

A Full

# SPECTRUM

of Creative Problem Solving Programs



2005 Annual Report  
Destination ImagiNation, Inc.



## Introduction

Remember the first time you saw a prism disperse light into the spectral colors of the rainbow? While there is a solid scientific explanation for the way light refracts and is dispersed, most of us would just as soon marvel at the rainbow as it streams its colors across the sky.

Creative problem solving is a lot like that rainbow. While there is a lot of research that tells how creative problem solving improves self confidence, leadership skills, the ability to work in teams, and makes



us more tolerant and open to the ideas of others, most of the people who engage in it are just pleased that it produces such results.

Just as the colors of the rainbow introduced us to the full spectrum of light, Destination ImagiNation, Inc. has created a spectrum of creative problem solving programs that introduces us to the power and potential of creative and critical thinking.

And just as seeing a rainbow brings a smile to the face of any age, Destination ImagiNation, Inc. programs fit the creative problem solving capabilities of those 4 years old to Senior Citizens.

# Letter from the President and the Board of Trustees

How many times have you found yourself in the middle of a group trying to come up with an idea to help solve a problem when someone says, "OK, let's brainstorm for a few minutes." This much-used mechanism for idea generating is familiar to everyone from elementary age students to corporate employees to community volunteers. Yet, at the end of the brainstorming session, you always find yourself with a long list of potential ideas and a sense that there must be some way to whittle it down and/or focus on a workable list of options.

That's what creative problem solving is all about – giving you not only the idea generating tools but also the critical thinking skills to sort, categorize, eliminate, build and focus upon options to bring about the best possible solution for your situation. We recognize that problem solving with creativity, maximizing the value that every member of your team can contribute, thinking better outside or better inside the boundaries set for yourself or your organization, is a learned skill that does not always come naturally. Destination ImagiNation, Inc. (DI) has built upon our highly successful Flagship Program to provide programming for virtually every type of organization.

The Destination ImagiNation, Inc. brand of creative problem solving is evolving as a truly unique spectrum of programming to a broad audience. The success of three programs in particular – Rising Stars® Tech Effects™ and Dcor® – underscore the broad appeal of the DI brand of creativity, as our youngest learners, our technology savvy participants and our most hardened corporate executive participants all reach new heights with program materials that are engaging and creatively stimulating.

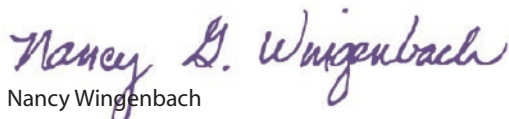
As our program offering has expanded, so has the Destination ImagiNation, Inc., team. We have welcomed several new staff members, two of whom are Alumni of the Flagship Program, serving key areas of program development. Additionally, we have updated our website to reflect Destination ImagiNation, Inc.'s role in facilitating all of the programs under our corporate umbrella, with easy clicks into any one of those programs from the home page. In short, our programs are in sync, they look and feel like the 'family' of offerings that they are, and our audiences are responding. Expansion has us growing every program in every direction – via number of participants served as well as geographically.

As we look ahead to the 2005-06 program year, we anticipate the challenges that come with successfully managing this level of growth, and continue to review our policies and procedures so that we provide good oversight and a consistent experience for all who touch our programs.

Thank you for your support of Destination ImagiNation, Inc.



Robert T. Purifico, President  
Destination ImagiNation, Inc.



Nancy Wingenbach  
Board of Trustees Chair  
Destination ImagiNation, Inc.

