demonstrated by the historical examples below.³

Albert Einstein was said to have conceived the idea behind the Theory of Relativity by wondering what it would be like to ride a beam of light through space. When his theory was finally proven some years later, his students burst into his office to tell him the good news. He simply said, "I already knew when I imagined it."

Leonardo da Vinci diagrammed the human body by illegally dissecting cadavers, often under the cloak of night in deplorable conditions because he was driven by intense curiosity. Now, his journals and drawings are viewed in museums all over the world. In fact, the number-one Da Vincian principle is curiosity.

Thomas Edison, considered an intensely curious person, had an almost morbid curiosity. The "wizard of Menlo Park" worked intensively with electricity, which no doubt produced a significant shock or two along the way and a force that few harnessed the way he did.

Stephen Hawking hosted a documentary, *Curiosity*, in which he questioned, "Did God create the universe?" Dr. Hawking is considered one of the greatest theoretical physicists since Newton and Einstein, with considerable study and research into black holes.

Additionally, a company named The Tracom Group places individuals in one of four quadrants based on answers to the following questions: 1) Are you more ask- or tell-oriented? 2) Are you more controlled or emotive? The answers tell a great deal about a person's social and communication tendencies.⁴

Prior to being curious about where people gravitate socially, I might have more easily made snap judgments about others. For instance, people who don't say much to me at social gatherings must have chips on their shoulders. However, someone who scored high on the teachability index might consider, "What am I missing that would give me greater insight into this individual?"

The answer might be that those individuals are more analytical and, therefore, more task-oriented than people-oriented. They fall in the Ask/Controlled Quadrant. They're not rude or mean; they would be uncomfortable in a room of extroverts and might prefer a quiet chat one-on-one.

Inquisitiveness and curiosity are positive ways of handling problematic relationships. The opposite is more likely to create feelings of bitterness, isolation, and insult. One promotes an upward spiral, the other, downward.

We can ask great questions, seek understanding, and ponder what's possible.

All signs point to curiosity being a positive force in our lives. So what do we do when we're on a one-way road to the known? The simplest answer is to summon childlike curiosity. Ponder what is overlooked or missing. Michelle Chouinard, a developmental psychologist, conducted a study in 2007 observing interactions between adults and children ages 1 to 5. She noted the children "asked an average of 76 questions an hour".⁵ I speculate most adults probably ask two per hour.

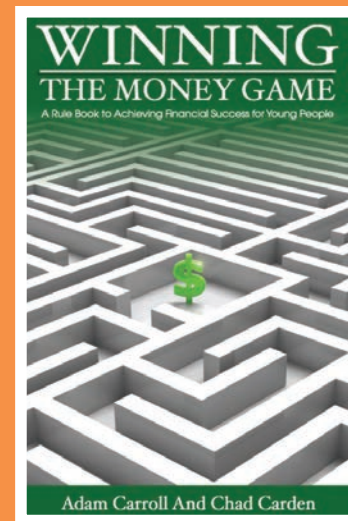
Three Exercises Help Re-Discover Curiosity.

First, we should ask more questions. Zen Buddhist philosopher Shunryu Suzuki opened his famous lecture entitled "Zen Mind, Beginner's Mind" saying: "In the beginner's mind, there are many possibilities, but in the expert's there are few." What areas of our lives are stunted by the belief that we are already doing things in the best ways possible? Maybe we always drive the same way home, but we're missing what other routes offer. Perhaps the interns at our workplaces are asking better questions than we are. Could it be our expert statuses actually hold us back?

Second, we must practice Beginner's Mind. Flexing curiosity through a beginner's mind starts with thinking about what's possible, not what is. Possibility thinking is the beginning of what The Carden Group consultant Rick Leffke calls "The Innovation Construct." When people think in terms of what's possible, the next step is seeing opportunities. From opportunities, innovators grow in their commitment to problem solve. Commitment leads to action. Action leads to the end result. The catalyst for this construct is having the curiosity to imagine possibilities.

The last exercise is wondering what's possible. In the end, we have a couple of choices. We can continue down the path of what's known and comfortable. We never have to question what we don't know we don't know. We can live a reasonably happy life this way. Other people may view us as knowledgeable in our areas of expertise, but they might also see us as unwilling to see things differently.

Or . . . we can revel in childish curiosity and explore life as if we've never experienced it every day. We can ask great questions, seek understanding, and ponder what's possible. We can fill our days with wonder, amazement, and play while reaping the health, intellect, and relationship benefits that follow. We can become lifelong learners, people who challenge preconceived notions. We can become consummate bathroom scientists.

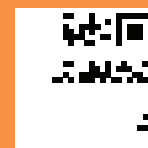


Adam Carroll is a lifelong student of personal development as well as a sought after speaker in the fields of financial literacy, networking, and entrepreneurship. Carroll is the co-author of *Winning the Money Game*, the founder of Succeed Faster Seminars, and the chief education officer at National Financial Educators. He presents at colleges and universities throughout the country.

For more information, visit



◀ www.adamspeaks.com



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ADAM CARROLL WILL PRESENT *RE DISCOVERING CURIOSITY* AT THE DMACC WEST CAMPUS ON WED., MARCH 5 AT 8:45am IN THE AUDITORIUM, ROOM 202C.

References

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Apache helicopter. Used with permission.



BY COLONEL JOHN HINCK

THE “WHAT? SO WHAT? NOW WHAT?” *of Wise Decision-Making*

To make effective decisions, leaders must understand what they see and what they hear. The best leaders go beyond the facts to understand why information is important and how to handle it. As a former Army Colonel and Apache Longbow attack helicopter pilot, I had the opportunity to make decisions with both immediate and long-lasting consequences. In every case, I asked three key questions and applied situational understanding to make wise decisions: What? So what? Now what?



Col. Hinck in the front seat n OH-58D Kiowa Warrior and Apache helicopter. Used with permission.

These simple questions provide an easy framework to understand why the situational context is important when solving or remediating a problem. The **What?** is answered with facts describing what happened or is happening to provide meaning and details. The **So What?** is answered by assigning value to those facts. The **Now What?** is answered by either recommending a course of action or deciding to act; it is a future-oriented action that should improve the situation.

Various models explain the hierarchy of information—or a pyramid of knowledge—which often includes data, information, knowledge, and wisdom. Data is uninterpreted content.

Information is formed when meaning is associated with the data. Knowledge is acquired from information with value. Wisdom is gained through knowing what to do with the knowledge. The Data-Information-Knowledge-Wisdom (DIKW) model explains how people think or know something in a graduated manner or process. However, the model as it stands does not account for applying knowledge to a specific situation or deciding how wisdom is used in a course of action.

Two more parts can be added to provide the framework for applying knowledge and wisdom: situational understanding and wise decision-making. A leader who has situational

understanding has placed value on information and is aware of how the knowledge is relevant. Wise decision-making is asking the three key questions to move beyond simply understanding the situation to changing it.

As an Army aviator, my instructor pilots used the three-question format when teaching emergency procedures. We would discuss facts, what those facts/ meant to pilots, and then what courses of action would remedy the situation. In training, many of these discussions would precede the actual manipulation of any flight controls to simulate an emergency. One of my commanders in the Apache community used the format in teaching tactics, especially

Later, we found out there were civilians, including children, in the small house. The decision not to engage was a tough one but the best one under the circumstances.

offensive aerial tactics within the action-reaction-counteraction process of battle. Each action causes a reaction, which is followed by a counteraction. During each step, he would ask **What? So What? Now What?** to ensure I could clearly identify the right facts, apply those facts, recognize possible solutions, and, most important, decide on the best course of action.

