

FOR IMMEDIATE RELEASE

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Press Release

Putting Creativity to Work For You Presented At September Treasure Valley Consultants' Network Meeting

Boise, ID, August 24, 2007. Treasure Valley Consultants' Network proudly presents *Putting Creativity to Work For You*, a presentation by Shaun Loughney of Lytic (<http://www.thinklytic.com>) on Tuesday, September 18th from 5:30 p.m. to 7:00 p.m. This event will be held at Lotus Garden, 2120 E. Fairview Ave. in Meridian. Business-to-business consultants, business owners and managers are encouraged to attend this event. Members admitted free, non-members pay \$5.00.

Solving complex problems and creating fresh opportunities for growth in a changing world begins with creative thinking. This presentation will highlight key thinking skills that drive creativity and innovation and how any professional can introduce them into their daily decision making. The presentation will also explore common blocks to creative thinking, how to free associate with an idea map, and formulate a Creative Action Plan. Participants will understand creativity blocks, have new tools to evaluate a fuzzy situation, determine alternative solutions, evaluate & select and put to action a solution.

For over 17 years, Shaun Loughney has worked closely with leaders in business to dramatically improve their results. She has experience providing business systems analysis and successful project implementation for information technology, web application development, business automation and customer service solutions.

Treasure Valley Consultants' Network is a professional organization that promotes the knowledge & expertise of local area business-to-business consultants to companies of all sizes in the Boise area and beyond. The organization is operated by Justin Beller, president of PinPoint Performance Solutions. For more information call (208) 484-6919 or visit the organization's website at <http://www.tvcnet.org>.

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