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## 2005 Highlights

### A Quick Explanation of VIEW

*What is your style preference? Each of us problem solves in different ways. Understanding how one approaches a challenge, manages the information while working on the challenge, and reaches a solution is useful knowledge to have, particularly when one is working in a group toward a common goal. Using an assessment tool created by the Center for Creative Learning, Inc. called VIEW, Destination ImagiNation, Inc. equips those who deliver our creative problem solving programs to understand their own problem-solving preferences, to learn about and respect the style preferences of others, and to create programs that embrace and showcase the spectrum of style preferences among the many participants.*

#### **Program Director, Program Assistant and Technology Manager**

As Destination ImagiNation, Inc. has grown and the support and coordination demands have increased, so has the staff. A full-time Program Director and Assistant were hired to kick off the 2004-05 program year bringing an increased level of centralized organization for all Flagship operations. The new Program Director, Rusty McCarty, brings 13 years of experience as a participant, volunteer and leader in the program. The newly created, Program Director Assistant position welcomed April Jones with her exceptional customer service and administrative skills. And finally, Destination ImagiNation, Inc. welcomed Frank Koehl as its new Technology and IT Manager. A graduate of the University of Scranton, Frank has set a new and exciting course for the IT needs of DII with the exciting launch of SHOP DI, the portal for all Destination ImagiNation Inc. programs and products.

#### **Training Coordinator**

Over the past five years, Destination ImagiNation, Inc. has provided extensive training across the United States and the world in an effort to build cohorts of trainers within Affiliates and Regions. During the course of the past year, DII restructured the manner in which it provided training support. Susan Beth Purifico, long-time Flagship volunteer and now corporate consultant was welcomed to the position of Training Coordinator for Destination ImagiNation, Inc. Susan Beth has served the Flagship and DIIcor® Programs with excellence as a Training Facilitator for years and is excited about providing the guidance for the coordination of training in our community of programs.

The major tasks of the Training Coordinator position within the Flagship program are to support and develop the Affiliate Training Directors (ATDs), develop training materials in coordination with the Program Materials Coordinator, provide/schedule CPS Tool Box training sessions in coordination with Affiliates, and coordinate training opportunities at Global Finals. Within DIIcor, the position coordinates the development of the training materials for orientation of DIIcor Associates as well as the materials used in a DIIcor Workshop. For DI, Inc., the Training Coordinator collaborates with Dr. Donald Treffinger of the Center for Creative Learning, Inc. and insures that each of the programs offered by DI, Inc. reflects the philosophy and accurate methodology of Creative Problem Solving version 6.1TM.

#### **Destination ImagiNation, Inc. 2005 Risorgimento Award Recipient**

Dr. Donald J. Treffinger, President of the Center for Creative Learning, Inc., in Sarasota, Florida, is an internationally-known researcher, writer, teacher, and presenter in the area of creativity and Creative Problem Solving, as well as in the area of gifted and talented education. He has authored or co-authored more than 60 books and monographs, including *Creative Problem Solving: An Introduction* and *Creative Approaches to Problem Solving*, and more than 250 articles. Dr. Treffinger has served as a member of the faculty of many colleges and universities, including Purdue University, the University of Kansas, and Buffalo State College. He has been the recipient of the National Association for Gifted Children's Distinguished Service Award and the E. Paul Torrance Creativity Award. Dr. Treffinger has served as a reviewer for many professional journals and as editor of the *Gifted Child Quarterly*. He is currently Editor-in-Chief of *Parenting for High Potential*, NAGC's quarterly magazine for parents.



## Aligning and Defining: Destination ImagiNation's Measurement Tools

In 2004, Destination ImagiNation, Inc. began the work of aligning and defining its program offerings under a common but dynamic paradigm. This model, which we call GAM-A, identifies the Goals, Methods, Assessments and Audience for each program, ensuring alignment and consistency in our ability to deliver the most effective and meaningful creative problem solving experience possible.



The core of the model identifies the **Audience** for each program by describing the participants. The peak of the model articulates the **Goals** of the program; an overview of what knowledge and skills will be gained by participation. The **Methods** component is where participants can find out how and when a program will conduct the creative problem solving journey. Finally, the **Assessments** corner explains what information and data is collected to show progress toward achieving the program goals.

The **GAM-A Model** allows us to set consistently high standards, implement dynamic learning opportunities, collect reliable data to show progress and provide opportunities to explore and discover unlimited creative potential to an ever-growing global community.



