

NYM/203/2011 / 41

6.2.93

YALE School of Organization and Management

MPPM Master's Program in Public and Private Management

6 February 1993

Mr. Nelson Mandela
c/o African National Congress of South Africa
801 Second Avenue
New York, NY 10017

Dear Mr. Mandela:

I write to ask of you some advice.

In May, after two years of intense exploration and self discovery, I will graduate from Yale with a Master's in Public and Private Management. At Yale I have furthered a lifelong commitment to being actively involved in a world where different people, cultures and nations are attempting to shape their own futures.

To this end I spent last summer in Poland working with farmers who have been struggling to make sense of the changes that have transformed their country since the fall of the Soviet Empire. In Poland I spoke with many people young and old who are moving off the farms and into the cities with the hopes that these changes would lead to better lifestyles. While in New Haven, I have talked with civic leaders about the turmoil in our inner cities, and have hoped that changes in the way America looks at poverty, violence, and healthcare will continue to lead to better lifestyles for the children and families of our inner cities.

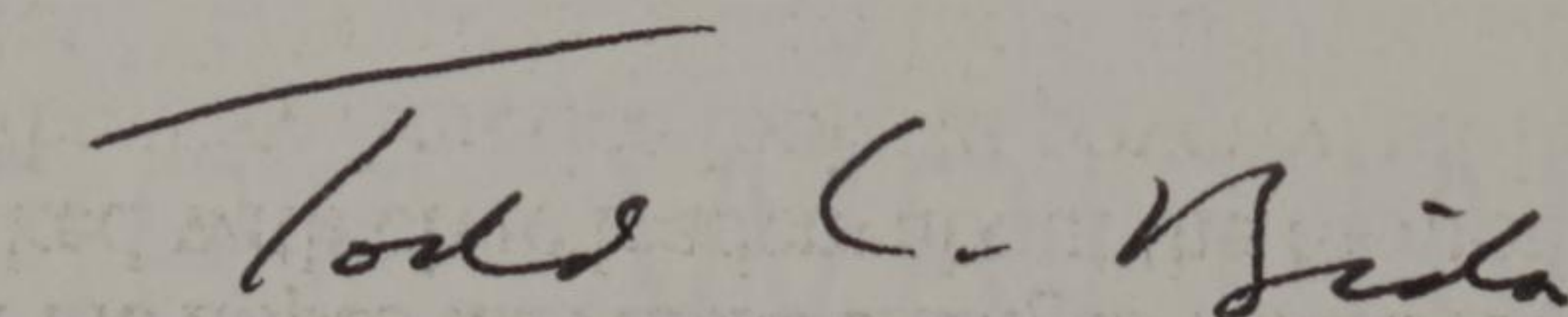
Now, as I look forward to finishing graduate school I find myself at a crossroads of opportunities and ideas; excited, yet uncertain about my role in the future.

If there were one thought or idea that you believe I should keep beside me, to reflect upon as I live and grow in these 1990's: What would that be?

As I continue to sort out for myself and shape my own path in this world, I would so much appreciate it if you would pass on your thoughts to me.

Thank you very much,

and with Best Wishes,



Todd C. Bida
431 Whitney Avenue #A2
New Haven, Connecticut 06511

YOU CAN Create

Learn to Develop and Use Creativity
for Business and Personal Enrichment



Featuring World-famed Conni Gordon 4 Step Method®

4 Programs available:

Conni's "Paint - Along" Fun Program (2 Hours)

YOU CAN Create - Basic Workshop (3 Hours)

YOU CAN Create - Indepth Experience (One Day)

YOU CAN Create - The Master Course (Three Day)

Conni Gordon Building Blocks to Creativity

- **4 Step Method**

Conni Gordon's 4 Step Method unlocks your ability to create, be it a painting, drawing or a business solution. Designed to create a painting in minutes, Conni Gordon has expanded the 4 Step Method to business applications and personal enrichment programs.

- ● **Creative Brain-Frame**

"One great question I don't think most people can answer: 'Are you a perceptive or an analytical person?' This is terribly important. One really needs to be able to do both, but most people can't." Peter Drucker.

One great answer is the Creative Brain-Frame, a format designed to develop both perceptive and analytical skills. Based on the 4 Step Method, the Creative Brain-Frame gives you a new business tool to create successful solutions.