During the conflict in the Balkans, specifically the buildup of U.S. forces in Albania in preparation for offensive operations in Macedonia, I was the logistics officer for an Attack Helicopter Regiment of 48 Apaches. As part of a small force assigned to assess conditions in Albania, my team had to make a rapid decision to halt aircraft in Italy because the ground had to be built up to hold the weight of the 20,000-pound aircraft. Because the water table was roughly a foot below ground level, the ground was extremely muddy and had to be reinforced with gravel and steel plates. Delaying the aircraft would delay the timeline to train for missions, yet we needed that time to properly prepare landing conditions. Only by understanding the **What? So What? Now What?** could a wise decision be made.



In Afghanistan during Operation Enduring Freedom, I commanded Task Force ODIN-Afghanistan, a special aviation unit of 43 fixed-wing and unmanned systems and 740-plus soldiers and civilians. One unmanned system was the Warrior Alpha, a

remote-controlled aircraft that fired Hellfire missiles and had an advanced camera/imaging system.

One early morning, one of my crews flying the Warrior-Alpha discovered insurgents planting an IED on a road. While the actions were clearly hostile,



An Apache helicopter at a Korean field site. Used with permission.



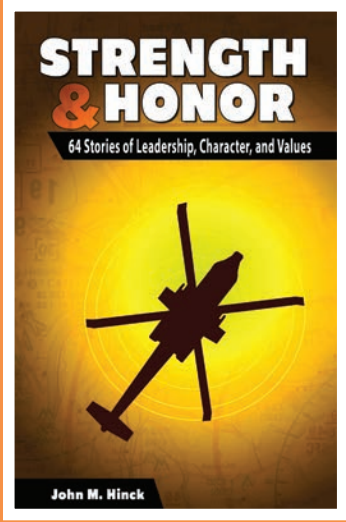
An AH-65 helicopter firing a flare. Used with permission.

we had to get clearance from the ground commander and ensure friendly troops were not in the immediate area to prevent fratricide. Although the process took a matter of minutes, by the time we had approval, the insurgents moved away from the road to a small house. At the time, the rules of engagement did not allow us to fire on a house if we did not know it was clear of civilians. The purpose was to prevent unnecessary collateral damage. We had the enemy in our sights, and many wanted to fire, but I decided not to engage based on my understanding of the situation. The **So What?** and **Now What?** became key questions in my decision. Later, we found out there were civilians, including children, in the small house. The decision not to engage was a tough one but the best one under the circumstances.

The beauty of the **What? So What? Now What?** model lies in the simplicity of it. Wise decision-making can occur every

A leader who has situational understanding has placed value on information and is aware of how the knowledge is relevant.

day, in every organization, at every level, as long as situational understanding is applied in a logical manner. Good leaders must rely on effective—and easy-to-implement—methods to consistently make the right decisions.



Col. John Hinck is a former Army Colonel with 22-plus years of leadership experience serving our country as a combat leader and Apache Helicopter pilot. He founded Strength and Honor Solutions, a consulting company committed to developing leader and organizational practices based on character and values. Hinck teaches college courses in communication; speaks about leadership at colleges, corporations, and nonprofits; coaches people in all walks of life; and is writing *Strength and Honor!*, a book filled with leadership lessons he learned from the military, his family, and his church.

For more information, visit



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COL. JOHN HINCK WILL PRESENT *ATTACKING INNOVATION!* AT THE DMACC WEST CAMPUS ON TUESDAY, MARCH 4 AT 6:00pm, ON THE MAIN STAGE.



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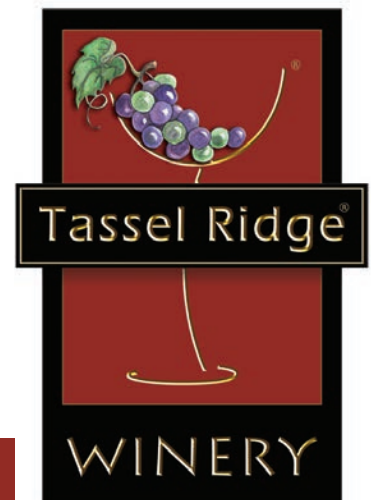
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Making connections. Used with permission.

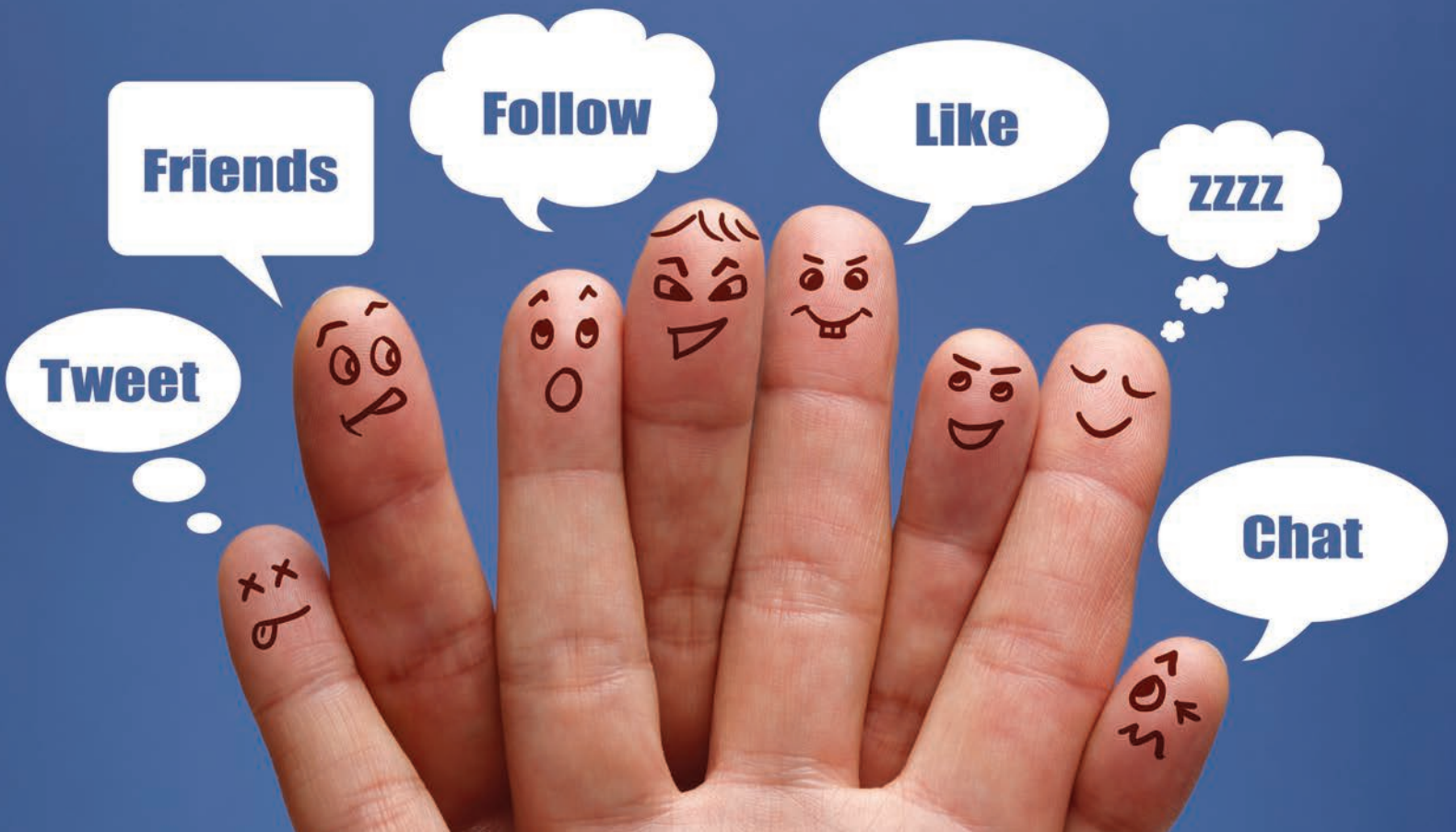


BY MIKE BANASIAK & DANNY BEYER

EVERYONE'S DOING IT.