*Knowledge and skills gained*



*Data collected shows progress*



*How and when journey made*

## Along the Spectrum: Entry and Continuation Points

With opportunities available for every age group and organization type, Destination ImagiNation, Inc. has designed a spectrum of programs built from the template of the original, Flagship Destination ImagiNation® Program. Entry point programs, such as Rising Stars! and Enrichment Programs, recruit participation and provide turn-key creative problem solving activities. Continuation points, such as DI eXtreme™ and DI Later™, provide a motivation for participants to extend and build upon creative problem solving experiences.

## Development Session

June 2005 – 5 programs – 5 full writing teams – Knoxville, Tennessee! The largest program and Challenge Development session was held over two and a half days to develop Team Challenges and Program Materials for the DII community of programs. By providing intensive training for development team facilitators and using VIEW to help development teams better understand their own problem solving style, the development session is the hallmark of how Destination ImagiNation, Inc., walks-the-talk of creative problem solving and creative problem solving tools.



# Update on DI Programs

## Leading the Way

The first edition of a new communication vehicle for Flagship Affiliate and Regional Directors was published on July 26, 2004. This electronic newsletter delivers up to the minute news and helpful information to the key people who work as volunteers to deliver the Destination ImagiNation program in schools and communities around the globe.

## Affiliate Training Directors

With many successful trainings completed across the planet during the first five years of Destination ImagiNation®, the manner in which training is delivered and managed for and with Affiliates and Regions has been turned over to the Affiliate Training Director system, a network of trained individuals who can provide teaching and support to Affiliates and their volunteer networks around the world.

In its first year of organization, 25 Affiliate Training Directors met in St. Louis, MO for the inaugural annual ATD Conference. The Conference outcomes included a role description, goals for the program year, a logo, tagline and Mission Statement, and a full-immersion into the training materials and resources for the flagship program. The development of an online Forum was established for group communication and electronic camaraderie.

## Program Team

As the reach of Destination ImagiNation, Inc. programs extends, and the quantity of content, resources and support has increased, Destination ImagiNation Inc. has developed a high level Program Team that consist of the Program Director, Program Materials Coordinator, Training Coordinator, Challenge Coordinator and Educational Consultant. This team leads and directs development, improvements and an ongoing dialogue about how our programs are implemented and advanced.

## ShopDI Resources

With the advent of a new online store ([www.ShopDI.org](http://www.ShopDI.org)), Destination ImagiNation, Inc. is bringing new resources to Team Managers and participants throughout all of its programs. New books, sets of materials, and support resources have been added to Shop DI and have become quite popular with more to come.



## 3%-10-5 Growth Plan

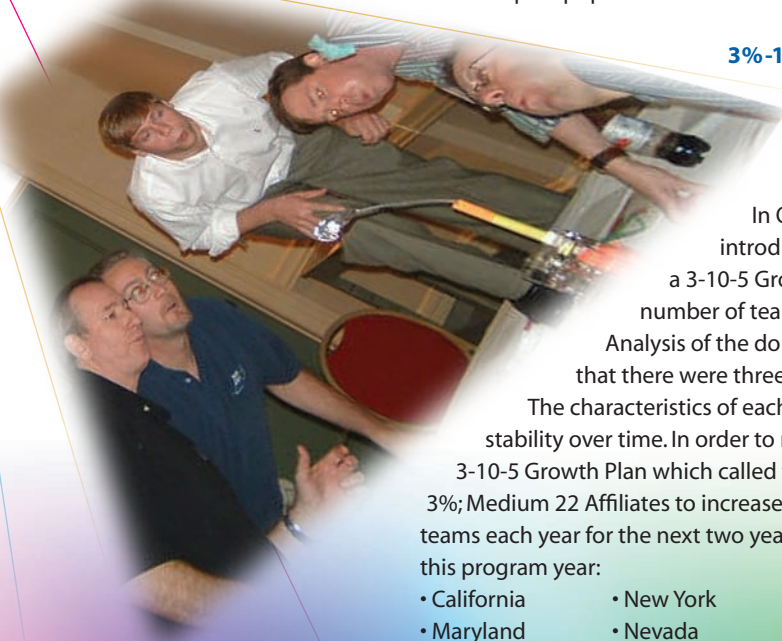
Growth, and management of that growth, is an emerging strategy for the Destination ImagiNation program.

