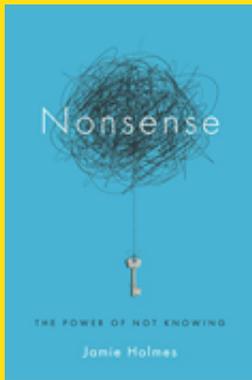


Book Club

If you've always wanted to be part of a book club, this is your chance. Choose one of the three books listed and read it before the conference. Come to the conference with your book highlighted, flagged and underlined. Your book selection will be mailed to you prior to the conference! You'll be sharing your insights, reflections, questions and comments with others who chose the same book. It'll be just like the book clubs you always hear about...*without the wine.*

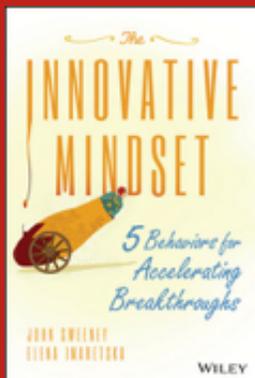


Nonsense: The Power of Not Knowing

by Jamie Holmes (338 pgs)

Holmes is a Future Tense Fellow at New America and former Research Coordinator at Harvard University, Department of Economics

Life today feels more overwhelming and chaotic than ever. Whether it's a confounding work problem or a faltering relationship or an unclear medical diagnosis, we face constant uncertainty. And we're continually bombarded with information, much of it contradictory ... Being confused is unpleasant, so we tend to shutter our minds as we grasp for meaning and stability, especially in stressful circumstances. We're hard-wired to resolve contradictions quickly and extinguish anomalies. This can be useful, of course ... But our need for closure has its own dangers. It makes us stick to our first answer, which is not always the best, and it makes us search for meaning in the wrong places. When we latch onto fast and easy truths, we lose a vital opportunity to learn something new, solve a hard problem, or see the world from another perspective. In other words, confusion—that uncomfortable mental place—has a hidden upside. We just need to know how to use it. This lively and original book points the way.



The Innovative Mindset: 5 Behaviors for Accelerating Breakthroughs

by John Sweeney and Elena Imaretska (208 pgs)

Sweeney is the Owner/Director of Brave New Workshop, Minneapolis; Imaretska is Vice President of New Products, Partnerships and Sustainability for the corporate speaking and training business of the Brave New Workshop

The Innovative Mindset calls the accepted definition of innovation into question, urging you to consider how innovation might function as a behavior that you perpetuate, rather than an inflexible theory or corporate-defined initiative. By asking yourself what it takes to be innovative—and by being honest with yourself about the answer—you can incorporate innovation into your life much in the same way that you would a behavior to help you lose weight, increase your strength, learn to play the piano, or improve your relationships. This groundbreaking text helps you identify what you need to do in order to become more innovative and less fearful, and assists in creating a regimen that transforms how you act. The Innovative Mindset reevaluates the nature of innovation and shows how a change in perspective can lead to more dynamic, more successful endeavors.



A Good Time for Truth: Race in Minnesota

by Sun Yung Shin (224 pgs)

Sun Yung Shin is a Minneapolis author, poet, editor and columnist

In this provocative book, sixteen of Minnesota's best writers provide a range of perspectives on what it is like to live as a person of color in Minnesota. They give readers a splendid gift: the gift of touching another human being's inner reality, behind masks and veils and politeness. They bring us generously into experiences that we must understand if we are to come together in real relationships. Minnesota communities struggle with some of the nation's worst racial disparities. As its authors confront and consider the realities that lie beneath the numbers, this book provides an important tool to those who want to be part of closing those gaps.