



## A Need For 'Real World' Solutions MARTIN SHOVA

On behalf of the InSource Board of Directors, I want to thank you for your support of our creative community, as well as share with you some of our plans for 2006 and beyond.

By way of introduction, I'm Martin Shova, and I am very happy to be your newly elected president of InSource. Andy Epstein, our former president and co-founder, remains on the board as vice president, along with Glenn Arnowitz, also vice president and co-founder. Both Andy and Glenn have done exceptional work leading InSource from its inception in 2002.

Looking back over the last four years, InSource has grown from a grassroots organization of 25 members to more than 1,000 members nationally and internationally. Over this time, we've seen a real need from the corporate creative community for ongoing support, information sharing and some "real world" solutions that are less theoretical and more relevant to address challenges in the workplace. As our industry continues to evolve, all of us at InSource are happy to do our part to support those needs.

Taking a look at what's ahead for InSource, I'm excited... InSource is rapidly becoming the industry's leading resource for corporate creative management, and we want to keep that momentum going. We're passionate about the value that internal creative groups offer, and we can help qualify that value. We want to continue to expand our reach and build an even-stronger organization that offers valuable resources to our growing inhouse creative community.

In 2006, we're planning to launch our new website for [www.in-source.org](http://www.in-source.org), which will be a tremendous communication tool to help enhance interaction among members and build our sense of community. It will provide ample platforms for members to share information, offer enhanced resource areas and provide practical insights about our industry.

We have recently launched our "phone in" option. This capacity will allow our members who are based

outside of the greater New York/New Jersey metropolitan area to phone in and listen to our discussions.

In addition, we are considering how we can do more to reach out to our national members, including exploring opportunities to plan regional events in conjunction with a few select national partners. We will keep all members informed of our progress in this area.

Our mission at InSource is to provide high-quality seminars, tools, networking and management support. We are committed to design excellence and effective design management. To that end, InSource is very interested in securing sponsorships and partnerships to promote events and support various design initiatives. Should you know any business leaders who may be interested in making a financial donation or serving as a sponsor of InSource, please invite them to contact us at [info@in-source.org](mailto:info@in-source.org). A member of our sponsorship team would be happy to reach out to anyone interested in more information.

Finally, we encourage you to reach out to other members in our community to share information about InSource. We welcome any questions about our work, as well as ideas to help us grow. The true value of our group is with you — your experience, your knowledge and your creativity.

### INSOURCE BOARD OF DIRECTORS

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**MARTIN SHOVA is the new president of InSource, An Association of Corporate Creatives. This is a recent letter sent to the membership. GDUSA has been a charter supporter of InSource, and publisher Gordon Kaye is a former board member. As we noted in last year's annual, "InSource has absolutely nothing to do with our competition per se but everything to do with being compelling advocates for inhouse design everywhere." Contact: [www.in-source.org](http://www.in-source.org)**