In October 2004, the Flagship Affiliate Directors were introduced to the idea of growth targets for programs, with a 3-10-5 Growth Plan. This Plan called for Affiliates to increase the number of teams in accordance with their size and infrastructure.

Analysis of the domestic Affiliates from the past four years showed us that there were three categories of Affiliate sizes: Large, Medium, and Small.

The characteristics of each Affiliate's size allow for certain degrees of growth and stability over time. In order to move forward with positive growth we developed the 3-10-5 Growth Plan which called for the Big 12 Affiliates to increase team numbers by 3%; Medium 22 Affiliates to increase by 10 teams; and Small 10 Affiliates to increase by 5 teams each year for the next two years. The following Affiliates reached their growth goal this program year:

- California
- New York
- Kentucky
- Oregon
- Maryland
- Nevada
- Mississippi



## 20% International Growth Plan

We often say that Destination ImagiNation, Inc. is the world's largest creative problem solving organization – because we are! Over the past five years we have expanded our programs into 27 different countries and are now on every continent (except Antarctica). The following international Affiliates met a 20% growth goal:

- Brazil
- British Columbia
- Guatemala
- Mexico
- Singapore
- United Kingdom

## DI Free – Affiliate DI Free

During the 2005 program year, this promotion allowed for Flagship Affiliates and Regions to promote new growth in schools and organizations that may need an extra boost to get started due to budget cuts and decreases in expenditures. Each Affiliate had the opportunity to offer a DI Free membership to five teams per region within the Affiliate. Each Affiliate taking advantage of the DI Free program determined how to distribute the amount of DI Free teams based upon its number of regions.

- Each Affiliate taking advantage of DI Free outlined a plan of how it intended to utilize the program to include the areas of concentration.
- Over 400 DI Free Teams were made available in 2004-05 with 180 Teams taking advantage of this exciting offer.

## New Affiliate Director Induction Training

Sixteen of our newest ADs completed a full day of intensive training to set the stage for success as they tackled the challenge of leading the program back in their state/country. The objectives of this full day training were:

- Build capacity for leadership within an Affiliate
- Understand the Destination ImagiNation, Inc. organization and administrative structure
- Build management structures that utilize the full capacity of volunteers and participants
- Plan for Tournaments, events, and program marketing
- Network with other new ADs and the DI, Inc. staff to develop a support system

## Dlcor® 2004-05 Program Year Report

In its second year of operation, Destination ImagiNation Inc.'s Corporate Consulting Division, Dlcor®, has completed its first full year of workshop engagements after a time of development and pilot presentations. The staff has grown from its initial workforce of Vice-President Roger Garriock and Destination ImagiNation, Inc. Training Coordinator SusanBeth Purifico, to include an additional five certified Dlcor Associates.



The reviews from Dlcor workshop participants have been nothing less than outstanding. Dlcor's Innovation workshops have been presented this year in over 30 businesses in the public and private sector, both in the U.S. and Canada. Participants include computer system companies, food processors, executive development programs, manufacturers, chemical companies, municipal leaders, attorneys, accountants and graduate level business students. For top level executives, middle management or employees, Dlcor helps those in the corporate world develop creative intelligence and improved innovative capability.

## Cultivating Geographic Expansion

Destination ImagiNation, Inc.'s Flagship Program, Destination ImagiNation®, is crossing new borders every day.

### New Affiliates

- Colombia
- Arizona
- Mexico
- Southern China
- Northern China
- Hong Kong

### Emerging Areas

Great strides were made this year in growing and developing programs in many countries and states. We look forward to bringing them all on board as Affiliates and Distributors in the near future.

