

THURSDAY, JANUARY 23, 2003

The ASI Show Daily!

THE ASI  
DALLAS  
SHOW

JANUARY 22-24, 2003

Dallas Convention Center

## Laughter Abounds at Lunch & Learn

Crowd of 130 Learned How to Be Creative Without A Script

**SHEPENCO  
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*Sponsored by Shelbyville Pencil, asi/86850, Booth #1508*



*The audience was filled with smiles & laughter during Zeff's presentation.*

Yesterday a vibrant crowd of more than 130 attended a hilarious Lunch & Learn program with creativity expert, Joel Zeff.

Zeff electrified the audience with laughter and enlightened participants with messages that aim to create better employees and better people. His goal was to make everyone laugh, but also to make everyone think.

And it's an understatement to say that people laughed during this presentation. Zeff used humor to develop a positive environment that gave participants the opportunity to take risks. His humorous and energetic presentation broke down the barriers of fear and embarrassment and helped the audience learn and retain his key messages on creativity, communication, and teamwork.

"Joel Zeff was a delight! The program was excellent! I especially like how he focused on the importance of communication, working hard and having fun at the same time," said Pattie LaBiche of Faux Pas Prints, asi/192555.

Participants were encouraged to be more spontaneous, responsive, confident and more open and flexible to change. The games involved role-playing, thinking on your feet and teamwork. **!**