- ● ● **Creative Business Brain**

Successful companies know that their people's creativity is the answer to the competitive edge. Ability to *think* and *act* creatively is the key.

The Creative Business Brain, is a process that allows an individual's creativity to be merged into a synergistic team effort. New rules, understanding and bonds are built through a series of fun exercises. Soon teams understand how working together as a unit results in creating successful business solutions.



Richard Israel and Conni Gordon

Conni Gordon has **MASTERED** the science and the art of creativity. She has earned this title by teaching 16 million people to paint, as recorded in the Guinness Book of Records 1989, and by authoring 18 books with sales above 17 million.

Conni Gordon, a product of Columbia University and Ecoles des Beaux-Arts in France, has made a lifetime study of the creative process, resulting in her unique 4 Step Method. With applications to art, business and self development, her 4 Step experiential process results in **you becoming the creative force in your life.**

Conni's art experience is fun, intriguing, and one of the most powerful learning tools you will ever encounter. Conni will turn on your creativity switch.

Her 4 Step Method changes the way you see and think. Conni gives you an invisible pair of creative glasses to view the world. The way you dress, read, write, and talk will be forever enriched. Your new creative self will emerge, giving novel and rewarding insights into all aspects of life.

With associate Richard Israel, an internationally renowned program designer and authority on the creative brain (his most recent work, co-authored with Tony Buzan is Brain Sell), they help you understand why corporate creativity is the "now" competitive weapon in the Global Economy.

Working in groups you will experience the Creative Business Brain, vital to the success of Creative Teams. Such Teams are being developed by major corporations, as Sanyo, who train employees three hours a day in the creative process, (U.S. News & World Report, July 13, 1992, Basic Training Sanyo style).

In YOU CAN Create, you will learn:

- How to take risks
- How to think and act creatively
- How to break through self imposed barriers
- How to use color to market yourself and your company
- How to create business solutions, both individually and in teams
- How to enjoy being the creative force in your life and in your work and • How to paint

PROGRAMS

Conni's "Paint-Along" Fun Program (2 Hrs.)

Discover the real magic of life - Creativity! In a fun atmosphere you are introduced to the 4 Step process as you paint a picture. Using the unique Conni Gordon acrylic kit you have everything you need at your finger tips. With simple instruction you will soon be enjoying your first masterpiece. (2 hours)

● You'll have

Your own original painting to hang in your office or home, a constant reminder of your new creative self.

YOU CAN Create - Basic Workshop (3 Hrs.)

Conni Gordon's 4 Step Method takes you through the creative process as you learn how you become the creative force in your life. Once you have painted your first masterpiece you are introduced to a puzzle "how to use the 4 Step process for business solutions." Through fun games and examples you'll soon be using the 4 Step process for numerous business applications. (3 hours)

● You'll have

A painting as a constant reminder of your new creative self.
Creative Brain-Frame Planners with their many applications to improve your productivity.

A new definite procedure to think and act creatively.

YOU CAN Create - Indepth Experience (One day)

Introduces the 4 Step Method as you learn to create a picture and understand the basics of creating. You will have a puzzle pack - on how to use the 4 Step process for business solutions. Working in groups, you will experience the Creative Business Brain metaphor, learning how to apply the 4 Step Method to many business applications, both individually and as a team player. (One day)

● You'll have

A painting to hang in your office or home as a constant reminder of your creative possibilities.

An art book, covering all you have learned plus future exercises to improve your creative skills.

Creative Brain-Frame Planners with their many applications to improve your productivity.

The 4 Step technology to guide your development.

YOU CAN Create - The Master Course (Three Day)

Master your mind was designed to give you the full spectrum of the Conni Gordon creating technology. You learn how to paint as well as draw using the 4 Step Method to release your inherent abilities. You'll experience the Creative Brain-Frame as you work through a series of exercises, individually and in teams.

In this experiential workshop you will go from painting to puzzles to group painting to creative presentations. Color is studied for its best use in marketing your company as well as relaxing and energizing yourself. (Three days)

● You'll have

Paintings and many sketches to hang in your office or home as a constant reminder of your new creative self.

A 250 page full color manual with thirteen modules covering all aspects of art plus a business module.

