

**This Might Be Your  
Best Idea Yet...**



**Bring The !idea BAR  
to Your Organization**

A fabulous mix of business and personal consulting, idea generation, brainstorming, and face-to-face honesty and humor that will leave you buzzing with excitement.

CREATIVITY SOLVES EVERYTHING



*"I believe creativity solves everything and ideas change the world. What do you believe?" — NB*



### **Nancy Brockman, Ideatender**

Nancy thinks of headlines in her sleep, in the shower, and at the bar. She starts her mornings with SNL's APP and a TED Talk. She invented the Idea Bar as an off shoot of her marketing company because she wants to help pull ideas out of people. And because the numbers game of marketing today hurts her brain. And, while necessary, numbers only tell stories on things like tax returns and polling. Her mission is to remind people of the power of the idea itself and the creativity of the message which brings it to the world. Nancy began Chimera Communications, Inc. in 1993 in New York and moved the business and her life to Durango, CO in 1996.

# Consulting's Disruptive Technology

---

## *How* It Works:

People who belly up to the !dea BAR literally grab an orange stool, take a seat, have a beverage (or not), and start brainstorming with a proven creative-mind that's decades in the making. Time at the BAR is like a chiropractic adjustment to your mind...a shot (or many) of creativity. It's that simple. And the only hangover you'll have is because your mind is jacked-up and reeling with ideas to prioritize and get moving on.

- Quick fixes to a sales presentation or customer e-mail
- Ideas for your next product, name, or tag line
- A fresh look at your brand
- Themes for an employee party or client appreciation event
- Thoughts on how to make your website work 24/7
- Like most bars, you can come here for a fun joke or a good cry

## *Why* It Works:

It works because generating ideas is what Nancy has been doing her entire life (literally since getting kicked out of Brownies in the 3rd grade). And, more importantly, in her role for over 25 years as the Owner and Creative Director of Chimera Communications — a Mar-Com agency that's worked with national products and programs to individual business owners. See Chimera's work at [chimeracom.com](http://chimeracom.com)

Nancy's innate talent is in sparking the creativity within everyone she talks with, in nearly every situation. Done with humor and lightheartedness it's like thinking out of a box that was never there.

## *Where* It Works:

The !dea BAR can be set up for one day, two days, or more!

- Expos and Trade Shows
- Board Rooms
- Employee Cafeterias
- College Student Unions
- Wherever our imagination takes us!



*"It's like Lucy's Advice Booth from The Peanuts® but Nancy makes people laugh and Lucy made Charlie cry."* — Christina Rinderle, Former Mayor of Durango, CO / Owner Durango Land and Homes

# Belly up to the bar for your next big idea!

*"You'll be more jazzed about your job, your next day, and yourself than you have been in years."*

— Jack Llewelyn, Executive Director,  
Durango Chamber of Commerce



**Pull up a stool...let's talk.**

970.759.6343

nancy@chimeracom.com

mobileideabar.com