

# INSIDE CONNECT

## WELCOME

Welcome to the very first edition of **Connections** – the monthly newsletter about everything Innovation Connector!

From monthly highlights to events hosted by our IC friends, this newsletter will help you be in-the-know. As the first newsletter comes out, we will stay open to accept featured writers for the months to follow.

### What's inside?

Page 2: Client Highlights –  
On the second page of Connections, a client will be featured for that month. A write up of successes will be presented.

Page 3: Opinions/Event –  
On the third page of Connections, columns from the IC staff and events being held at the IC for the month will be presented.

Page 4: Featured Columns –  
On the fourth page of Connections, one or more featured columns and games will be presented.

"There's no good idea that cannot be improved on." - *Michael Eisner*

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INNOVATION CONNECTOR

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*"The Innovation Connector exists for one purpose: to help new entrepreneurs with truly unique business ideas turn their dreams into a reality."*

## THE RIETH BROTHERS

To Infinity and Beyond

Meet Nick and Patrick Rieth. Two young entrepreneurs and the IC's Client highlight of the month.

"Toy Story" was the first movie Nick and Patrick Rieth saw in theaters. Now the brothers are on the other side of the camera, with their own Muncie-based film company called Rieth Brothers.

In October of 2014, the Rieth Brothers pitched their business idea to a panel of judges in hopes of winning The Innovation Connector's Big Pitch competition. After the judges reviewed all the participants, Patrick and Nick were both excited to hear their names called to have won first place. The competition provided the brothers with connections and opportunities they didn't have before by starting the company through the services of the Innovation Connector.

"Since a young age, we've been in love with movies and the power of story," Patrick said. "We want to use the power of story to help people deliver messages."

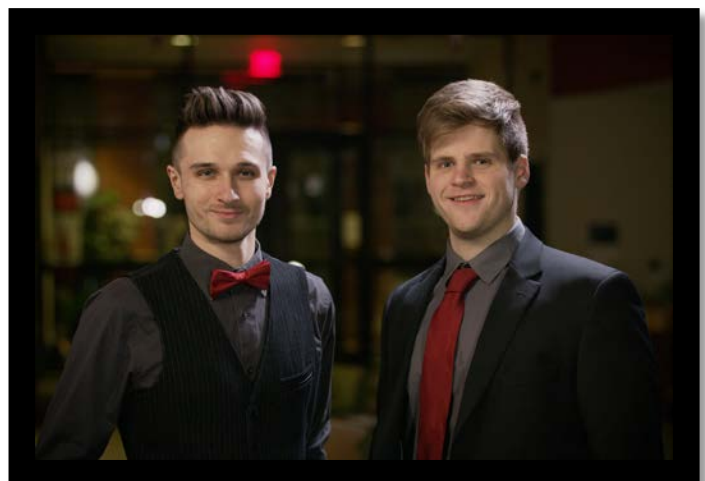
The Rieth Brothers grew their company by doing a lot of "bread and butter" work, including weddings, events and training videos. With great success over the years, the Rieth Brothers now make full business promotional videos, short films, and even animations!

One creative project the brothers made is a parody of Taylor Swift's song "Bad Blood" called "Dad Bods." Two other projects are the videos the Rieth Brothers made for the Excellence in Innovation Awards for 2015 and 2016. You can truly see the growth they achieved in a three year time span.

They began their journey with the founding of Rieth Brothers LLC in May of 2014, and hope to continue producing high quality media of all kinds in the years ahead.

Congratulations for being the IC Client Highlight of the month, Rieth Brothers. You rock!

*The Rieth Brothers are two entrepreneurs passionate about telling great stories through digital media. They operate their business out of the Innovation Connector in Muncie, Indiana, creating videos for local businesses and organizations, and producing films for themselves and other artists.*



The Innovation Connector staff is at your service all day, but have you ever wondered what goes on in their outside-of-work lives? We asked each staff member unique questions and here were their responses.

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- 1. What's the strangest talent you have?
- 2. If you could eat lunch with one famous person, who would it be?
- 3. What is the first thing you do when you get up in the morning?
- 4. If you were famous what would you be famous for?

Ted Baker  
Executive Director

- 1. Whistling
- 2. Jack Nicholas (famous golfer)
- 3. Open my eyes. Brush my teeth.
- 4. Being a great father.



Alexis Dishman  
Administrative Director

- 1. I am good at hitting targets, like a coffee cup or a co-worker, with a rubber band.
- 2. Jesse McCartney
- 3. Turn off alarm and check social media.
- 4. The ability to nap and still sleep fully at night.