- Malaysia
- Hawaii
- Russia
- Denmark
- Turkey
- South Korea

### Cultivation Areas

As the DI brand of CPS makes its mark around the world, people are excited to share the wonderful experiences with their community of friends around the world. We are seeing remarkable interests from states and countries around the globe:

- Romania
- Germany
- Costa Rica
- Alaska
- Philippines
- El Salvador
- Kansas
- Puerto Rico
- Aruba
- Ecuador
- Chile
- Bolivia
- India
- Hungary
- Israel
- Australia
- Delaware
- Virgin Islands
- Honduras
- Oklahoma
- Argentina
- Curacao
- Paraguay
- France



## Update on DI Programs



### DI eXtreme™

The DI eXtreme program took on a whole new line of easy access Platforms this year as it leaped from its pilot year into its inaugural year. This eXciting, team-based creative problem solving program for college and university communities took place in over six Affiliates and brought together 11 teams at Global Finals 2005. With minimal time and limited resources, DI eXtreme teams solve heavy task-based challenges with a dash of performance pizzazz. There are distinct participation Platforms from which to choose:

#### In-Site

A competitive Team-based problem solving activity lasting 1-3 hours. Competitions may be hosted independently by campus or community groups or in conjunction with Destination ImagiNation, Inc. Affiliate or Regional Tournaments.

#### MaX – Global Finals

Truly eXtreme! team-based problem solving competition held eXclusively at Destination ImagiNation, Inc. Global Finals each year.

#### eXpress

Problem solving on the go! Team-based, competitive or non-competitive problem solving activities lasting 1-2 hours. Perfect for campus events that call for ice breakers, teambuilding, or collaborative problem solving.



### Tech Effects®

How hard is it to dip a French fry into ketchup? What if you are required to do it using a chain reaction contraption with multiple steps? That was the task facing about 30 teams this year as they tackled a pilot version of Tech Effects, our new hands-on technical program. The Tech Effects Kit served up an intriguing and fun Challenge that involved pulleys, levers, and yes, French fries! Feedback from our teams (who were hungry for a purely technical challenge) helped us cook up Kit 1 of this amazing program, which is now available to Destination ImagiNation Affiliates and others looking for creative problem solving with a technical edge.



### loveLife

Creative problem solving continues to grow in South Africa through our coordination with the loveLife program. After an overwhelmingly successful first year of customized programs with loveLife, a major training and development session was held in April to further increase the number of participants reached by the DI brand of CPS. An entire new set of culturally specific Challenges were developed, along with a broader Instant Challenge League structure. In total, loveLife delivered DI to over 100,000 South African teens. We expect to see this number increase by a factor of 10 over the next few years.



# Update on DI Programs



**Rising Stars!**<sup>®</sup>

## Rising Stars!<sup>®</sup>

Our Rising Stars! Kit II offers an entirely new set of activities which build on the foundation set in Kit I. Kit II differentiates between the characteristics and needs of the 4 & 5 year old and the 6 & 7 year old.

If you are wondering what supplies you might need when working with young children, look no further. The Galaxy of Gadgets lists over 150 suggestions for stocking the Rising Stars! workroom. The closer we come to introducing peak experiences into the lives of young people, the more likely we will experience creative tensions in the process.



## Enrichment Programs<sup>®</sup>

The ever-evolving vision of the Destination ImagiNation, Inc. Enrichment Programs is to afford all participants the opportunity to learn, practice and embrace creative prob-

lem solving techniques and teamwork experiences as essential elements for lifelong learning. Our resources and support services are geared to serve day camps, residential and overnight camps, partial-day camps, weekend camps, retreats, community events, and workshops for young people from ages 5 to 20 years.



Enrichment Programs<sup>®</sup> resources and support services utilize the 24 years of experience that has made Destination ImagiNation, Inc. the world's largest creative problem solving organization. Our methodologies are based on placing teams of participants in situations and activities that we call Challenges. These Challenges are then solved by the team with supporting and caring facilitators allowing for the team to have true ownership and responsibility for its solution.

One unique facet of Enrichment Programs resources is the use of non-intrusive assessment instruments that give counselors and staff qualitative and quantitative data on participants' progress. Each of the Challenges features a score card so that the team and counselors can have an immediate gauge on the team's problem solving process and Challenge solution. Assessment methods reward the process that the team goes through to solve the Challenge.

