Available online at www.sourcenews.com

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The mission of the Columbus Metropolitan Club is to connect people and ideas through community conversation.

THIS WEEK AT CMC

JULY 22 5:30 - 7:30

Saving the World from Your One-Bedroom Apartment

Green Trade Show and Expert Panel Held at the Nationwide and Ohio Farm Bureau's 4-H Center 2201 Fred Taylor Blvd.

Battelle and CMC present the Fueling Ohio's Future Series

Re-Examining the Car of the Future

Energy and the Vehicles of Tomorrow

Featuring: Dr. Giorgio Rizzoni

Center for Automotive Research, The Ohio State University

Upcoming Conversation

AUGUST 6 Columbus City Schools

Reading Writing and Referendums

Featuring Columbus Schools Superintendent Dr. Gene Harris Sponsored by DeVry University



Gene Harris

AUGUST 13 Chase Excellence

CHASE 0 excellence in Leadership Series in <u>leadership</u> An Interview with Jack Partridge

President, Columbia Gas of Ohio

Interviewed by Gail Hogan, Host of **Showcase Columbus**

Series Underwritten by: JPMorgan Chase Presented in partnership with Leadership Columbus



Jack Partridge

Wednesday, July 30, 2008

Fast Thinking in a **SLOW** Economy

Using Creativity to Overcome Tough Times Featuring Artie Isaac, Founder Young Isaac

Last week, Federal Reserve chairman Ben Bernanke presented grim news to Congress. The inflation rate is increasing, unemployment rates across the nation are climbing, and rising fuel and transportation costs continue to strain businesses and non-profit organizations across the country.

Is the sky falling? Is it time for organizations to cut costs, reduce overhead, begin outsourcing? Is it time to hunker down, cover your head and hope this downturn passes?

Artie Isaac says absolutely not! In a market like this, corporations and non-profits need to get excited and GET CREATIVE!!

People often forget, in a down market, opportunities abound. As executives do what is expected of them (getting conservative), a new way of thinking (getting creative) can give competing organizations a substantial edge for the short term and the long haul.

The best part? You don't necessarily need to be a "creative type" to

Mr. Isaac has made a handsome living teaching individuals and organizations how they can "increase creativity by simply not suppressing it." It is likely that this forum could change your perspective and have you excited about conquering this slow economy and grabbing hold of all its opportunities. **About Artie**

Artie Isaac re-founded Young Isaac, an award-winning, creative marketing strategy and advertising agency. He has taught consumer behavior, copywriting, and the history of advertising at The Ohio State University and the Columbus College of Art & Design, and Ethics to seventh graders at Temple Israel. Artie currently teaches Creativity: Skills and Practice to MBA candidates at the OSU Fisher College.

Note: You also might know Artie as the other guy with the bow tie in

"VISIT CMC ON-LINE"

WWW.COLUMBUSMETROCLUB.ORG

Register for events, check out streaming video from past forums in our "Video *Archive*", and continue the discussion on our "Forum Discussion" page.



ADDED THIS WEEK:

Video of "A Desire Named Streetcar" Forum Discussion continues

for Social Networking

New events: July 30, August 6, 7, 13, and 27th

Reservations Required for Forums

Make reservations on line at www.columbusmetroclub.org

If you need help registering, see our "how-to" guide in "Need Help?" section on our website

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tape our forums for rebroadcast on:

Each week, our friends at The Ohio Channel

Clary Communications

Gregg Dodd, Secretary

Digital: Ch 34.5 (on air)

Insight Digital: Ch 765

WOW Digital: Ch 150

Time Warner Digital: Ch 96

Fridays @ 4 pm & Midnight

Mondays @ 11 am & 7pm

W@SUTV/DT

• AT & T

Corna/Kokosing

· David Bott

Sundays @ 4 pm & Midnight

Public Television

Sue Hoelscher, Treasurer

Otterbein College

RSM McGladrey

Save

the Date

August 27 from 5:00 - 8:00 pm

CMC Summer Celebration... the most fun you've ever had at an annual meeting.

At Franklin Park Conservatory - Featuring the new "Grove" and "Zen Terrace"

Presenting Sponsor *Huntington* Hosted by Franklin Park Conservatory

Join Today!

Call CMC at (614) 464-3220 for more information.

Tickets only \$20! Reserve your seats online today.

Huntington Bank

Amber Moyer, Intern

CMC Staff

Elfi Di Bella, Immediate Past-President

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Andrew Campbell, Interim Director of

Kimmer Callahan, Director of PR and Marketing

Programming

You can also watch our weekly forums on:

1111 DEMAND

Local On Demand is Time Warner

Cable's FREE local Video On

Demand channel available to Time Warner digital

Columbus and

surrounding

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Jane Scott, Executive Director

Founder's Fund Event

Tuesday, July 15, 2008___

In recognition and as a thank you for their donation of \$100 or more to CMC's Founders Fund this year, nearly 120 individuals were invited to a special reception at the Condominiums at North Bank Park. Clary Communications

sponsored the event and guests were treated to hours d'ouvres, tours of the condomiums and possibly the best view of our city from the suite's wrap-around



David and Sally Bloomfield discuss CMC with Matt Kelly.

> George O'Donnell, Richard McKee and CMC Development Committee Chair Beth Crane enjoy hours d'ouvres.

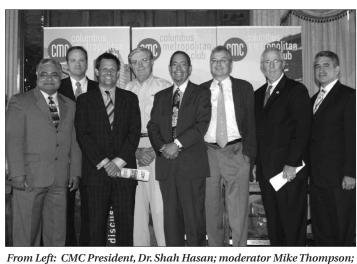


RECAP - JULY 16

A Desire Named Streetcar

Right Track or Wrong Turn?

Over 200 individuals packed themselves into the athletic club to hear Jim Coleman, Bob Weiler, Scott Bernstein and Chester Jourdan discuss the future of streetcars, but perhaps more importantly, the future of rapid transit in Central Ohio. WOSU's Mike Thompson moderated the discussion and drove the conversation.



panelist Jim Coleman, H.R. Gray's George Arnold; panelist Bob Weiler; panelist Scott Bernstein; panelist Chester Jourdan; and The Athletic

• American Dairy

Bob Evans Farms

· Columbia Gas

Association Mideast

· Coca Cola of Columbus

· Artina Promotional Products



CMC Member George O'Donnell discusses a recent



Panelists answer questions from the audience.

Sponsored by:



• The Jeffrey Company

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· RSM McGladrev

• Smith and Hale

• SZD Whiteboard

Club's Frank DiLapo.

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