Materials covering all you have learned plus many future exercises to improve your developing skills.

Blank Creative Brain-Frame Planners to improve your productivity.

Experience and understanding of the Creative Business Brain.

Ability to contribute as a creative team player in business solutions.

An understanding how color can be used in your life, for relaxation and energizing. Also exciting new ideas to market yourself and your company.

Mastery of the 4 Step technology giving you a whole new way to think and act creatively.

For more details contact:

Miss Jerry Windsor, Director Creative Brain-Training Seminars

BY PHONE: (305) 532-1001 or 1-800 428 ARTS

BY MAIL: GORDON CREATIVITY CENTER

427- 22 St, Miami Beach, FL 33139-1706 U.S.A.

BY FAX : (305) 532-5811

24 hours. International FAX 1 + (305) 532-5811

4 Step Method®Registered Trade Mark of Conni Gordon, Inc.

How Conni Gordon

Paint-Along
Presentations

Helped make IBM's event a Huge Success

..... a case history.

IBM in Australia and Singapore



More than 900 qualifiers and executives from China, Hong Kong, Taiwan and the ASIA PACIFIC region gathered at each of three presentations to celebrate their remarkable achievements.

The first week's presentation took place in Australia and the second two were at Singapore's Raffle City Convention Center in early 1991.

Throughout each meeting, every one of the qualifiers took an active role in all areas which made their Recognition Event unique and memorable.



UNLOCK YOUR ABILITY TO ACHIEVE MORE THAN YOU EVER DREAMED POSSIBLE!!!

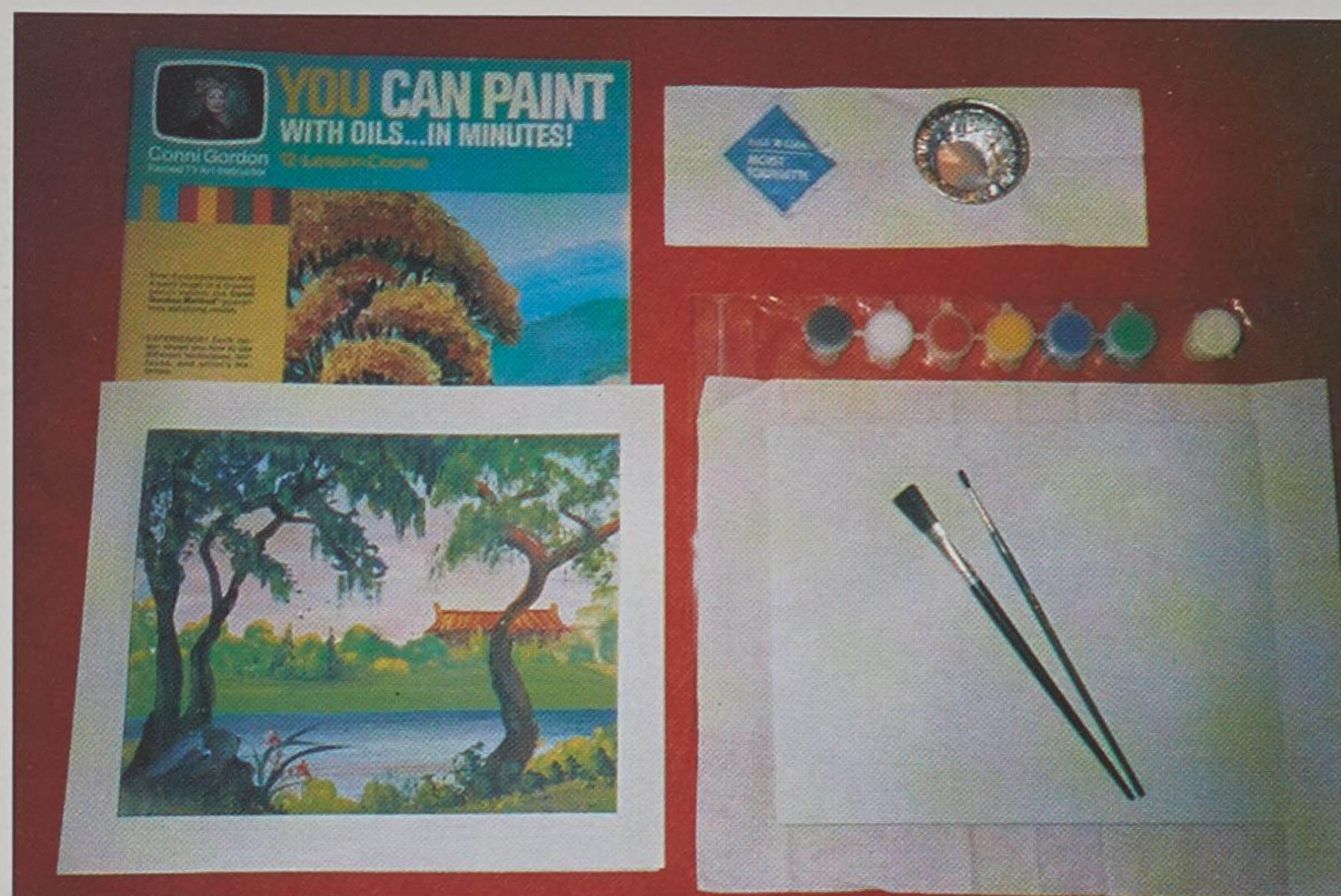
"Through my simple painting techniques, I get people more aware of the environment, to think further, and see the light in the distance of their life. I don't talk about motivation, I guide them to immediate success to increase their self-esteem," said Conni Gordon, the world's most prolific art teacher who hosted the three painting sessions. "Isn't it amazing, when you look at your own work -- a painting you created in about 40 minutes, even at first try. Each and every one of them is different and has its own uniqueness."



