



FOR IMMEDIATE RELEASE

January 26, 2009

Building Better Brains Teaches Right Brain Creativity

What: Building Better Brains
When: Tuesdays, February 17, 24, March 3, 10, 17, 24, 2009 / 5. 30 – 6.30 pm
Where: Creative Spirit Center, 1517 Bayliss Street, Midland
Cost: \$45/\$40 members
Information: Call 989-837-1885 or visit [www:creativespiritcenter.org](http://www.creativespiritcenter.org)

[Midland] – Creative Spirit Center offers 6 hours of right brain work-outs to strengthen the domain of creativity, Tuesdays at 5.30 pm, February 17 through March 24. Each one-hour class will be 100% experiential, covering the topics of story, empathy, design, symphony, meaning, and play, a model of right-brain function originated by Daniel Pink in his book *A Whole New Mind*. Pink says, “Right-brainers will rule the future,” and New York *Times* columnist Thomas L. Friedman says in his books *The World Is Flat* and *Hot, Flat, and Crowded* that right brain activities are essential to jobs that cannot be out-sourced. Creativity can be applied not only to creating art, but also to solving pressing problems of the day: finding sustainable energy solutions, developing innovative business ideas, and creating jobs. Instructors will be a group of Midland creatives with backgrounds in business, music, wellness, global warming awareness, and non-profit management.

About the Instructors

Greta Bolger (3/17 class) is a writer and entrepreneur for whom creativity is both a vocation and an avocation. As founder and owner of Bolger + Battle, a creative marketing agency, Greta has led teams in developing award-winning campaigns for clients locally, regionally, nationally and internationally. Greta also writes and publishes poetry and non-fiction, and has recently begun working in collage and assemblage. She has taught at Delta College and Creative Spirit Center, and is skilled in group facilitation. Greta has bachelor's and master's degrees in English from Michigan State University.

Stephanie Cirihal (3/24 class) has a technical background in research and development, and a passion for creativity. Six years of experience as a certified Six Sigma Black Belt in innovation and problem-solving at The Dow Chemical Company honed her skills in communication and group facilitation. A certified life coach and yoga practitioner, she enjoys re-awakening the joy of movement and creativity in others through teaching the Nia Technique, an intelligent approach to fitness. She directs *Facing Forward: Journey into Womanhood*, a creativity mentoring program for teens at Creative Spirit Center.

Sarah Gorman, (2/24 class) a native of Texas, graduated from Texas Christian University and earned a master's degree in American literature from Duke University. She has taught English classes at Duke University, the University of North Carolina at Chapel Hill, Michigan State University, and most recently at Northwood University (2007). She is Creativity Director of Creative Spirit Center in Midland MI and has background in non-profit management, international law, public health, and publishing.

Neil Hershfield, (2/17 class) in a 30-year career with The Dow Chemical Company, worked in sales, marketing and eCommerce. He received a BS in Chemistry from the University of Wisconsin – Eau Claire in 1978 and an MBA from Northwood University in 1995. He has been involved with economic development initiatives in the Great Lakes Bay Region and has extensive background in project management and team-building through fostering creativity.

Jim Hohmeyer (3/17 class) is Artistic Director and conductor of the Music Society at Midland Center for the Arts and conductor emeritus of the Rochester Symphony Orchestra. He apprenticed with Maestros Robert Shaw and James Levine, and has degrees from Wayne State University. He completed the requirements for a Doctor of Music Arts in orchestral conducting at Michigan State University. He is active as a music educator, jazz pianist, choral musical performance adjudicator and clinician, and conductor for theatrical shows, as well as conductor/pianist/arranger.

Peter Sinclair, (3/10 class) a graduate of the University of Michigan, is an award-winning animator, illustrator, and internationally syndicated cartoonist, who runs Greenman Studios from his home in Midland. He has conducted numerous workshops in expanding creativity through the use of humor and right brain techniques for universities, businesses, health care institutions and schools. Since studying with Al Gore and some of the world's leading climate experts in 2007, he has used his graphic expertise to heighten awareness of global climate change in presentations around the state of Michigan.

About Creative Spirit Center

Creative Spirit Center is a not-for-profit community arts organization founded in 1994. The Center's mission is to create an environment for people of all ages to experience the creative process through ongoing classes, conferences, concerts, speakers and outreach programs; and its goal is to enhance the development of physical, psychological and spiritual wellness through the arts and humanities.

Printed Winter/Spring 2009 schedules showing all classes and events at Creative Spirit Center are available at no charge. Telephone 837-1885 to have schedules delivered to your business or location, or mailed to your home.

Contact: Colleen Reed creed@creativespiritcenter.org 989-837-1885