Destination ImagiNation, Inc. Enrichment Programs is delivered in the form of a full line of resources and an experienced faculty of trainers. This year, the following resources were released:

- Program Management Guide, Third Edition
- Curriculum Master Module, Volume One
- Mini Challenge Kit #1: Let's Get Creative
- Mini Challenge Kit #2: Challenges that Fly



# Update on DI Programs



## Model Schools

Destination Imagination, Inc. offers our Model Schools Program – Empowering Excellence – to teachers around the world. This Program is designed to empower teachers to seek excellence in education by engaging students in creative and critical thinking. Additionally, it is designed to train teachers to see the benefits of teaching creatively.

Today's world offers a variety of challenges and opportunities to our students. To better prepare them for the future, educators must guide them to generate and examine multiple options and to help them learn how to turn challenges into opportunities.

Our Model Schools Program teaches educators a variety of creative problem solving tools that can be used to generate options and focus toward solutions. These tools are explained, discussed and analyzed so educators understand how to use these tools to enhance their teaching and students' learning. Students learn to solve problems in a variety of ways as they use these thinking tools. These techniques and tools increase retention and are fully aligned with state and national standards, providing educators with obvious and measurable results to meet Annual Yearly Progress targets.



## DI Later

After a two year pilot, our Imagination-4-Life program has seen three teams participate at Global Finals, and has now moved into a full redevelopment phase. A full-scale development team has been assembled to create the ultimate CPS program for any family, friends, workplace and fun! DI Later brings creative problem solving and teamwork to any setting.



### Diamond Awards 2004-05

This special Award is given annually to quietly brilliant unsung heroes, behind-the-scenes experts, individuals, and groups who have selflessly shared their multi-faceted talents and time with our organization. The extraordinary efforts of these sparkling gems are priceless to us. This year's Diamond Award winners are:

#### **Andy Loftis (Texas, USA)**

Since the very first year of Destination ImagiNation, we have been fortunate to have Andy Loftis working with us on Team Challenge Development and Implementation. He has served as writer, Lead Writer, Consultant, ICM, and/or Dissector for every year of the DITM program, most times serving in more than one capacity simultaneously. He has been a delightful addition to every Challenge Development session. His easy nature, wonderful sense of humor, and expertise in technical areas has made him a valuable asset to this program – and to whatever team he is working with – over and over again. In addition, as a writing team member or lead writer, his diplomatic skills have smoothly navigated disagreements among team members and produced positive outcomes. He has come to be a voice we rely on when we fine-tune the Challenges. His patience, friendliness, and sense of commitment have been tremendously appreciated by teams around the world who have sent in clarifications.

#### **Susie Rogers (Washington, USA)**

Susie Rogers has been an indispensable part of our Team Challenge Development and Implementation team from the beginning of Destination ImagiNation, Inc., starting with one of the inaugural Challenges. Since that time, she has served as Lead and Consultant writer, Dissector, and/or ICM each year, many years taking on more than one of these roles at a time. The amount of time she has given to our Team Challenge program as a volunteer is impossible to calculate.

In addition, Susie is the consummate team player. Whether working with a co-ICM to hone a response to a team's clarification question or working out a difficult point in a Team Challenge draft, Susie is solicitous of her teammates' opinions, seeking to build consensus and reach agreements. Particularly impressive is the way Susie works with those new to the process, bringing them along with patience and caring watchfulness. Finally, a trait that makes Susie a gem in her own right is her world-class sense of humor. No situation is too difficult or overwhelming; Susie's sense of humor defuses many difficult situations.

#### **Ben Thomas (Massachusetts, USA)**

In the beginning of DI, there were some great Challenges, but there were no score sheets. Ben Thomas rolled up his sleeves with a team of volunteers and got to work in his usual behind-the-scenes way. He quietly took care of what had to be done. The DI-ers of Massachusetts had known about Ben's dedication and unique talents for a long time. Like a quiet unassuming "Clark Kent," Ben would instantly become Superman to those stricken souls lost in the windowless world of score rooms. Although Ben has stepped up to become an International Challenge Master and works countless hours on scoring issues, he continues his work in Massachusetts. To help you appreciate the enormity of this contribution to our program, let's look at what is involved: A complete "set" of DI flagship program score sheets numbers around 18 separate forms.