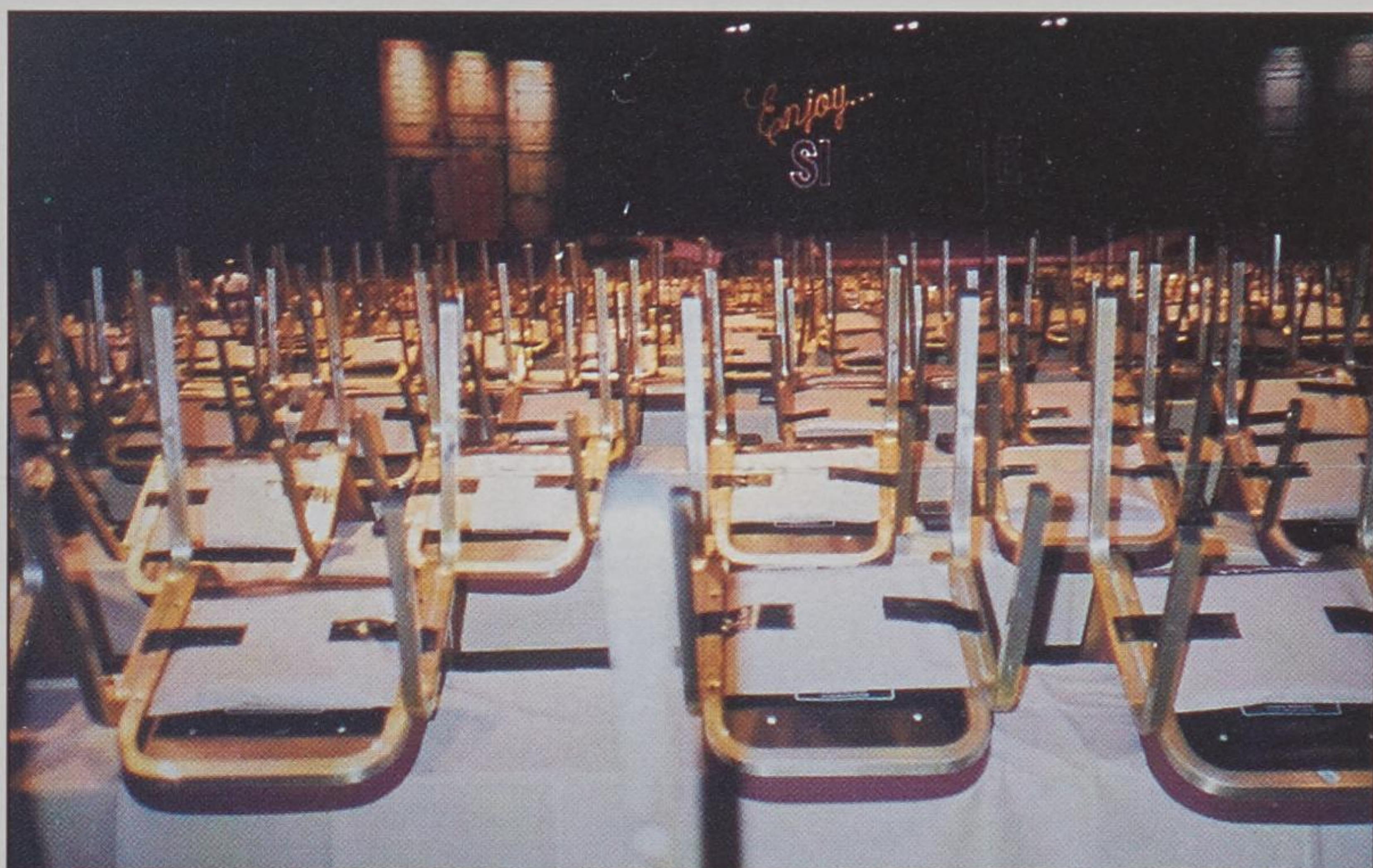
Here's how IBM did it...



