

Joe Fournet
Owner/Creative Wizard
Ideas & MORE

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.

He followed that with post-graduate work in International Relations at Louisiana State University (LSU) in Baton Rouge. While in the Pelican State, Mr. Fournet was an ad agency partner before opening his own shop, Ideas Etc. Clients included various political offices, retail shops, a parish coroner, and a racetrack.

Mr. Fournet moved to Houston in 1987 to become Regional Manager of the Bozell Worldwide office for the Chrysler Dealer Associations, for whom he spearheaded several successful advertising campaigns. In the early 90's he opened his own creative services firm, Ideas & MORE, where he has served a variety of clients including Halliburton, Bechtel, Spectra Energy and Siemens.

A published author and presenter of creativity and marketing to various local and regional ad clubs, civic and educational groups, Mr. Fournet also presented at the American Creativity Association International Conference and at the 2010 City of Houston Administrative Professionals Conference. His more popular talks include: "Get Creative Juices Flowing Again by Unleashing the Imagination," and "Kick Starting Creativity Without Screwing Up the Idea".

Mr. Fournet currently serves as Secretary on the Executive Committee as well as member, Board of Directors, American Advertising Federation – Houston. He is a founding member and Board member of Only in Houston and member of the International Association of Business Communicators (IABC –Houston). Fournet is the Vision Chair for the Houston Area Apple Users Group and the Web Chair for the 10th District American Advertising Federation.

Past honors include:

Silver ADDY - American Advertising Federation Houston's 2011 Trailblazer Gala
IABC/Houston - President
Create Magazine - Advisory Board
American Marketing Association/Houston – VP, Communications
AAF Tenth District - Professional Development/Certification Chair

More information on his creative services firm can be viewed at [Ideas & MORE](#).