



**FOR IMMEDIATE RELEASE**

**3/1/2017**

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**Crazy Ideas and the Journey to a “Yes” Culture next CreativeSynergy**

**CreativeSynergy** presents: Emily Schmitt and her talk Crazy Ideas and the Journey to a “Yes” Culture on Tuesday, March 14 at 5:30 p.m. at the Clear Lake Arts Center at 17 South 4<sup>th</sup> Street in Clear Lake, Iowa. Schmitt, of Sukup Manufacturing Co., will talk about the importance of creating a corporate culture that fosters innovation and allows crazy ideas like Sukup Manufacturing’s Safe T Homes® to be cultivated.

Schmitt says crazy ideas can save lives. And she most certainly has the data to back this statement up! Sukup’s Safe T Homes® were built to withstand strong winds. In the hurricane that devastated Haiti in 2016 with winds in excess of 145 mph, all 200 of the homes prevailed with just minor damage. The Safe T Homes® were designed to hold up to 60 people, so the structure could provide shelter for friends and neighbors during storms.

**About the Safe T Home®:** After the January 2010 earthquake devastated Haiti, Sukup Manufacturing saw an opportunity to help. They designed the Safe T Home®, measuring 18-feet in diameter and made entirely of metal, making it resistant to termites and moisture. They are also virtually earthquake proof. Each home can sleep 10 or more and features a double-roofed system that displaces heat, a full-size, lockable steel door, two windows that can be locked from within and a water collection system.

“Crazy ideas like this need to come from some where and in an organization, they are essential,” said Paula Hanus when asked about Schmitt’s talk. A study by Accenture, a global business consulting company, found that more than 90 percent of business executives believe the long-term success of their business depends on innovation – their organization’s ability to develop new ideas. “You simply can’t have innovation without creativity. If we want our existing businesses to continue to grow and prosper, as an Arts Center with the mission of igniting the creative spirit, it is our job to bring local stories of innovation to the public. As a community we are fortunate to have such a ‘crazy’ and truly inspiring story to share from a local manufacturer.”

**CreativeSynergy** is a networking group for anyone whose job it is to create new ideas, new technology or new creative content, including engineers, poets, architects, teachers, people in design, education, arts, music and entertainment. The group meets once a month to talk about all things creative. There is no charge to attend or fee to join. **CreativeSynergy** fosters creativity, confidence and connections. Light snack and cash bar available (beer and wine). The group meets the second Tuesday of every month at 5:30 p.m. at the Clear Lake Arts Center, 17 South 4th Street in Clear Lake, Iowa. Registration is appreciated but not required. To register call the Clear Lake Arts Center at 641-357-1998 or email [clac@cltel.net](mailto:clac@cltel.net).

**igniting the creative spirit**

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