Lori Albert  
Financial Director

- 1. My ability to remember numbers.
- 2. Celine Dion
- 3. Turn alarm off!
- 4. Working for Ted Baker!



# HELLOS AND GOODBYES

This past month we said farewell to Brandi Shirvinski with **Pinkhouse Properties, LLC** as she made the move to have a home office for her real estate business. Make sure to watch her success as she will always be part of the IC family. <http://pinkhouseproperties.com/>



In June we also welcomed a new friend; Jonathan Lamb. We're excited to watch Mr. Lamb's successes and to be his "work home." Jonathan is in suite 103 – make sure to say hello and schedule a meeting with him to talk business! <http://lambinvestments.com/us/>



Want to be a part of Inside Connect? Email us your column.

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## Kicking Innovation into High Gear.

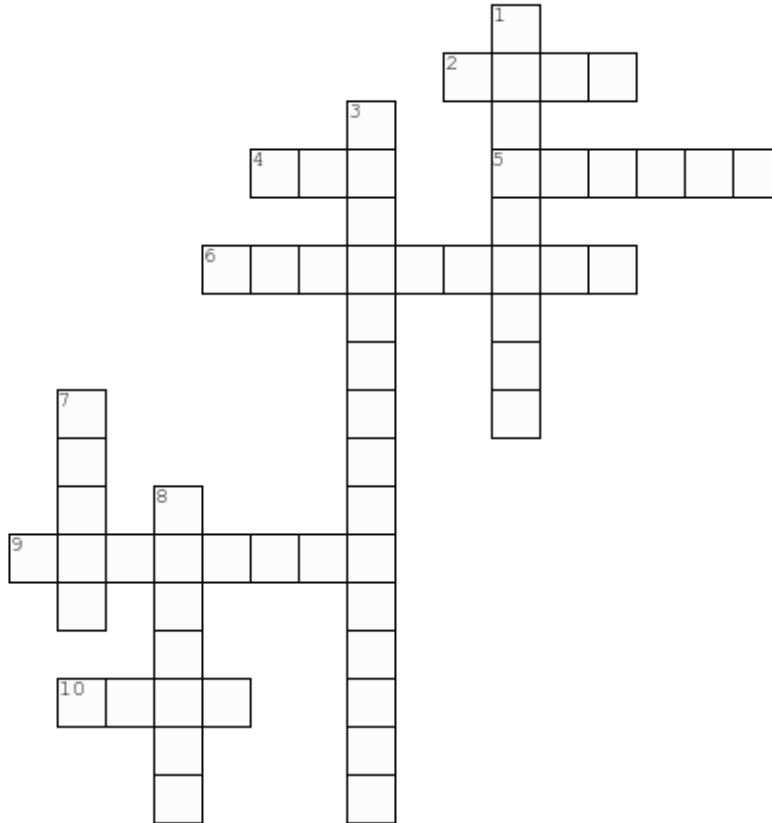
Here are five ideas:

1. **Swim upstream.** Is everyone in your industry doing things the same way? Maybe there's an untapped need others are missing. For instance, one Midwestern grocery chain, Hy-Vee, recently began stocking a special checkout lane with only healthy snacks.
2. **Face your fear of change.** We crave exciting new things as consumers, but as business owners we often fear having to implement new ideas. Create a culture that integrates and celebrates change to spur more innovative initiatives.
3. **Listen to customers.** If you feel short of creative energy, do a focus group or take an online poll. This is a key to many of Procter & Gamble's newer products.
4. **Add unusual services.** You don't have to be an inventor to be innovative -- just add a service that isn't traditionally offered in your industry. An example is the new Duane Reade flagship store on New York City's Wall Street, which has such amenities as a nail bar, juice bar, sushi bar, no-appointment doctor, cell-phone charging station and electronic stock-exchange ticker.
5. **Get behind your idea.** Don't be like Kodak, sitting on your digital camera invention until competitors eat your lunch. Once you've got an innovative idea, put it out there and promote it with all you've got.

[http://www.nbcnews.com/id/46586384/ns/business-small\\_business/](http://www.nbcnews.com/id/46586384/ns/business-small_business/)

# Sweet Summertime

Complete the crossword below with summer related clues.



## Across

2. The seventh month.
4. If you don't burn, you usually get a nice one of these.
5. The season of June, July, August, September.
6. We use these on July 4th.
9. You usually take one of these when the kids are on break.
10. You do this in water.

## Down

1. Put this on so you don't burn!
3. The holiday celebrated on July 4th
7. Open area of water usually surrounded by sand.
8. You do this outdoors and test your survival skills.