Are You?

In an age of social media and constant electronic communication, it's not uncommon to hear people talk about preferring text messaging to phone calls. But are networking and basic human interaction no longer as important? Danny Beyer and Mike Banasiak don't believe so. They've built their businesses and reputations through networking. They sat down together to discuss how and why they network and what benefits they've received.



Social media's impact on communication. Used with permission.

D: Building a good professional or personal network can sometimes seem like a daunting task. How did you get your start?

M: Mine started with Young Professionals Connection or YPC, an arm of the Greater Des Moines Partnership. I had been in Des Moines for about two years after graduating from Iowa State, and, not being from Des Moines, I realized for my professional career and my sanity I was craving social interaction. YPC was having a new member social, and I checked it out. There were a ton of new people, current board members, and several committee opportunities. I got hooked.

D: So, after attending this event, how long did it take before you started seeing results? When did it become worth your time?

Don't be afraid to get out of your comfort zone, or better yet, embrace the fear.

M: Pretty quickly. I walked away from the YPC event knowing I wanted to get involved, and I joined the marketing committee that month. Within the committee, there were constant opportunities to help spread the word about YPC. Eight months later, I ended up being elected to the marketing chair position. Now, I'm past president of YPC and involved with groups such

as Make-A-Wish, World Food Prize, Business Networkers International (BNI), Greater Des Moines Leadership Institute, and Young Variety. While I was president, YPC partnered with around 120 organizations. It helped solidify my thinking about the importance of relationship building. So, that was my reasoning. Why did you decide to get involved or network?

D: Mine was purely business-related. I was hoping to build a referral base to help my sales profession and make life easier in the long run. BNI was where it started, but I quickly jumped into the Chamber from there. I'm not from Des Moines either, so this was my way to get involved. I didn't know going into it I would make strong connections and end up finding real friends along the way.

M: How did you get more involved and build your network besides attending events?



D: I asked questions. I found the leaders of the organizations and asked how I could help, where they needed support, and if there were opportunities to serve in leadership roles.

M: Right, don't leave it up to chance. Don't wait for someone to come to you, be proactive, and try to make a difference.

D: Exactly. So, the LinkedIn Social, one of the flagship events you came up with, how did that come about?

M: Honestly, most of my ideas come after a couple of drinks with friends—throwing around ideas, “see a need, fill a need,” those kinds of things. I love organizing events and helping connect people while trying to make a difference in the community. So, with the LinkedIn Social, I was trying to figure out what the heck to do with my online connections. I don't consider myself a good social networker, but LinkedIn seemed to be something I could use. Typically, I'm more of a face-to-face person. I like to network with people over drinks or coffee. You can't do that through a computer screen. I heard of another office putting together a similar event by inviting followers of their LinkedIn page to get together, and it went well. I took it a step further by opening it up to a community of LinkedIn connections.

D: It was unique because of how it was set up and appealed to a younger demographic, who typically don't show up. People wanted to check it out because we sent personal invites. The personal touch made a difference. We weren't sending out an email to a company or HR person; it was going directly to the invitee. Beyond that, it primarily required finding a location large enough for 100-plus people. The feedback I received was great because we didn't feature a program or require anything of participants. It was a pure networking event.

It's satisfying to have an idea, see it through from start to finish, and be successful.

M: The most satisfying moment for me was getting more than 60 people to that first event the night after a snowstorm. Seeing 25-year-olds talking with 65-year-olds on everything from business to families was unique. Everyone walked away saying, “We've never seen anything like this before.” It was an opportunity to meet people, collaborate, and make connections. The fact that it was inexpensive probably helped.

D: It was also a great time to reunite with lost connections or meet those I didn't know personally but connected with on LinkedIn. I connect with anyone who sends me an invite within the state of Iowa or surrounding states if we share industries or interests.

M: That's a good point. Every couple weeks, I go through the “People You May Know” section. I'll send something out right away if it's someone I want to get to know better, which leads back to the point of why the socials have taken off. It's a time to strengthen connections while meeting new people. Twenty-plus new connections one night can mean greater attendance at the next event.

D: Let's say I'm new to networking, but I'm going to give it a shot. What would you say to someone like me?

M: Don't be afraid to get out of your comfort zone, or better yet, embrace the fear. With an event like this, everyone is

in the same situation; they want to meet new people and expand their circles. If you try being a little more outgoing and working on those relationships, it may end up opening doors you never knew existed. Embrace the fear and realize people are there to help you. They want to connect with you and help your business grow. So, go up to someone, say hello, make the introduction, and jump in. What about you?

D: The best piece of advice I received involved my fear of talking to executives at events. A friend said, “Just remember, we all put our pants on one leg at a time.” This hit home because it made me realize most people at events are there trying to do the same thing I am: build a network and help others.

M: It's true. Recently, I heard a community leader say, “The first meeting is free; the second one you have to earn.” It stuck with me because it's a crucial part of networking. That first meeting is a chance to get to know someone new, but going forward, both parties need to provide something valuable.

D: What would you say is your biggest networking success?

M: The YP Leaders Symposium. Again, it was what I kept hearing people say they wanted. People said the term “young professional” was overused, and a lot of YP groups kept popping up. They started to cannibalize one another, and I kept hearing we should, instead, be collaborating. This symposium did just that. It brought together three prominent YP groups in the greater Des Moines area and allowed up-and-coming leaders to share ideas while getting great insights from entrepreneurs, community leaders, and career networkers. To have more than 100 people show up the first-time was amazing. The feedback left me thinking we needed to have another one. Was yours the Bow Tie Ball?

D: Yeah, that was cool. Putting together a 100-plus person event like what you're saying, in a few months on a whim, was unique. The idea grew out of a Facebook page centered on people wearing bow ties on Wednesdays, then got over 800 likes in a few short months. It became a marketing piece for the event. In the end, we got over 115 people there, half of them wearing bow ties, and raised \$6,700 for charity. Without networking, I never would have had the connections to pull this off. Our biggest contributor was someone I met at Dale Carnegie training ten years ago while I was working for Hy-Vee. We met again five years later at BNI. I sent her an email letting her know about the Ball, and after a few coffees and some conversation, we had the premier sponsor.

M: You never know when those past connections may be needed; it all comes down to networking. It's satisfying to have an idea, see it through from start to finish, and be successful. It reminds me of a conversation we had about the need to socialize. These events were created at a basic level to fill a need—to provide a simple, sometimes fun, sometimes serious atmosphere in which people can share who they are.

D: I agree. After the Bow Tie Ball, people often said they were impressed. When I hear that, I think it isn't that hard. It's a little bit of time and the desire to see it through.

M: Let's not downplay it too much. It did take time, but the biggest difference was passion. You wanted it, so it was going to happen. It reminds me of the quotation, "Those who say it can't be done are usually interrupted by others doing it."

D: Along those lines, in many leadership books, there's a principle about how great leaders don't need to know how to do everything, but they need to surround themselves with people who do. It all comes back to networking. I didn't know how to build a website, sell tickets, create advertisements or banners, but I had connections who could do all these things well. I wasn't afraid to ask for help. People are drawn to passion and, all of sudden, what I thought would be fun others thought would be fun, too. So, what's next on your horizon?

M: With my first child on the way, time is becoming more of a limited commodity. Everything I'm currently working on revolves around bringing people together and networking smarter. It's about constantly trying to find interesting, unique ways to make a difference, whether it's joining another board or continuing to create new events. This community has a lot of opportunities for young professionals, and I'm always looking for my next circle of influence. What about you?

