



# TheTANK™

a Redchair Branding Newsletter

Summer **09** | **Newsletter**

## **What's Brewing?**

**In this Issue:**

**Entrepreneurs**  
**Brands**  
**Boot Camps**  
**BIG THINKS**

**In the NEWS**  
**Frothy TIPS**

Welcome to the World's [Creative]

# THINK TANK

Inspiring Creative Strategies.

Welcome to the first issue of **THE TANK™**, a Redchair Branding Publication. Samuel Becket said it all, **“Fail – Fail Again – Fail Better”**. Wow, what a ride it has been to say the least. In 1999, I decided to leave the field of architecture to pursue my passion as an entrepreneur. I founded my agency in London, Ontario and then relocated years later to Hamilton, Ontario due to our expanding client base in the GTA. Since 1999, we have launched over 1,000 brands, presentations, and marketing campaigns. We built and evolved our company on a platform of inspired and creative intelligence. As we evolved, we continually sharpened our creative focus. We successfully and painfully launched a myriad of divisions including:

- Presentation
- Digital Marketing
- Technology & Software
- Marketing
- Event Planning
- Branding
- Coaching
- Key-note Speaking

Throughout this creative journey, my partner Jean Visca and I launched 3 successful publications, What Have You Got To Win, Kick Starters and GET CREATIVE. I have 2 new books in the works, GET CREATIVE Second Edition, ‘Apply the 10 laws of Creativity’ and The LOFT.

Through the years, we have had the pleasure of working with a stellar team and distinguished network of partners and clients. Since 2008, our focus is 100% in alignment with our unique abilities, to inspire creative strategies. This is achieved through my key-note speaking as I focus on creatively inspiring 1 million people at 100 events per year and creatively igniting thousands of entrepreneurs into action. I love supporting a distinguished roster of corporate clients as their Creative Think Tank helping them reach a new level of magnificence. We love developing unique brands and helping our clients stand out from the competition.

Enjoy this issue of THE TANK and an inside look at our creative journey, as we feature our cast of new entrepreneurs, new brands and fresh advice on branding, innovation and communication.

**Gerry Visca**

Partner | Chief Creative Officer | International Speaker

Whitby Ontario, Branding Boot Camp | June 23, 2009

*Gerry*



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## Our featured Entrepreneur who recently graduated from our IGNITE Idea Centre is Angelo Baratta of Performance Innovation.

Angelo started with Redchair Branding by taking a seat in the March 2009 Mississauga Chamber of Commerce Branding Boot Camp, he then went on to be a BIG THINKER by attending the BIG THINK event on March 30, 2009. In June 2009, Angelo enrolled in our IGNITE IDEA CENTRE® and successfully graduated. Well done Angelo!

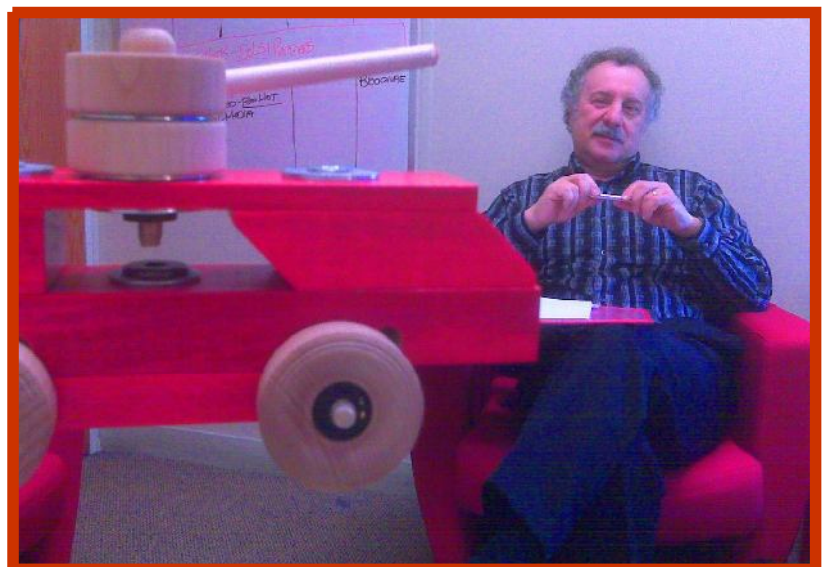
Performance Innovation is a 'process management' organization that develops a sustainable business blueprint for progressive organizations. There is a strong focus on engineering a better business. Performance Innovation supports the people within the organization by helping them make a leap forward in *competence*. Their unique approach integrates the discipline of science into the art of management.