# Destination ImagiNation, Inc. Financial Statements

## Statement of Financial Position

July 31, 2005

### ASSETS

Cash and cash equivalents	\$1,394,537
Short-term investments	176,428
Accounts receivable	99,491
Inventories and prepaid expenses	165,367
Property and equipment	189,032
Deposits	30,000
Long-term investments	148,630

### TOTAL ASSETS

\$2,203,485

### LIABILITIES AND NET ASSETS

#### LIABILITIES

Accounts payable	\$1,457,820
Accrued expenses	52,493
Capital lease payable	6,347
Note payable	15,450
Deferred revenue	12,660

#### TOTAL LIABILITIES

1,544,770

#### NET ASSETS

Unrestricted net assets	658,715
Temporarily restricted net assets	–

#### TOTAL NET ASSETS

658,715

### TOTAL LIABILITIES AND NET ASSETS

\$2,203,485



# Destination ImagiNation, Inc. Financial Statements

Statement of Activities for the Year Ended

July 31, 2005

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
<b>REVENUES AND GAINS</b>			
Contributions	\$208,751	\$208,900	\$417,651
Membership fees	677,377	-	677,377
Program revenue	4,020,004	-	4,020,004
Investment income	22,202	-	22,202
	<u>4,928,334</u>	<u>208,900</u>	<u>5,137,234</u>
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>			
<b>EXPENSES</b>			
Program	4,936,598	268,900	5,205,498
Management and general	278,359	-	278,359
Fundraising	59,187	-	59,187
Net realized and unrealized losses on investments	3,740	-	3,740
	<u>5,277,884</u>	<u>268,900</u>	<u>5,546,784</u>
<b>TOTAL EXPENSES</b>			
<b>DECREASE IN NET ASSETS</b>			
	(349,550)	(60,000)	(409,550)
<b>NET ASSETS [ Beginning of year ]</b>			
	<u>1,008,265</u>	<u>60,000</u>	<u>1,068,265</u>
<b>NET ASSETS [ End of year ]</b>			
	<u><u>\$658,715</u></u>	<u><u>\$-</u></u>	<u><u>\$658,715</u></u>

# Destination ImagiNation, Inc. Financial Statements

Statement of Functional Expenses for the Year Ended

July 31, 2005

	PROGRAM SERVICES	MANAGEMENT and GENERAL	FUND RAISING	TOTAL
Salaries	\$502,384	\$138,350	\$44,841	\$685,575
Employee benefits	26,692	8,178	2,747	37,617
Payroll taxes	42,042	10,341	3,382	55,765
<b>TOTAL SALARIES AND BENEFITS</b>	<b><u>571,118</u></b>	<b><u>156,869</u></b>	<b><u>50,970</u></b>	<b><u>778,957</u></b>
Advertising and exhibits	67,413	-	-	67,413
Bad debts	6,886	-	-	6,886
Board of directors expense	11,970	47,882	-	59,852
Conferences	3,334	-	-	3,334
Consulting fees	263,163	-	-	263,163
Global finals expense	3,381,851	-	-	3,381,851
Insurance	63,679	18,578	326	82,583
Interest expense	1,164	-	-	1,164
Occupancy	21,527	2,755	75	24,357
Office	60,443	10,880	1,159	72,482
Postage	33,516	272	700	34,488
Professional fees	59,646	29,845	604	90,095
Program development and design	14,374	-	-	14,374
Program expenses	153,476	-	117	153,593
Program support materials	30,517	-	25	30,542
Rebates	222,706	-	-	222,706
Software	58,076	-	-	58,076
Telephone	28,358	1,662	2,162	32,182
Travel	120,782	2,043	2,955	125,780
	<b><u>4,602,881</u></b>	<b><u>113,917</u></b>	<b><u>8,123</u></b>	<b><u>4,724,921</u></b>
Depreciation	30,908	7,508	94	38,510
Loss on abandonment of equipment	591	65	-	656
	<b><u>31,499</u></b>	<b><u>7,573</u></b>	<b><u>94</u></b>	<b><u>39,166</u></b>
<b>TOTAL EXPENSES</b>	<b><u>\$5,205,498</u></b>	<b><u>\$278,359</u></b>	<b><u>\$59,187</u></b>	<b><u>\$5,543,044</u></b>

## Corporate Partners

Destination ImagiNation, Inc. is fortunate to have support from key sponsors who have a long history with our organization.