D: I'm hoping to finish a book about networking directed primarily at young professionals. We have so many opportunities to connect with individuals now, but we all spend way too much time behind computer screens or smartphones. Like you, I enjoy the face-to-face communications, and events like the YP Symposium, LinkedIn Socials, and Bow Tie Ball help the social-media generation continue to connect in person.

Danny Beyer is a passionate networker who loves connecting people and helping them realize their goals and dreams. Through his leadership experience on New View, the Chamber's Young Professional Arm, and the West Des Moines Chamber Executive Board, he organized events to help people build their brand and achieve more through networking. Beyer was recently named the 2013 Amy Jennings Young Professional of the Year by the Greater Des Moines Partnership for his community impact through his civic mindedness and professionalism.

Mike Banasiak is passionate about connecting people while working to inspire others to get more involved and make a difference. In his day job, he helps people make better decisions about money as a certified financial planner and speaker with Legacy Financial Group in Des Moines. Originally from Oklahoma, Banasiak found his way to Iowa State University and now resides in West Des Moines with his wife, Kate; their golden retriever, Maggie; and their first child on the way (a baby girl due in March).

For more information, visit



◀ www.dmacc.edu/ciweek

DANNY BEYER WILL PRESENT *GREAT NETWORKING IT'S EASIER THAN YOU THINK* AT THE DMACC WEST CAMPUS ON WEDNESDAY, MARCH 5 AT 8:45am, IN ROOM 223E.



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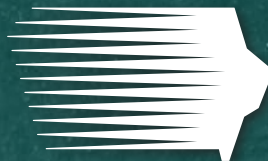
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WELCOME TO



Welcome to ciWeek 2014! Celebrate! Innovation Week (ciWeek) began in 2010 with a simple idea: set aside a few days each year to focus exclusively on the importance of creative, innovative thinking. The fifth anniversary of ciWeek brings with it the excitement of incredible speakers and presenters from throughout the nation.

ciWeek highlights stories from the real world. The speakers—some famous, others not—have dreamed, created, inspired, and accomplished. It's a fast-paced, thought-provoking, and highly interactive week that gives students and the public the opportunity to listen, absorb, and engage directly with successful, creative people. The goal of ciWeek is for students—and community members—to meet, learn, interact, and become inspired by the dreams and accomplishments of others.

Past speakers have included Steve Wozniak (co-founder of Apple and the father of the personal computer), Dr. David Gallo (co-expedition leader to the RMS Titanic), Capt. Alan Bean (Apollo 12 and Skylab astronaut and

the fourth man to walk on the moon), Daymond John (from ABC's *Shark Tank*), John Gaeta (Academy Award™ winning visual effects designer for *The Matrix* movies), and Dr. Gene Poor (creator of lifelike animatronics and robotics for companies such as Disney®).

ciWeek 2014 is no different. Capt. Eugene Cernan (author and Apollo XVII commander), Phil Hansen (interactive artist and author of *Tattoo a Banana*), David Berman (*CSI: Las Vegas* actor), and Grant Imahara (*Mythbusters*) join ciWeek's ranks of outstanding speakers. Thanks to the generosity of our sponsors and the hard work of DMACC West staff and faculty, we have an incredible lineup.

As always, we continuously seek feedback, so we can try to make each year better than the one before. If you have any suggestions, please feel free to contact me at adpaustian@dmacc.edu. Thank you for your support, and enjoy ciWeek 2014!

Sincerely,

Anthony D. Paustian, Ph.D.
Provost
Des Moines Area Community College
West Campus

ciWEEK 2014 AT A GLANCE

All events held at Des Moines Area Community College West Campus,
5959 Grand Avenue, West Des Moines, Iowa.

MONDAY, MARCH 3, 2014

Pre-Event Kick-Off Day for DMACC West students

6:00PM

KEYNOTE SPEAKER: MIKE DRAPER

From Rags to Rayguns: The Inspiring Story of a Boy from Van Meter

TUESDAY, MARCH 4, 2014

High School Day

(DMACC students may participate, space permitting.)

6:00PM

KEYNOTE SPEAKER: COL. JOHN HINCK

Attacking Innovation!

WEDNESDAY, MARCH 5, 2014

8:45AM

Concurrent Sessions (see pages 43-46 for breakdown)

10:00AM

KEYNOTE SPEAKER: DR. ANTHONY PAUSTIAN

Just a Minute!

11:30AM

KEYNOTE SPEAKER: PHIL HANSEN

The Power of Constraints

12:45PM

LUNCH BREAK

1:30PM

KEYNOTE SPEAKERS: DAVID BERMAN & JON WELLNER

CSI Exposed

6:00PM

KEYNOTE SPEAKER: DEANNE BELL

STEM and the Secrets to Innovation, Inspiration, and Blowing Stuff Up!

THURSDAY, MARCH 6, 2014

8:45AM

Concurrent Sessions (see pages 43-46 for breakdown)

10:00AM

KEYNOTE SPEAKER: DR. SALMA GHANEM

A Kaleidoscope of Ideas: Lessons Learned from across the World

11:30AM

KEYNOTE SPEAKER: GRANT IMAHARA

How To Make Science and Engineering Cool

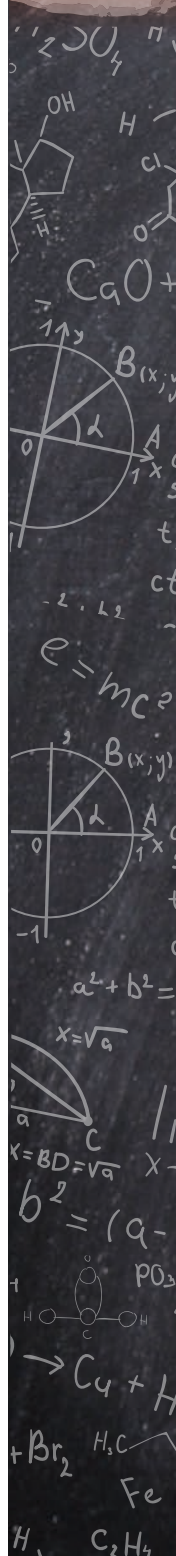
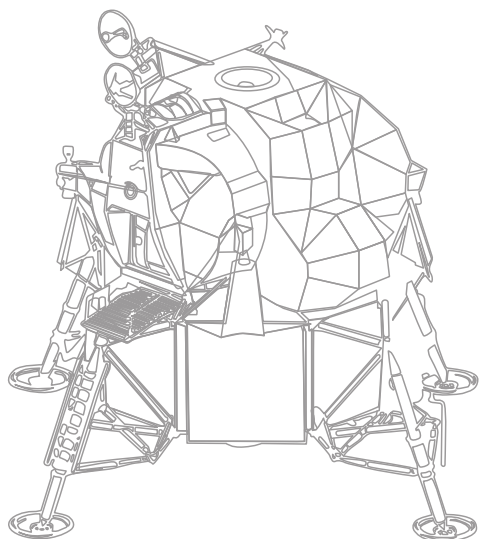
12:45PM

LUNCH BREAK

1:30PM

KEYNOTE SPEAKER: CAPT. EUGENE CERNAN

APOLLO: Inspiring Future Minds



MONDAY, MARCH 3, 2014 • 6:00PM–7:00PMA

NOTE: SCHEDULE IS SUBJECT TO CHANGE.

FROM RAGS TO RAYGUNS: THE INSPIRING STORY OF A BOY FROM VAN METER

MAIN STAGE: MIKE DRAPER

TUESDAY, MARCH 4, 2014 • 6:00PM–7:00PMA

ATTACKING INNOVATION!