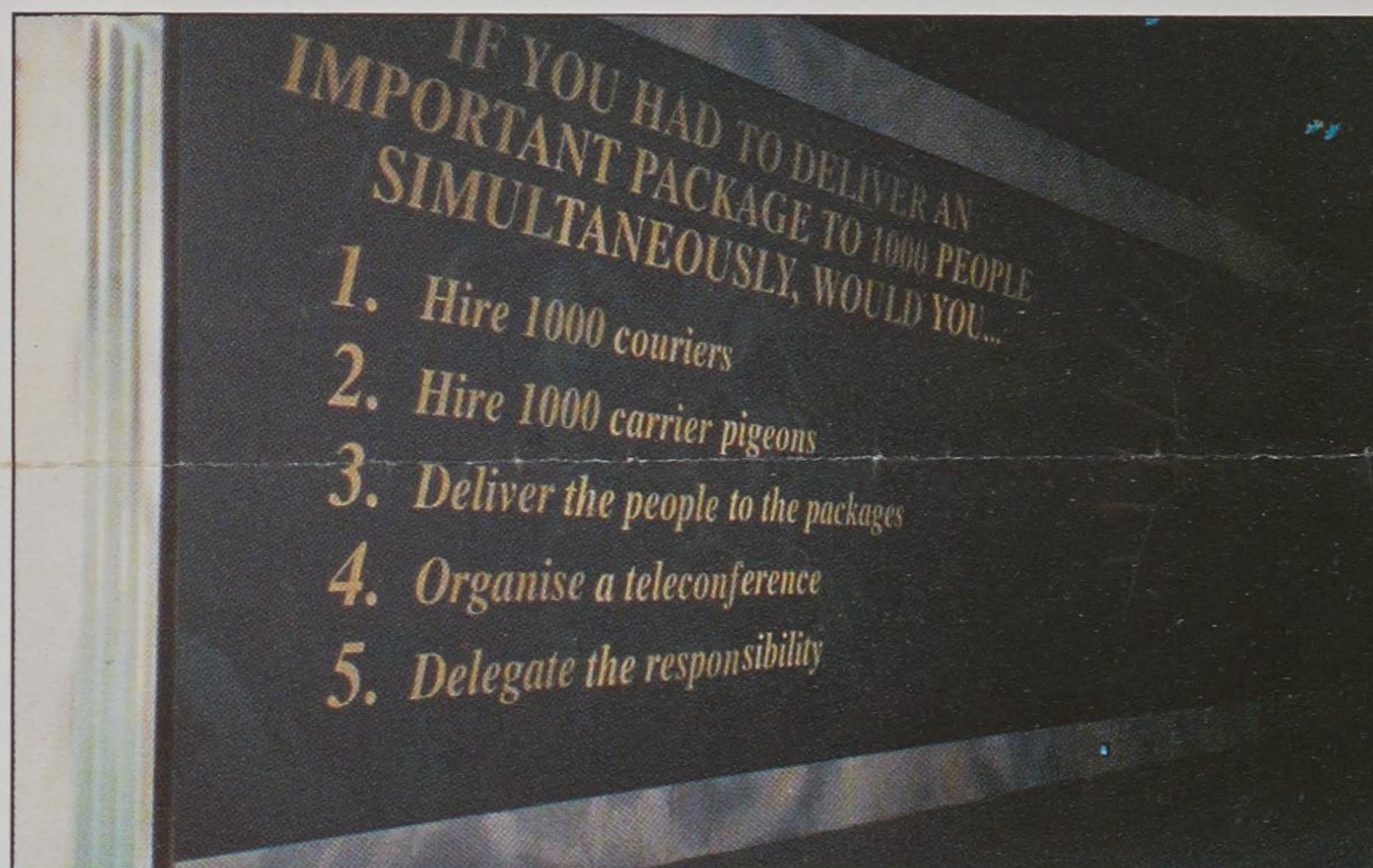
1) IBM told Celebrity Speakers, Australia, Agent Sally Stock "Find Conni Gordon anywhere in the world and book her." She did.



