



columbus metropolitan club

the community's conversation

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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.

JULY 23

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

in Leadership Series 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



Artie 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 do it!

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 Columbus.

"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.

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*

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

TUESDAY, JULY 15, 2008

Founder's Fund Event

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 condominiums and possibly the best view of our city from the suite's wrap-around balcony.



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.



CMC Member George O'Donnell discusses a recent streetcar survey.



From Left: CMC President, Dr. Shah Hasan; moderator Mike Thompson; panelist Jim Coleman, H.R. Gray's George Arnold; panelist Bob Weiler; panelist Scott Bernstein; panelist Chester Jourdan; and The Athletic Club's Frank DiLapo.



Panelists answer questions from the audience.

Sponsored by:

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For Construction Success

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THE ATHLETIC CLUB OF COLUMBUS

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