MAIN STAGE: COL. JOHN HINCK

WEDNESDAY, MARCH 5, 2014 • 8:45AM–9:45AMA

RE-DISCOVERING CURIOSITY

AUDITORIUM—#202C: ADAM CARROLL

In an effort to return to “Beginner’s Mind,” a theory of starting from the mindset of a novice in everything you do, Adam Carroll sought guidance from his greatest instructors: his children. By modeling childlike questioning, Carroll picked the lock of innovation, creativity, relational harmony, and group dynamics. This comedic yet poignant look at curiosity and its subtle (and not-so subtle) implications will have you re-discovering curiosity in your life.

GREAT NETWORKING—IT’S EASIER THAN YOU THINK

ROOM #223E: DANNY BEYER

Networking is often scary. It makes people nervous and uncomfortable. In this seminar, Danny Beyer will share tips and tricks of great networking he learned throughout his years in sales and community service. Networking doesn’t have to be intimidating, and the benefits far outweigh the butterflies. Learn easy introduction questions and great conversational skills all while using your existing network to your advantage!

DO WHAT YOU LOVE!

ROOM #219E: C.J. BIENERT

Have you ever heard the saying “never mix business with pleasure”? What does that refer to? If you are passionate about something, make a job out of it, and you will learn that mixing business and pleasure is not as dirty as you were told. Learn about starting a small business with big dreams (in my case built on a love for cheese), what it means to be sustainable both financially and environmentally, and how to grow a small business organically (without very much money).

BUILD YOURSELF. BUILD A BUSINESS.

ROOM #210E: JEFFREY BYRN

Jeffrey Byrn will provide personal, professional, and clientele perspectives within the financial/insurance industries. His presentation will assist anyone who possesses an entrepreneurial spirit to better understand the things one needs to be successful in starting, growing, and maintaining a business. He’ll discuss basic financial principles to help establish a foundation and forward financial concepts that help position future entrepreneurs to work for themselves. In addition, he’ll discuss the beliefs, behaviors, and traits he believes are requisite to be successfully self-employed.

LIFE PROBLEMS SOLVED WITH AGILE

ROOM #123E: KRISTIN RUNYAN

Agile is a software methodology many businesses use successfully to enhance communication, effectiveness, decision-making, and quality to deliver more value to customers. The principles behind Agile have universal application and can help solve problems in daily life by improving study habits, increasing knowledge, and marketability to current and future employers by adopting a few simple concepts. Join Kristin Runyan to learn more about this powerful and simple way to incorporate Agile in your life.

PASSION AS ART, AND ART AS BUSINESS

ROOM #212W: JENNIFER COLEMAN

The world of photography is full of beautiful complexities, simple joys, and plenty of frustrations. It is a global art form that continues to evolve from a long history of invention and innovation, preserving the past while presenting the future. Ultimately, it is the creative synergy of those who participate, all working from the same core principles to bring life to many visions, dreams, and moments, never to be lived again. In our one-hour session, we will concentrate on those core building blocks, illustrating how to capture, edit, and present your work from a professional point of view.

WEDNESDAY, MARCH 5, 2014 • 10:00AM–11:00AMA

JUST A MINUTE!

MAIN STAGE: DR. ANTHONY PAUSTIAN

WEDNESDAY, MARCH 5, 2014 • 11:30AM–12:30PMA

THE POWER OF CONSTRAINTS

MAIN STAGE: PHIL HANSEN

WEDNESDAY, MARCH 5, 2014 • 1:30PM–2:30PMA**CS/ EXPOSED**

MAIN STAGE: DAVID BERMAN & JON WELLNER

WEDNESDAY, MARCH 5, 2014 • 6:00PM–7:00PMA**STEM AND THE SECRETS TO INNOVATION, INSPIRATION, AND BLOWING STUFF UP!**

MAIN STAGE: DEANNE BELL

THURSDAY, MARCH 6, 2014 • 8:45AM–9:45AMA**OLD WOOD IS GOOD WOOD: A LESSON IN SALVAGE**

AUDITORIUM-#202C: DON SHORT

Don Short is the off-the-cuff proprietor of West End Architectural Salvage in downtown Des Moines, Iowa. He will take you on a fun-filled journey through the inception of a unique local junk-shop venue to a distinctive business with an avid nationwide following and an HGTV reality show bearing its name.

RESOLVING THE CRISIS IN WORLD HOUSING

ROOM #223E: DONALD SHAFER

The United Nations' 2020 goal is to house 100,000,000 people. Though laudable, this is only 5 to 10% of the estimated 1 to 2 billion people who will be ill-housed or homeless at that time. We can't solve this issue merely by changing techniques; we have to change technologies to address multiple community issues simultaneously including housing, employment, education, food, water, health, economics, energy, sustainability, and climate stabilization. This requires deeper and broader knowledge. Fortunately, advanced and ancient knowledge are converging to create a compelling vision for the future of the world family.

THE DESIGN CODES FOR BREAKTHROUGH

ROOM #219E: RANDY BIXBY

Ever wondered what is stopping you from reaching your full potential and making your dreams a reality? Have you ever been "stuck" with obstacles holding you back? Learn the secret that effective leaders use to get results when others can't. In this fun and interactive session, Bixby will give you tools to immediately discover the mindsets that repress the results you desire in any area of life or business. Once you identify the thinking that's stopping you, Bixby will show how to choose a breakthrough mindset and take action to get the results you want.

STOP SCARING YOURSELF!

ROOM #210E: KATHRYN DICKEL

Kathryn Dickel focuses this presentation on her number-one advice to innovators: manage your fear. This session will explore real-world scenarios and strategies to harness the power of fear and turn it into a force of innovation as opposed to destruction. Dickel encourages you to come to this session open and ready to participate. Expect something out of the ordinary!

PROTECTING YOUR INNOVATIONS

ROOM #123E: KIRK HARTUNG

Whether your innovations come from sweat of the brow or from a light bulb turning on, if they have commercial value, they may be worth protecting through U.S. and foreign patent laws. Patent protection is a valuable asset that can provide competitive advantages. The patent owner controls who makes and sells the invention. Patents are often key for successful products and processes. Timeliness is critical, and if you snooze, you'll lose your rights. This energetic and entertaining presentation will teach the options and deadlines for protecting creativity.

EVERY PIXEL BUILDS A STORY

ROOM #212W: SHAWN FITZGERALD

The art of storytelling is as old as time, yet our digital world unleashed an incredible new realm for future storytellers' imaginations. This session will introduce the process of creating visual stories using digital editing tools.

THURSDAY, MARCH 6, 2014 • 10:00AM–11:00AMA**A KALEIDOSCOPE OF IDEAS: LESSONS LEARNED FROM ACROSS THE WORLD**

MAIN STAGE: DR. SALMA GHANEM

THURSDAY, MARCH 6, 2014 • 11:30AM–12:30PMA**HOW TO MAKE SCIENCE AND ENGINEERING COOL**

MAIN STAGE: GRANT IMAHARA

THURSDAY, MARCH 6, 2014 • 1:30PM–2:30PMA**APOLLO: INSPIRING FUTURE MINDS**

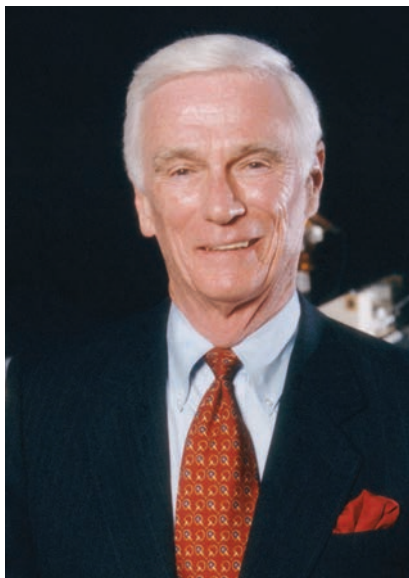
MAIN STAGE: CAPT. EUGENE CERNAN

Innovating since 1893

Sometimes the most innovative thing we can do is keep doing the right things.

