



## ANNOUNCEMENT – IDEATION USERS CLUB

July 8th, 2016, Farmington Hills, MI, USA

On the eve of celebrating Ideation International's 25 years in business, Zion Bar-El, founder and Chairman, has announced the establishment of the **Ideation Users Club** for the more than 250,000 adult professionals who have been trained by Ideation educational programs and have learned to how to optimally utilize its software tools. Most of these members work for Ideation customers, including:

Advance Cardio	Aexcel Corp	Agumus
Al Counseil	Allied Signal	Amoco
Applied Research	Bison Gear	Bissell
Boeing	Borg Warner	Cabot
Cascades	Cedence	Chrysler
Covidien	Dragon Management	Dura
Edgecombe Community	Eglin Air Force Base	Emerson
Erico	Ethicon Endo Surgery	Federal Mogul
Ford	GE Energy	Gen 3
General Mills	General Motors	Helen of Troy
Helix Tech	Honeywell	Husky
Husky Injection Mold	Idea Connections	Ideabrain, Korea
Ideation Japan	Ideation Nederland	IPBI
Itochu	Johnson & Johnson	Knaf Fiber Glass
Koppert Biological	Labein	Light Stream
Mercury Marine	Michael Chiang	Navistar
Nortel	Philips Electronics	Pico
Procter & Gamble	Rayovac	Ridge Tool
Rockwell	Rohm & Hass	Sanno
SC Johnson	Seram	Shiple
Siemens Corp	Synnovating	Tech Cominco
Therm-O-Disc	TRW Automotive	Unisys
United Tech	Valeo	Visteon
W.E.T. Automotive	Wilfort International	Xstrata Copper Canada

The Ideation Users Club also includes engineering and business students from no fewer than 36 universities, including:

- Vanderbilt University (Dr. Paul King)
- University of South Carolina Upstate (Dr. Ron Fulbright)
- Carnegie Mellon University (Dr. James Antaki)
- Edgecombe Community College (Randi Dikeman)



We are updating our contact database and would appreciate your contacting Ms. Yelena Malkin, VP of the Ideation Users Club. Yelena will then be able to send you the both upgraded and up-to-date curriculum and software.

We would like all users to become lifetime members -- at no cost -- and to be unified by the "latest and greatest." You can reach Yelena at [omalkina@ideationtriz.com](mailto:omalkina@ideationtriz.com), or call our hotline at 1-248-613-3251. We look forward to hearing from you.

Best Regards,

Zion Bar-El,

*Founder and Chairman of Ideation International Inc.*