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MAKE YOUR IDEAS STICK WITH CURRENT’S MAY READ TO LEAD

Green Bay, Wis. (April 9, 2010) – Have you ever wondered why some ideas thrive while others die? Join Current young professionals network for the May installment of its “Read to Lead” series on Thursday, May 13, at Imaginasium, located at 110 S. Washington St. in Green Bay. The event will begin at 5:30 p.m.

In this month’s featured book, “Made to Stick,” authors and educators Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the “human scale principle,” using the “Velcro Theory of Memory” and creating “curiosity gaps.” The book highlights that sticky messages of all kinds, such as a coach’s lesson on sportsmanship or a new idea for a product for Sony, draw their power from the same six traits, which are discussed in the book.

The event is free and open to the public – even if you haven’t finished the book or even started it! If the concept piques your interest, please join us. For additional information or to register, contact Brian Johnson by email at bjohnson@titletown.org or call at (920) 593-3408.

Established in 2002, Current, the Chamber’s young professional network, offers career and professional development opportunities to young professionals working in the Green Bay area. From educational seminars to social networking events, Current engages young professionals in our community and business sector. Current membership is open to anyone age 21-40. For more information, visit greenbaycurrent.com.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

For more information, call 920.437.8704 or visit titletown.org.

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