Performance Innovation President and Author, Angelo Baratta states, "Good thinking can make you a good company. However, great thinking will cultivate a great company. Thinking is an intellectual and an emotional experience, it requires engagement. Engagement leads to commitment. Commitment produces excellence. We are not changing the people, we are providing them the opportunity to evolve through discovery. **There are no wrong people only right people working in the wrong system.**"

Angelo states: "Working with Gerry, Jean and Redchair Branding on thinking through my business was a stimulating experience. I feel that I have finally reached clarity about my business that will allow me to grow and flourish, and we did it in a very short time."

Redchair™ Creative Director, Gerry Visca declared, "We are very pleased with Angelo's results to take action and refresh his brand. He is an outstanding entrepreneur with genius ideas. He just needed a new focus and engaging brand that clearly articulates his promise.

This is an entrepreneur that now knows how to **Stand Out** and differentiate himself"





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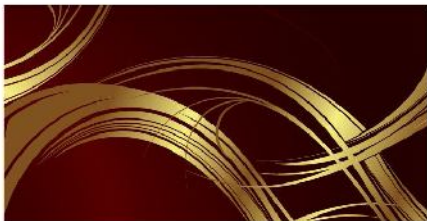
## The 'growth' of a new Branding Platform for the Ontario Chamber of Commerce

The Ontario Chamber of Commerce recently engaged Redchair™ Branding to develop a new branding platform for The Chamber Network. The Ontario Chamber of Commerce's mission is to foster sustained economic growth as the 'voice of business in Ontario'.

Gerry Visca states, "I am very proud of our collaboration with the Ontario Chamber of Commerce and the Chamber Network. The new branding platform - developed in close association with The Ontario Chamber of Commerce - is a great indication of thinking different. The new branding platform will help build a common message across the Chamber Network while educating local area businesses as to the value that their Chamber of Commerce offers"



### Redchair helps launch a new event company in BC, greenchairevents.com, refreshes Ontario's Frid & Russell and gets 'sweet' with Crawford Connect!



**crawford**  
connect

**Liliana Segal**

Chief Green Officer

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**Green**<sup>™</sup>  
chair  
Events with a conscience.





Redchair Branding's

# BOOTCAMPS<sup>®</sup>

Before Redchair | After Redchair

Inspire to Action.

## Canada has a new Creative Inspiration and he is seeing RED!

My first Branding Boot Camp was in 2006 and held at White Oaks Resort & Spa to 23 people. Since then, I have had the pleasure of inspiring thousands of people across multiple cities. Many whom now refer to me as 'Canada's Creative Coach'. As an international branding expert and award-winning Creative Director, my goal is to inspire 1 million people to action. This is why I developed the Branding Boot Camp, a high-energy and stimulating seminar series designed to kick you into gear and ignite you into action. It's an interactive approach with fresh advice on getting creative with your personal life and your business. It's about getting more innovative and strategic with your brand and let's not forget, it's a ton of fun!



## Newmarket gets rocked on May 12th

Gerry delivered an inspiring Creativity Boot Camp on May 12 to a cast of 40 entrepreneurs at the prestigious Glenway Golf and Country Club in Newmarket. The audience collaborated in an environment of inspired energy as Gerry focused on helping the delegates stand out from the competition.

*"I had the good fortune to attend Gerry's session and I was very impressed and I wanted to share this experience with my colleagues" Rick Baker, GM, Glenway Country Club*

## Wired in Whitby on June 30th

Back by popular demand in Whitby. The Chamber of Commerce got another high-energy dose of RedBulls and creative advice from Gerry Visca on June 30th at a local dinner theatre. The focus of Gerry's message, create your web image by developing your personal brand using social media tools. This was a super-charged audience inspired to take creative action.

*"Gerry was truly entertaining and inspiring. He has great energy and sparks alternative thinking. I look forward to reading his book." Ken "the Researcher" New, Remax*



## Upcoming Boot Camps

Sudbury Chamber of Commerce on September 17, 2009  
The Goderich Chamber of Commerce October 22, 2009

To book a Branding Boot Camp, contact Gerry Visca at [gerry@redchairbranding.com](mailto:gerry@redchairbranding.com) or 905.528.6032.





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## Gerry Visca opens as MC for Jack Canfield in Toronto on May 23rd

On May 23rd, 2009, Gerry had the opportunity to share centre stage for a second time with Jack Canfield at the Metro Toronto Convention Centre. The event was attended by over 500 delegates who got a great burst of Red Energy from Gerry throughout the day.