2) Conni Gordon, Inc. developed a special kit which has everything in each poly-pak to create-a-picture with special fast-dry paints.



3) 1,000 kits at each session were taped to the bottom of each chair for a "surprise" presentation. In 2 "nanoseconds" 1,000 convention-eers were ready to follow-along.



4) Huge screens throughout the ballroom zeroed in on every step of Conni's fun-filled instruction. Paint subjects differed for each location.



5) Convention attendees left their "masterpieces" for final 5 minute drying, then framing. Paintings were delivered to their rooms along with a 12 lesson Conni Gordon Art Course Book for even greater take-home value (to share with their families for years to come). Conni received highest ratings for her 3 presentations for IBM.
YOUR GROUP WOULD LOVE THIS TOO.



Jannie Tay's Press Party and YPO Singapore Chapter also enjoyed Painting-Along with Conni.



Executives of TIMES EDITIONS - Times Books International enjoyed immediate success using the Conni Gordon Method ©.

Conni Gordon has taught millions how to paint. She's listed in the 1989 and 1990 "Guinness Book of World Records" as the "World's Most Prolific Art Teacher" having taught over 16 million people, in person, how to draw as well as paint. She holds another world record - "The Fastest Painter in the World". Conni's less-than-one-minute-masterpieces are exhibited around the world in Ripley's Believe-It-Or-Not Museums. She authored 18 books, over 17 million have sold worldwide.

A regular guest on David Letterman's Late Night Show in USA and Terry Wogan's BBC-TV show in London, Conni is also seen weekly on her own half-hour instructional TV series in USA, Australia, Singapore and other global areas. Her list of pupils reads like a "who's who" including Johnny Carson, Mike Douglas, Roger Moore, Steve Allen, Buddy Hackett, Sammy Davis, Jr., David Hartman, Hugh Downs, Larry King as well as President and Mrs. Jimmy Carter. All ages can enjoy immediate, amazing results with her patented Conni Gordon Method.

Combining her show business background with extensive studies at Columbia University and Ecole des Beaux-Arts in France, Conni