At West Bank, we've spent more than a century building strong relationships one handshake at a time. With each handshake an innovative new business or family venture is launched. We're proud to play a role in each new dream, just like we did back in 1893.





CAPT. EUGENE CERNAN

COMMANDER: APOLLO XVII, AUTHOR: *THE LAST MAN ON THE MOON*

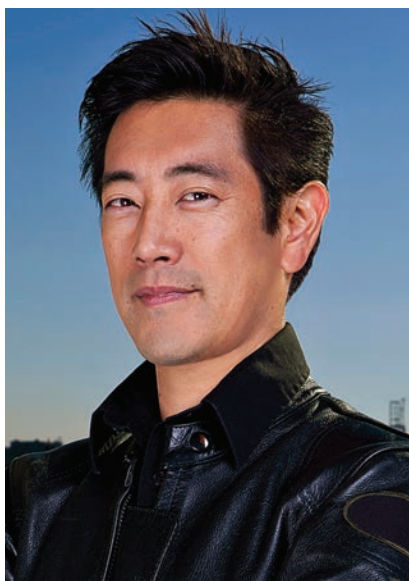
MAIN STAGE | THURSDAY, MARCH 6 | 1:30PM

APOLLO: Inspiring Future Minds

During 20 years as a Naval Aviator, including 13 years with the National Aeronautics and Space Administration (NASA), Captain Eugene A. Cernan left his mark on history with three historic missions in space as the Pilot of Gemini IX, the Lunar Module Pilot of Apollo X, and the Commander of Apollo XVII. After flying to the moon not once, but twice, he also holds the distinction of being the second American to walk in space and the last man to have left his footprints on the lunar surface.

Along with his numerous military honors, Captain Cernan received the NASA Distinguished Service Medal, the FAI International Gold Medal for Space, induction into the U.S. Space Hall of Fame, and enshrinement into the National Aviation Hall of Fame, Naval Aviation's Hall of Honor, and the International Aerospace Hall of Fame. Captain Cernan was awarded NASA's first Ambassador of Exploration Award, the Federal Aviation Administration's prestigious Wright Brothers Master Pilot Award, and the 2007 Lindbergh Spirit Award (presented only every five years). In December 2007, The National Aeronautic Association presented Captain Cernan with one of the most prestigious aviation trophies in the world, the Wright Brothers Memorial Trophy, in Washington, DC. In April 2008, Captain Cernan was honored by receiving the 2008 Rotary National Award for Space Achievement, and in the Fall of 2008, he received the Federation Aeronautique Internationale (FAI) Gold Air Medal, one of the most coveted international awards.

Captain Cernan authored *The Last Man on the Moon* which was published in 1999.



GRANT IMAHARA

HOST: DISCOVERY CHANNEL'S *MYTHBUSTERS*

MAIN STAGE | THURSDAY, MARCH 6 | 11:30AM

How to Make Science and Engineering Cool

Grant Imahara is one of the hosts of Discovery Channel's *Mythbusters*. Using a blend of science and fun, they put urban legends to the test, sometimes with explosive results. Since joining the team in January 2005, Grant has tested hundreds of myths, and, in the process, swam with sharks, shot a merry-go-round with a .50 Cal sniper rifle to make it spin, hung from the skids of a helicopter, fired cheese out of a cannon into the San Francisco Bay, allowed 25 tarantulas to crawl on his head, dropped a BMW from an aircraft, sliced a car in half using a rocket sled, destroyed so many cars he's stopped counting, and built many, many robots, all in the name of science.

Before *Mythbusters*, Grant spent nine years in special effects as an animatronics engineer and modelmaker for George Lucas' Industrial Light and Magic. He worked on numerous blockbusters including *The Matrix* sequels, *Galaxy Quest*, *Terminator 3*, and *Star Wars: Episodes 1-3* (although he is NOT responsible for Jar Jar). He put the lights in R2-D2's dome and gave the Energizer Bunny his beat. He created the often rude and irreverent robot skeleton sidekick, Geoff Peterson, for late night talk show host Craig Ferguson.



PHIL HANSEN

MULTIMEDIA ARTIST, AUTHOR: *TATTOO A BANANA*

MAIN STAGE | WEDNESDAY, MARCH 5 | 11:30AM

The Power of Constraints

Phil Hansen is a multimedia artist who works at the intersection of traditional visual art, pointillism, and offbeat techniques. He is most widely known for his meta-art, videos that document the creation process, showing millions that art is action, not just result. Hansen's work also extends deeply into traditional media. He has been featured on the *Discovery Channel*, *CNN International*, *CNN*, *CBS*, *Good Morning America*, *The Rachael Ray Show*, *Last Call with Carson Daly*, and other media venues. As a commercial artist, he has worked on a variety of TV and Internet campaigns with clients that include the Grammys™, Skype™, Diesel™ and Arby's™. Hansen is also the author of *Tattoo A Banana*.



DAVID BERMAN

ACTOR: *CSI—LAS VEGAS*

MAIN STAGE | WEDNESDAY, MARCH 5 | 1:30PM

CSI Exposed

Berman, a Los Angeles native, attended college at Georgetown University where he graduated Magna Cum Laude and Phi Beta Kappa with a double major in English and Theology. After completing his studies in Washington, he returned to Los Angeles where he has spent the last six- and-a-half years working as a researcher and as an actor for the highly-rated TV show *CSI: Crime Scene Investigation*.

Along with researcher Jon Wellner, Berman maintains a database of over 300 professionals working in virtually all aspects of law enforcement. In addition to *CSI*, Wellner and Berman have worked as researchers on half a dozen television shows including *CSI: Miami*, *Bones*, and *Drop Dead Diva*. Berman has also served as a researcher for Ben Stiller's *Red Hour Productions* and author Jerry Stahl (*Permanent Midnight*, *I*, *Fatty*)

Berman also appeared as an actor in over 200 episodes of *CSI* as assistant coroner David Phillips. He has performed in *Heroes*, *Profiler*, and *Vanished*.



JON WELLNER

ACTOR: *CSI—LAS VEGAS*

MAIN STAGE | WEDNESDAY, MARCH 5 | 1:30PM

CSI Exposed

Wellner hails from Chicago where he studied theater and performed at such renowned theaters as Second City and the Steppenwolf Theater. He moved to Los Angeles in 2000 and was soon working in television with roles on *Bones*; *NCIS*; *Becker*; *Gilmore Girls*; *Yes, Dear*; *Judging Amy*; *That's So Raven*; and more. In 2002, he played Gilligan in the movie of the week, *Surviving Gilligan's Island*, which was the highest-rated movie of the week that year. He can also be seen in the films *Evan Almighty* as well as *Ocean's 13*.

In 2004, Wellner was cast as toxicologist Henry Andrews on *CSI: Crime Scene Investigation*. He has filmed more than 50 episodes to date.



DEANNE BELL

TV PRODUCER & HOST: *SMASH LAB*

MAIN STAGE | WEDNESDAY, MARCH 5 | 6:00PM

STEM and the Secrets to Innovation, Inspiration, and Blowing Stuff Up!

Bell is a globetrotting engineer, science television host, and a woman who loves her power tools. She received a B.S. in mechanical engineering from Washington University in St. Louis. Prior to becoming a TV host, she designed opto-mechanics for military aircraft sensors in Los Angeles and worked as a senior application engineer for a software startup in Boston.

In 2006, Bell took her first job in television as a co-host for the Peabody Award winning children's series, *Design Squad*.