- Uncover your Natural Ability
- Condition your Mind
- Create your Own Opportunities
- Focus on the End Goal
- Develop your Personal Brand
- Build Momentum
- Collaborate and Attract
- Differentiate
- Become a Master Presenter
- Live Life with Passion

### CSEME09

Canadian Special Events & Meetings Expo 2009



## Gerry continues to inspire the Event industry

CSEME, the leading event industry conference recently scheduled Gerry Visca for a high impact luncheon key-note on March 26. Also, NSB was successful in securing Gerry for the June 26th Meeting Professionals International (MPI) annual educational event in Niagara Falls. Gerry will be the closing key-note to over 140 plus meeting + event professionals along with Dragon's Den Sean Wise.



## Istanbul gets INSPIRED on June 3, 2009

Gerry Visca inspired a cast of international entrepreneurs on the principles of **innovation and creativity** in a full day innovation Boot Camp in Istanbul. The session was framed around 10 laws of creativity with focused content on innovation, key principles and case studies from the top innovation companies. This is an amazing country, rich in history and experience. A special thank you to NSB, Jeanne-Marie Billard and Meltem Karateke of IMI Conferences.





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## The March 2009 BIG THINK delivers BIG Results.

Two full days of creative inspiration, motivation and entertainment ignited a cast of **BIG THINKERS** on March 27th and 28th at the Kingbridge Conference Centre in King City, ON. Attendees immersed & transformed themselves with breakthrough dialogue and ideas by learning from real-world professionals and subject matter experts.

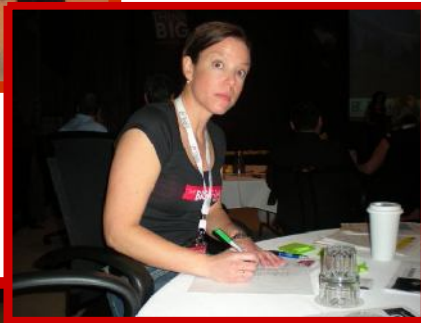


**Gerry Visca** with **Jill Proud**, kicked off the **BIG THINK** as the morning key-note speaker with an inspiring message to **GET CREATIVE** and applied his laws of creativity for getting what you want.



**Mike Lipkin** with facilitators, **Vittoria Wikston** and **Wendy Murdock**

**Vittoria Wikston:** *The Inspired Marketing Plan* NOT having a detailed Sales & Marketing plan is like putting together a huge puzzle without having the puzzle box to look at for guidance.



**Jean Visca** focused on details

*"Congratulations on a successful BigThink conference last week. Your commitment to design and content produced a compelling program and shone through, from Vittoria's personal introductions to Gerry's high energy, content rich presentation. My breakout with Kevin Dunn was insightful and the closing with Mike Lipkin was the icing on the cake. I heard great reviews from other attendees throughout - how they were inspired, thinking about their businesses differently, and felt it was a wholly worthwhile event to attend."*

**Theresa Beenken, VP  
National Speakers Bureau**



**Mike Lipkin** featured here with **Lisa Price**, wrapped up the day with a powerful blend of principles, and observations to achieve preeminence one conversation at a time.



Book signing with **Mike Lipkin** & **Gerry Visca**

**Wendy Murdock:** *Bouncing Back from to much Pressure* The next time you feel overwhelmed take a deep breath and take action over the things you can influence.



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## Our Delegates Think BIG

*I have worked with many event companies in my 30 year career, but the Redchair™ team put on the ultimate show. The content, the organization and the delivery are world class. I value my connection with Redchair™ Branding.*

**Mike Lipkin**



**Daniel** of Adamson Architects with Big Think team member **Emily Mylks**

*"Thanks for inviting us to be a sponsor. We appreciate you giving us the opportunity to be a partner with you. This event was BY FAR the best motivating seminar I have ever been to. You and your team did an amazing job covering all the fine details".*

**adam Shields, Business Link**

**Gerry Visca,** opening key note on his 10 creative laws.



*"Gerry's energy, creativity and perspective were inspiring. Vittoria Wikston is an excellent speaker, with extensive marketing knowledge. The Big Think offered this perspective, in an atmosphere that promoted networking and business growth. Thank you OCC for supporting this event. This is a must event for so many small-medium sized companies, especially given the challenging times we are in."*

**Cammie Jaquays**  
**Pure Power Solutions**



**Trevor** travelled 30 hours from South Africa and joins **Suzanne, Karen and Sylvie** for some inspiration.

**Royal LePage's Miranda** with OCC staff, **Lindsay and Jessica**



## Workshop: **Google me this. Media Literacy with Kevin Dunn**

*When it comes to information consumption, there's no such thing as objectivity. Every story has an angle. Keep the good stuff. Lose the bad.*



## A line up of Red HOT Events | Mark your Calendar

Visit [www.redchairbranding.com](http://www.redchairbranding.com) for more event details.