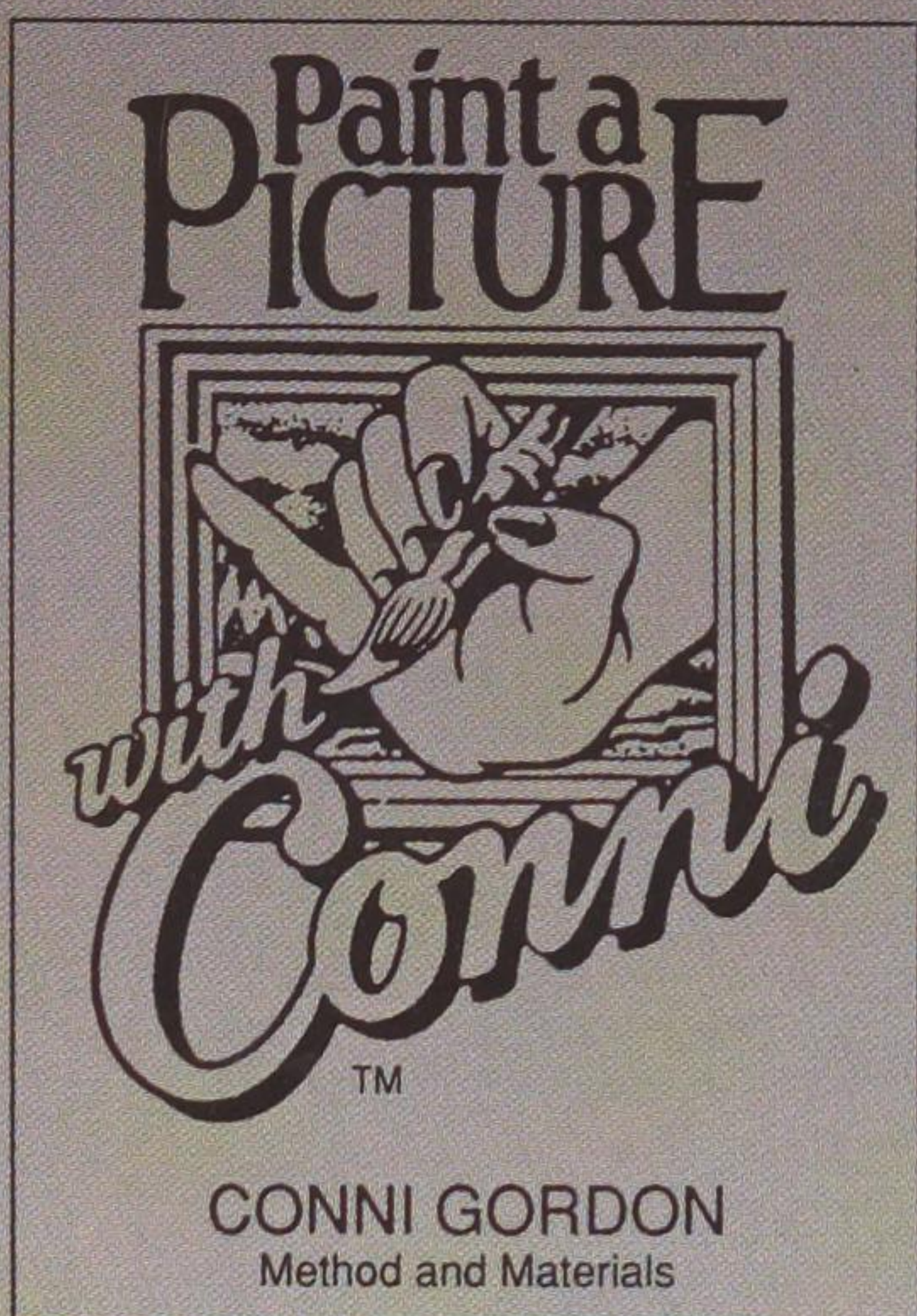
simplified fine art principles so that everyone can ENJOY learning to create a picture-in-minutes, even at first try.

REPEATEDLY BOOKED by the YPO (Young Presidents Organization) for their International Universities..... Family Universities and Chapters..... American Banking Association..... National Automobile Dealers Association..... Mechanical Contractors Association..... N.D. Chautauqua..... International Taxicab Association..... Wisconsin Credit Union League..... Wholesaler Distributor's Association..... Industrial Fasteners Institute Conventions..... National Bankers Association..... CEO (Chief Executive Organization) plus countless more. Exact details available on request with dates, names and phones of those in charge.

Conni is a CSP with NSA (Certified Speaking Professional with National Speakers Association, AFTRA and SAG.)

BOOK HER for your next meeting - then relax and know you're going to have a hit presentation.

AVAILABLE THROUGH YOUR AGENT



CONTACT MISS JERRY:

Personal Rep. Conventions/Fund Drives.

BY PHONE: (305) 532-1001

BY MAIL: Gordon Art Center

427 - 22 ST, Miami Beach, FL 33139-1706

BY FAX: (305) 532-5811

24 hours. International 1 + (305) 532-5811

Yes!

Call me for possible use of Paint-Along Presentations for:

Location: _____

Dates: _____

Approx. No. Participants: _____

Name: _____

Organization: _____

Address: _____

City and State: _____

Zip-code: _____

Phone: _____

