

THINK TANK

[Our Story]

A goal to Creatively inspire 1 million people

Since 1999, Gerry Visca has inspired over 10,000 people. Gerry Visca is a serial entrepreneur, master creator and Canada's Creative Coach. Originally trained and educated as an architect, Gerry discovered his unique ability in creatively inspiring people. He is an accomplished author, creative director, international speaker and inspiring coach to hundreds of entrepreneurs.

His most recent book, *Get Creative™*, is in alignment with his goal to creatively inspire 1 million people. *Get Creative™*, is at the forefront of Gerry's vision and current initiatives which include:

- Pitching a TV Show to the national networks
- Speaking to international audiences
- Hosting of his infamous Branding Boot Camps across the country
- Inspiring thousands of entrepreneurs through his IGNITE Idea Centre®

"I am very passionate about the power of inspiration and the positive effects that it has over people. Inspiration has the creative ability to motivate us. When you are inspired, anything is possible and your mind opens to new and limitless potential. You feel tremendous joy and happiness and the right side of your brain becomes more stimulated and engaged. You wake up with a surge of ideas and find more creative ways to problem solve. When you are inspired, you will inspire others around you and that is a powerful thing. It is essential to open your mind in order to accept new methods for allowing creativity to flow." Notes Gerry Visca, Partner, Creative Director, Redchair™ Branding.

[Profile]

Gerry Visca is an International Branding Coach known for kick-starting your creative juices. Gerry *inspires, informs and illuminates* audiences, to take action. He motivates you to **[create]** your desired personal and business life. Gerry Visca is the 'Jamie Oliver' of the Creative Branding World. His energy, credibility, fresh content and advice on the power of marketing, branding and creativity sparks rave reviews from international audiences.



[Publications]

Gerry is an accomplished author of the following publications:

- **[Get Creative] with Gerry Visca™**
- **What have you got to Win®**
- **KickStarters®**

Gerry is founding partner of the following companies:

- **constructIT®** Group, a web-based software company
- **Redchair Branding™**, an award-winning branding and marketing company
- **IGNITE Idea Centre™**, a creative incubator in Burlington, Ontario.



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[Awards]

Redchair™ Branding won the **Summit International Award** in 2007 for the Bot Construction video legacy.

Redchair™ Branding was among the top 3 for **Business Innovation Award of The Year 2006**, Hamilton Chamber of Commerce

Redchair™ Branding received international recognition at the prestigious **League's Innovations 2007 Conference in New Orleans**, Louisiana for the development of www.myspokes.ca

Redchair™ Branding was nominated for **E-Business Innovation of The Year** for the year 2000, 2002, 2003 for the London Chamber of Commerce.

Redchair™ Branding was nominated for **Business Innovation of The Year** for the year 2000, 2002, 2003 for the London Chamber of Commerce and successfully made the final top three.

[Media Coverage]

Gerry Visca was featured on **CBC Fortune Hunters**, Episode March 8, 2008 for his Interview/Coaching Session with DanceScape.

Gerry Visca was featured in the **Hamilton Spectator** for his innovation with KickStarters® on July 27th, 2007.

Gerry Visca was featured in **The Business Link** in 2006 on his new Book, What Have You Got To Win?

Network ISG was featured in **The Business Link** in 2006 for Business Entrepreneur of the Month.

Gerry Visca was featured in the **Ontario Construction News** in June 2003 for an innovative approach to marketing and communications.

Network was featured in the **London Free Press** in TECHCHECK- a look at a London High-Tech Company, June 2002.

Network ISG was featured in the **London Free Press** in June 2002 for their roll in helping the LEDC successfully attract to London – Starlim-Sterner, a \$27 million manufacturing company.

Gerry Visca was featured on the **New PL**, 6:00 pm news on December 17, 2000 for Digital Business Card Innovations.

Gerry Visca was featured on **NEW DAY**, London Ontario on January 17, 2001 for a corporate overview on Digital Marketing Services.



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[Press Releases]

2008

- Chambers of Commerce to Host Redchair™ Branding Boot Camps
- Redchair™ Branding & George Torok Help the World Get More Creative

- The Red Chair Hits the Big Screen! Redchair™ Branding Films TV Pilot
- The National Speakers Bureau takes a seat in the Red Chair.
- Redchair Branding wins at The 2008 Summit International Awards
- Jack Canfield Takes a seat in the Redchair
- Gerry Visca, an International Speaker on the Power of Branding
- IACC Takes a Seat in the Red Chair
- Redchair Launches IGNITE
- Redchair™ launches IGNITE Idea Centre

2007

- Redchair™ Receives Second Award for www.myspokes.ca
- Redchair™ - New Marketing and Communications Partner to Hamilton Port Authority
- Redchair™ launches the 'hi-life', as part of Hamilton International Airport's Fly Free Fo Contest
- Redchair™ launches creative product to help 'Kick Start' the Creative Process
- Redchair™ receives International Recognition at League's Innovations in New Orleans

2005 - 2006

- Redchair™ Raises the Bar At Western
- Redchair™ Wins E-Learning Contract
- Redchair™ on Locke Street, Hamilton's Hidden Treasure
- Redchair™ launches What Have You Got To Win | Book Review
- Business Link Profile on Redchair™
- Redchair™, Hamilton Business Entrepreneurs
- HITACHI America, Ltd. | Now fueled by constructIT
- 2005 World Transplant Games: fueled by constructIT
- Agency constructIT Press Release Feb 2004
- Redchair™ wins Casino Windsor



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[Speaking Assignments]

Gerry Visca was partnered with Jack Canfield, a speaker from the Book the Secret, as part of The Phenomenal View Speakers Series in Caledon, Ontario – April 15, 2008.

Gerry Visca was a featured speaker at the **Chamber Executives of Ontario** mid-year conference - February 2008.

Gerry Visca was a guest speaker to the Hamilton Area Coaches Association in January 2008.

Gerry Visca was a C4 guest speaker at **McMaster University** in October 2007.

Gerry Visca was a guest speaker to **Rotary Hamilton** in December 2007.

Gerry Visca participated on the expert panel at the **2007 Staffing Edge Symposium** in Mississauga in April 18 2007.

Gerry Visca was a key note speaker at the 2005 **Construct Canada** Tradeshow on the topic of Presentation.

Gerry Visca was a guest lecturer at the **University of Western Ontario, Niagara College and Fanshawe College** on the Branding.

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