Determined to inspire a new generation of innovators and engineers, Bell set out to bring her passion for science to primetime television, swapping her full-time cubicle for a full-time production studio.

Whether it's a show about sports, history, home improvement, or straight-up experiments on TV, she loves to bring science into everyday conversation. Her television hosting credits include ESPN's *Rise Up*, National Geographic's *The Egyptian Job*, DIY Network's *Money Hunters*, and perhaps the most adrenaline-packed of them all, Discovery Channel's *Smash Lab*. When Bell's not crunching numbers on TV, she seeks out global travel and outdoor adventure. She has hiked to the base of Mt. Everest, cycled from Seattle to Los Angeles, and backpacked solo throughout Asia.

She defies all stereotypes of what a typical engineer should be and speaks candidly about her journey—without wearing a pocket protector.



DR. SALMA GHANEM

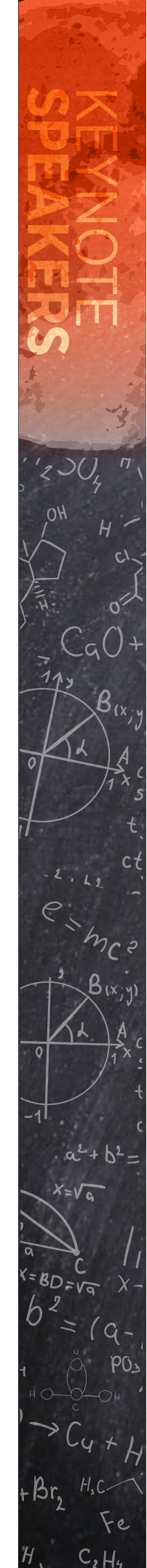
DEAN, COLLEGE OF COMMUNICATION AND FINE ARTS, CENTRAL MICHIGAN UNIVERSITY (CMU)

MAIN STAGE | THURSDAY, MARCH 6 | 10:00AM

A Kaleidoscope of Ideas: Lessons Learned from Across the World

Dr. Salma Ghanem serves as professor and Dean of the College of Communication and Fine Arts at Central Michigan University (CMU). Prior to joining CMU in 2009, she served as chair of the Department of Communication at the University of Texas-Pan American for eight years. Dr. Ghanem has experience in health and international public relations. She held the position of communication specialist with Scott and White Memorial Hospital and Clinic in Temple, Texas, and served as an information officer for the press office of the Egyptian Mission to the United Nations in New York.

Dr. Ghanem embraces diversity personally and professionally. Born to an Egyptian father and a Dutch mother, she immigrated to the United States from Egypt in 1981. After living in New York, she moved to Texas where she taught for 15 years at The University of Texas-Pan American. She attended a French high school in Cairo, Egypt, where she also attended The American University in Cairo. Dr. Ghanem speaks English, Arabic, French, and some Spanish. She received multiple awards for research and teaching and has published and presented globally. She earned a Ph.D. in journalism from the University of Texas at Austin in 1996.





MIKE DRAPER

FOUNDER: RAYGUN

MAIN STAGE | MONDAY, MARCH 3 | 6:00PM

From Rags to Rayguns: The Inspiring Story of a Boy from Van Meter

In 2005, Draper moved back to Iowa from Philadelphia, opening RAYGUN in downtown Des Moines. Since then, the company has grown steadily, spinning off its custom printing and design side into 8/7 Central, opening a second and third RAYGUN in Iowa City and Kansas City, and writing a book, *The Midwest: God's Gift to Planet Earth*, that few people read.

Sales have reached around \$3 million, employee totals have passed 30, but the company goals remain humble: make people laugh, make Draper disgustingly rich, and save America from a thousand years of darkness.



COL. JOHN HINCK

US ARMY (RET.) AND FOUNDER: STRENGTH AND HONOR SOLUTIONS

MAIN STAGE | TUESDAY, MARCH 4 | 6:00PM

Attacking Innovation!

Hinck is a former Army Colonel with 22+ years of leadership experience serving our country as a combat leader and Apache Helicopter pilot. He founded Strength and Honor Solutions, a consulting company committed to developing leader and organizational practices based on character and values. Hinck teaches college courses in communication; speaks on leadership for colleges, corporations, and nonprofits; coaches people in all walks of life; and is writing *Strength and Honor!*, a book filled with leadership lessons he learned from the military, his family, and his church.



DR. ANTHONY PAUSTIAN

AUTHOR: BEWARE THE PURPLE PEOPLE EATERS: A PERSONAL LOOK AT LEADERSHIP

MAIN STAGE | WEDNESDAY, MARCH 5 | 10:00AM

Just a Minute!

Dr. Anthony Paustian was given a rare opportunity . . . to create a technology-focused college campus from scratch. Fourteen years later, the innovative approach to the DMACC West Campus has appeared on CNN, CNBC, Fox News, *USA Today*, NPR, and other national media and has received a variety of national awards. From his Air Force days on F-111s to building national brands to coaching a talented group of staff and faculty, Paustian has developed a unique skill set that is quickly apparent in every aspect of his life as a leader, strategist, entrepreneur, inventor, designer, author, and speaker. His most recent book, *Beware the Purple People Eaters: A Personal Look at Leadership*, takes much of his life experience and applies it as a metaphor to encourage readers to take a long, hard look at themselves and improve how they choose to lead each day of their lives. Paustian holds graduate degrees in educational psychology, business administration, and design and is the proud father of two Army soldiers.

Featured **SPEAKERS**



ADAM CARROLL

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Re-Discovering Curiosity

Adam Carroll is a lifelong student of personal development as well as a sought-after speaker in the fields of financial literacy, networking, and entrepreneurship. Carroll is the co-author of *Winning the Money Game*, the founder of Succeed Faster Seminars, and the chief education officer at National Financial Educators. He presents at colleges and universities throughout the country.



DON SHORT

THURSDAY, MARCH 6 | 8:45AM-9:45AM

Old Wood is Good Wood: A Lesson in Salvage

Born and raised in North Dakota, Short landed in the family's Maid-Rite business, founded in Marshalltown, Iowa, following graduation from the University of North Dakota in 1985. Restoring the 10,000-square-foot Willard House in Marshalltown in his off-hours, Short began hosting events on the main floor while living in the upper levels. Breaking from Maid-Rite in 2004, Short began restoring homes in Des Moines. Soon his storage was overflowing with unused but beautiful salvaged pieces from his homes. On a whim, he hosted a tag-sale that spawned a whole new enterprise known today as West End Architectural Salvage.

Concurrent **SPEAKERS**

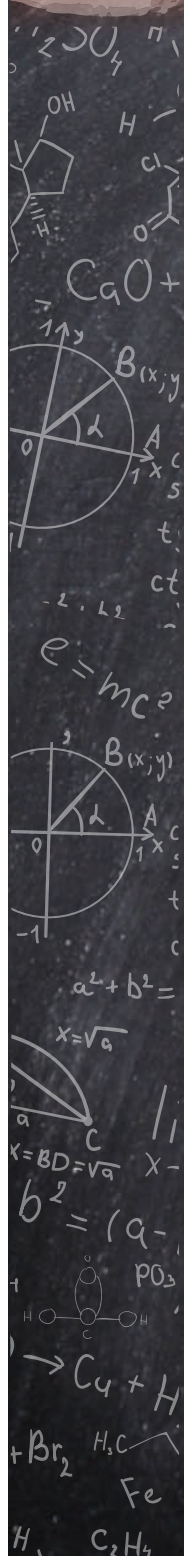


DANNY BEYER

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Great Networking—It's Easier than You Think

Danny Beyer is a passionate networker who loves connecting people and helping them realize their goals and dreams. Through his leadership experience on New View, the Chamber's Young Professional arm, and the West Des Moines Chamber executive board, he organized events to help people build their brand and achieve more through networking. Beyer was recently named the 2013 Amy Jennings Young Professional of the Year by the Greater Des Moines Partnership for his community impact through his civic mindedness and professionalism.





