

Q+A Advisory Board Corner



MEET SOUTHWEST ADVISORY BOARD MEMBER JOE FOURNET

CM: What do you hope to bring to your community as a *Create Magazine* Advisory Board member?

JF: I can be a local, credible source through whom can be channeled whatever happens to be on the minds of my creative colleagues. I'd like to think I can also bring some ideas and new perspective as to how both the community and *Create* can prosper and be mutually beneficial.

CM: What opportunities are available for creatives in your community?

JF: That depends on the level of experience and in what aspect of the creativity one is involved. In Houston, things are still a bit spotty for the professional. We definitely have the talent, though. It's the opportunity for the work that's spotty. If you're just entering the industry or have a handful of years' experience, you'll probably find something quickly. The more experienced senior level slots are much harder to come by. One area still growing is anything involving the Web or interactive media.

CM: What about your creative community is most inspiring?

JF: The variety of people and cultures here make for quite an eclectic mix that is anything but dull. Despite this area being a rather conservative oil and energy town, there still exists those pockets of nonconformists who want a nontraditional approach to their marketing and advertising. The challenge is to make it work well, and that's inspiring.

CM: What advice can you share for others working in the creative industry in your region?

JF: Never give up trying to make a difference. Never settle for the status quo. Question everything, then go develop a better solution than the one currently in existence. Educate your clients as to what's acceptable and what truly is in their best interests. Learn to actually say "no." Don't accept mediocrity or less than satisfactory standards. Be willing to help when called upon for advice. Always strive for excellence and when you feel you've attained it, reach higher and try again. ■

A Louisiana native with extensive experience in the advertising and marketing industry, Joe Fournet graduated from McNeese University in Lake Charles with a degree in Business Administration. Following post-graduate work in International Politics and Law at Louisiana State University in Baton Rouge, he eventually opened his own shop, Ideas Etc. Clients included political offices, retail, a parish coroner and a racetrack. Fournet moved to Houston to become regional manager of the Bozell Worldwide office for the Chrysler Dealer Advertising Associations. Afterward, he opened Ideas & More, where he has creatively served both B2B and B2C clients. A published author, Fournet presented at the 2005 American Creativity Association International Conference, is a past-president of the International Association of Business Communicators/Houston, member of the Houston Advertising Federation, Board member to the Houston Area Apple Users Group, and is a founding member of Only in Houston.

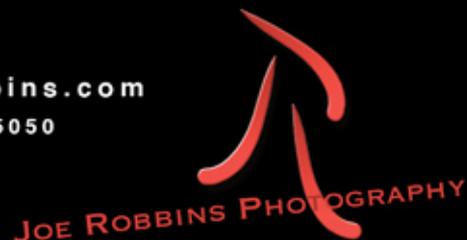
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