



Wilton Rotary Drummer
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Editor: Bill Meehan

What do Ted Cruz, Donald Trump, Hillary Clinton and Bernie Sanders have in common? None were to be found among the fifteen Rotarians and speaker Bryan Mattimore, "Chief Idea Guy" of The Growth Engine Company, enjoying a fine lunch at Marly's.

Announcements:

- Is Bud not playing with a full deck? Once again, no winner was to be found. The pot keeps growing. Reportedly, thirty-five cards remain.
- Lunch Speakers – Laila is scheduling lunch speakers. Plenty of dates are available. Please advise Laila of all speaker suggestions.

Upcoming Events (see Pres. Richard):

4/16 — District Training Assembly – Grants training, Four Points Sheraton, Meriden	4/28 — Board Meeting, Fairfield County Bank
4/29 — District Conference (runs till 5/1) at Renaissance Hotel in Providence	5/1 — Wilton Rotary grant application deadline
5/2 — Golf Outing (\$275/golfer including lunch and cocktails)	5/2 — Annual Town Meeting
5/7 – Homefront – See Chris	5/31 — World Peace Scholarship deadline
5/28 — Arts & Crafts Show, Town Green	6/16 – Installation Dinner @ Rolling Hills

Program: Bryan Mattimore, "Chief Idea Guy" - The Growth Engine Company

Need a Big Idea? It might come to you while standing ankle deep in a waterlogged pasture, with nine-iron held high, during a severe thunderstorm. Bryan offers a different path arguing that prolific creativity is more often the product of technique. Tracing the science of brainstorming and other methods to the work of Alex Osborn, the "O" in DDB&O, Bryan described techniques that in a group setting can stimulate sluggish neurons to develop valuable and creative ideas. Performed correctly, his techniques work. The waterlogged pasture thing might not. His innovation projects have led to over \$3 billion in new sales for a wide variety of Fortune 500 clients. Bryan is the author of three books on business creativity, the latest of which is 21 Days to a Big Idea. While not meeting with us at Marly's, Bryan can be found at The Growth Engine Company offices in Norwalk.

NEXT MEETING – Friday, April 8, 2016 – 12:15 at Marly's

Speakers: George Lombardi, General Manager, and Dan Katz, News Director of WSHU