



FOR IMMEDIATE RELEASE

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**GET THE WORD(S) OUT!
INDEPENDENT WRITERS OF CHICAGO (IWOC)
HEAR HOW TO THINK FASTER, SMARTER, MORE CREATIVELY**

Perhaps the scariest thing for any writer to confront – besides the assignment itself – is the blank computer screen. It will stare back. Taunting. And the longer it stays blank, the more you panic. You start thinking, “Maybe I can open up a bait shop. Something where there’s no pressure.” Stop the kooky talk. And get to the next IWOC meeting on Tuesday, May 13th, when Gerald “Solutionman” Haman will come to the podium to present his acclaimed “Writing is a ‘Know’ Brainer: How to Use Your Whole Brain to Think Better, Faster and Smarter.”

Founder of SolutionPeople, developer of the Chicago Thinkubator and adjunct professor of innovation at Northwestern University, Haman reveals the keys to creative, innovative writing, drawing on lessons learned from 20 years of training more than 50,000 brains in 26 countries.

Some of the noggin nuggets he’ll be covering:

-  How your brain functions during the creative process
-  A four-stage process for writing more creatively and innovatively
-  How writers can share their “light bulb moments” with other individuals on LinkedIn

What’s more, all attendees will receive a **free** copy of Version 5 of Haman’s KnowBrainer™ creativity and innovation tool (a \$100 value!).

Much of Haman’s working life has been steeped in creativity, having been a concert producer for a Who’s-Who list of Grammy Award-winning musicians, including Cheap Trick, Harry Chapin and Alice Cooper, to name a few. A contributing author of *The New Product Development Handbook*, his articles on innovation have appeared in numerous esteemed publications, and Haman himself has been profiled in everywhere from the *Chicago Tribune* and *The New York Times*, to *The International Herald* and *Singapore Straits Times*...to the hot *FASTCompany* magazine, in which he was recognized as one of the world’s most connected people online.

Never face a blank screen again. Come to the meeting and learn how to conquer it.

The IWOC meeting will take place Tuesday, May 13th in **Room 4G (4th floor)** at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago. We’re just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Avenue garage. Networking begins at 5 p.m. Main program, 6 p.m. Free admission to IWOC members. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “May 13th IWOC Meeting.”) Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.