C.J. BIENERT

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Do What You Love!

C.J. Bienert's journey started more than 12 years ago and has led him on an exploration around the world encompassing every aspect of cheese and cheese making. He has visited dairies, tried his hand at cheese production, and examined the business of selling cheese. He and his wife, Kari, opened The Cheese Shop of Des Moines in the Shops at Roosevelt on November 8, 2011. The shop's specialty is artisan and farmstead cheese from more than 100 producers (mostly American) and everything to be paired with cheese—from wine to craft beer and cured meat to chocolate.



RANDY BIXBY

THURSDAY, MARCH 6 | 8:45AM-9:45AM

The Design Codes for Breakthrough

Randy Bixby is a leadership development speaker, author, and executive coach with more than two decades of leadership experience. He is the creator of the Character Genetics System of delivering accelerated, measurable, and sustainable change to leaders and organizations. Without much luck, he stumbled into an internship with Northwestern Mutual while attending a career fair. He quickly realized through experiential workshops, coaching, and consulting, he supports leaders to create permanent shifts and lasting change.



JEFFREY BYRN

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Build Yourself. Build a Business.

Jeffrey Byrn is originally from Hamilton, a small town in west-central Illinois. Like many young adults, he was trying to answer "What do I want to do when I grow up?" Without much luck, he stumbled into an internship with Northwestern Mutual to build his financial services practice while attending a career fair. He quickly realized his passion for helping people and transitioned his internship into a full-time career after graduating from Iowa State University with a finance degree. Byrn now serves as a managing director and financial advisor for Northwestern Mutual's offices in central Iowa. He spends his weeks recruiting, training, and mentoring advisors who join his firm and educates and advises clients to make financially sound decisions. He is a member of The Million Dollar Round Table and has been ranked in the top 100 for his work with clients and in the top 10 for his work in leadership with Northwestern Mutual. He and his wife, Emily, reside in Ankeny, Iowa with their daughter, Kamryn. Byrn can best be described by his three core values: loyalty, love, and laughter.



JENNIFER COLEMAN

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Passion as Art, and Art as Business

Jennifer Coleman is a freelance photographer specializing in motor sport, commercial, and lifestyle photography. She is a DMACC alumni, previous photography instructor, and current chief photographer for the Iowa Speedway.



KATHRYN DICKEL

THURSDAY, MARCH 6 | 8:45AM-9:45AM

Stop Scaring Yourself!

Kathryn Dickel has been a part of growing creative communities for nearly 14 years. In her mid-20s, Dickel and her partner, Heather Hansen, started Swaelu Media, a marketing and web development company serving mostly non-profits. Realizing their hometown, Des Moines, Iowa, needed a serious cultural renaissance and the world, in general, needed a better ticketing company, they applied their creative and technological resources to found IowaTIX, now known as MIDWESTIX, in 2002. They recently launched the award-winning Third Solution Entertainment Group, a division of MIDWESTIX, which provides an array of event services for large-scale festivals. Dickel graduated from Cornell College in 1995 with a double major in religion and politics. Married and a mom of two young boys, Dickel serves on the board of the Civic Music Association.

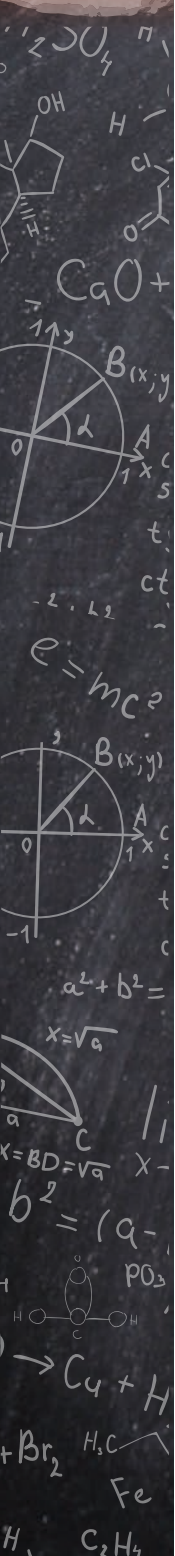


SHAWN FITZGERALD

THURSDAY, MARCH 6 | 8:45AM-9:45AM

Every Pixel Builds a Story

Shawn FitzGerald loves telling stories of all magnitudes. So, it's no surprise he gravitates toward using technology and digital means to further the art of storytelling. Building on 20 years of writing, directing, and video editing, FitzGerald continues producing visual communications for private- and public-sector organizations. He also consults with and provides training for companies looking to improve communications with employees and customers.





KIRK HARTUNG

THURSDAY, MARCH 6 | 8:45AM-9:45AM

Protecting Your Innovations

Kirk M. Hartung is a patent attorney practicing in Des Moines with McKee, Voorhees & Sease, an intellectual property boutique law firm with 18 lawyers. With more than 30 years of experience, Hartung advises inventors on the options for protecting their innovations and ideas. Hartung evaluates patentability, writes patent applications, prosecutes in the U.S. and foreign patent offices, negotiates and litigates patent disputes, and does licensing and transfers of patent rights. His engineering and law degrees provide the technical and legal backgrounds to assist clients in their intellectual property matters.



KRISTIN RUNYAN

WEDNESDAY, MARCH 5 | 8:45AM-9:45AM

Life Problems Solved with Agile

Kristin Runyan is a product delivery expert currently living in Des Moines, Iowa, focusing on Agile implementations as an Agile coach and trainer. Her experience led to a contract to co-author a textbook on the Agile methodologies, targeted at undergraduate computer science, software engineering, and business students, and available in the spring of 2014. Runyan served as a chief product officer, chief information officer, and several other roles within technology and product management. During her tenure at CDS Global, Runyan's team launched six new products in less than three years. Runyan was the 2011 winner of the Women of Innovation award from the Technology Association of Iowa. Runyan earned her undergraduate degree at Texas Christian University (TCU) and her MBA at Saint Louis University (SLU). She is an avid blogger at runyanconsulting.com, and her Twitter handle is @KristinRunyan.



DONALD SHAFER

THURSDAY, MARCH 6 | 8:45AM-9:45AM

Resolving the Crisis in World Housing

Don Shaifer is an architect, inventor, housing expert, futurist, and entrepreneur. His company, Acasa Building, is developing a new building system called "Parametric Building," a major advancement in residential building. Shaifer is experienced in design, construction, organization, business, and computer technology. He has been a banker, technical contractor, and consultant who has worked in non-profit organizations, government (FEMA), and higher education. At U.C. Berkeley, he was an assistant dean of students, assistant director of financial aid, and head financial aid counselor. He has an M.A. from the University of Oregon and a B.A. from the University of California, Berkeley.

*Of all the gifts
that can be given,
the gift of education
is perhaps the greatest.*



The Des Moines Area Community College Foundation ensures educational excellence through charitable giving. Our vision is to provide every student access to a quality education to pursue opportunities and achieve career dreams.

2013 DMACC FOUNDATION HIGHLIGHTS

- ▶ Provided \$646,726 in scholarships to 1,070 DMACC students.
- ▶ Hosted 357 donors, scholarship recipients and friends at the third annual scholarship “thank you” celebration.
- ▶ Raised \$155,000 for scholarships through the annual DMACC CEO Golf Invitational.
- ▶ Launched “Donuts with DMACC” to connect with businesses that employ DMACC students and graduates.
- ▶ Assisted 1,252 adults to achieve their dream of earning a GED.



The DMACC Foundation supports the college in areas that are not sustained by taxes, tuition or grants.

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