

Ideas & More News Release

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Joe Fournet Named to Create Magazine Texas Advisory Board

Orlando, FL — Advertising and creativity consultant Joe Fournet, owner and founder of Houston, Texas, based Ideas & More, has been named to the Texas Advisory Board of Create Magazine, according to Dana Clary, Vice President, Business Development for Create.

“Joe is a current advertiser with the publication and was a contributing writer to the Houston Fall 05 edition,” states Clary.

“Joe is happy to serve in this role and be an advocate for the magazine. He is a member of many organizations and has a wide network, so is the perfect fit for the advisory role,” she concludes.

A writer and creative director with extensive experience in the advertising and marketing industry, Fournet has served such clients as Halliburton, Bechtel, and various consumer businesses. He has written several articles on creativity and the health of the advertising industry,

A recent piece for the Houston Business Journal focused on generating support from the local business community to keep local creative work in Houston. An upcoming column in the Fall 06 issue of Create Magazine addresses the issue of advertising agencies perceived as a commodity.

A presenter at the 2005 American Creativity Association International Conference, Fournet is Past-President of the International Association of Business Communicators (IABC) Houston, member of the Houston Advertising Federation, and a founding member of Only in Houston.

From its conception in 2001, *Create Magazine* provides creative professionals with an insider's perspective on the people, news, trends and events that influence the local advertising and creative production industries.

The magazine is published quarterly to roughly 100,000 creative professionals in 20 geographic markets nationwide, making *Create Magazine* the largest creative publication in the country.

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