### KEY-NOTES WITH GERRY VISCA

Canadian Chambers of Commerce	Victoria BC	<b>Oct.3.09</b>
KidsALIVE Masterpieces Event	Toronto ON	<b>Oct.8.09</b>
OCC	Hamilton ON	<b>Nov. 5.09</b>

### BRANDING BOOT CAMPS

Redchair Social Media Boot Camp	Burlington ON	<b>July 29.09</b>
Sudbury Chamber of Commerce	Sudbury ON	<b>Sept. 17.09</b>
Fort Erie Chamber of Commerce Full Day	Fort Erie ON	<b>Oct. 7.09</b>
Goderich Chamber of Commerce Full Day	Goderich ON	<b>Oct 22.09</b>

### BIG THINK EVENTS

The Glenway BIG THINK	New Market	<b>Oct.29.09</b>
The Business Link BIG THINK	Niagara Falls	<b>Nov. 12.09</b>



## In the NEWS: The Media spreads the inspirational message



Throughout 2009, the media was interested in Gerry Visca's approach to creatively inspiring individuals and businesses into action. Recent interviews included: TheSPEC video interview; The Business Link, The Mississauga Business Times, CFRB Radio Interview, CBC Fortune Hunters, Guelph Mercury, Rogers Television, vividlife radio and local business newspapers in Port Hope and Timmins.



# Where in the world do good ideas come from?



## Our 'FROTHY' tips of the month

### **Vittoria Wikston, Sales & Marketing Expert** | How to Hire Collaborative People

In today's densely interconnected workplaces, employees work in teams of all types -- virtual, task force, ad hoc combinations. And a company's success hinges on workers' ability to collaborate, share knowledge, and handle conflict productively within teams. As a manager, you need to help foster a culture where these things can blossom.

One way to do this is to hire for collaboration. Make sure candidates are interviewed by as many people as possible. (If all interviewers approve, a candidate is likely promising. And if hired, the newcomer will have an instant network for collaboration.) During interviews, present real-life work scenarios to candidates and ask how they'd respond. Their answers will provide invaluable insight into whether they prefer to work collaboratively or independently.

(Management Tip was adapted from "How to Foster a Cooperative Culture," posted on January 15, 2009, by Lynda Gratton for Harvard Management Update.)

**The edge** – The difference between the bottom and the top, between success and failure, between mediocrity and excellence, is often very small. A single insight is sometimes worth a life's experience. The accumulation of a lot of little things isn't little. So breathe in experience. Remain a lifelong learner. Fine-tune your skills and sweat the details. Constantly be on the look-out for the little difference that can make a big difference.

**The plunge** – Indecision and second-guessing are the mortal enemies of spontaneous brilliance and planning. Without action, your dream, goal or plan has little meaning in the world. Living and risking are close companions. If you sense that you have made a good decision, have faith. Move forward.

### **Gerry Visca, Branding Expert**

As you prepare your marketing and business development strategies, I want you to consider all avenues:

- Will you use channel partners or other forms of business networks to magnify your message?
- What kind of advertising and strategic marketing will be part of your mix?

Whatever you decide, ensure that your strategy fits within your overall plan. If you join a networking group, explore your options and choose the one(s) that are the right fit for your overall goals.

As you begin to contemplate your strategy, consider how you want to be perceived in the marketplace. Your marketing and advertising strategies must be aligned with your overall business and sales approach.

The goal: send out a consistent message to the marketplace:

- What do you say?
- How do you say it?
- Whom do you communicate it to?

### **Wendy Murdock, Leadership Expert**

Laugh often- laughter is a great tension breaker, stress reliever and it will enhance the immune system.

Get enough sleep and rest - your body must recharge and discharge tensions.

You are more powerful than you think... Recognise your inner strength and beauty, and confidently share the real you with others.





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**Who is sitting in the Red Chair?**

**Entrepreneurs, international speakers, Chambers of Commerce and BIG THINKERS.....**