### NATIONAL DAIRY COUNCIL®

The National Dairy Council has been our International Sponsor for eight years, producing many references to milk and cows throughout those years in the presentation of and solutions to Team Challenges!

They appreciate the loyalty of Destination ImagiNation team members, and are beginning to harness the creative power of Destination ImagiNation in exciting ways. In 2004, Maloney Strategic Communications created an "Invent a Taste" for milk contest as a way to gather market research on consumer preferences for milk flavors. In 2005, tasting milk gave way to singing about it, as tournament participants created original songs and then performed a la karaoke in "Dairy Okie."



We're stuck on another long time supporter, the 3M Foundation.

3M and Destination

ImagiNation have a seven year history that spans Challenge sponsorship, marketing materials support and support of Tech Effects. How Destination ImagiNation participants would survive and thrive without Duct tape is something we can't even comprehend!



We're hoping to hold on to a sponsor of

three years, Velcro USA Inc., for a long time. In addition to enthusiastically sponsoring Team Challenges, they have also lent their expertise and fabulously creative hook and loop product to Destination ImagiNation Mini-Challenge Kits – miniature Challenges with all materials enclosed. In 2005, Velcro USA Inc. had successful 'feedback' sessions at Global Finals with many teachers from all over the USA and Canada. The teachers gave great input on how they could/would use specific hook and loop products.

OfficeMax Print and Document Services, formerly CopyMax, has been a supporter for nearly two years, providing much-needed support for Regions and Affiliates as well as the International Headquarters.



# DI Affiliate Directors

Alabama Creative Adventures  
Gary Brown

Destination ImagiNation of Arizona  
KellyAnn Bonnell

Arkansas Destination ImagiNation  
Brownie Mitchell

California Creativity  
Dick Pinney

Colorado Extreme Creativity  
Connie Ackerman

Connecticut Adventures  
in Creativity  
Val Conroy

Florida: Sunshine State DI, Inc.  
April Tisdale

Georgia Enriches Minds  
Scott Mulkey

Idaho's Creative Youth  
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Illinois Destination ImagiNation  
Jan Darnell  
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Nancy Farley

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Michigan Creativity Association  
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Pam Schroeder

Mississippi Advanced Problem Solvers  
Stephen McMullan

Missouri Creative Adventures  
Chuck Good

Montana Creativity Quest  
Heather Geiger

Nebraska's Creative Association  
for Problem Solvers  
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Creativity Association of Nevada  
James Reddan

New Hampshire's Incredible Creativity  
Connection  
Jill Schoonmaker

New Jersey Destination ImagiNation  
Gene & Cathi Reda

Creative Programs of New Mexico  
Steve & Kris Shearer

Destination ImagiNation of New York  
Dee Urban





## DI Affiliate Directors

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### Create North Dakota

Karen Schreiner

Roxanne Rosin

### Ohio Kids for Creativity

Susan Stephens

### Oregon Destination ImagiNation

Karen Anderson

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### RImagination

Sue O'Classen

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### South Dakota Creativity Association, Inc.

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Jose Luna

### United Kingdom Destination ImagiNation

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### Venezuela Destination ImagiNation

Karen Lawler

### Singapore Destination ImagiNation

Francis Lua

### LoveLife Destination ImagiNation, South Africa

Lucien Oakley-Smith

### Colombia

Barry Gilman

# 2004-05 Scholarships

## 2005 Destination Imagination Scholarship Recipients

### B.C. Original Minds Association

\$500 Scholarship Winners

Brittany Sims  
Julie Axenroth  
Marian Foucault

### Colorado Extreme Creativity

Meghan Hartvigson  
Kelsey Patterson  
Sarah Spiegelman

### CreateME

\$2,000 Scholarship Winners

Thomas A. St. Pierre  
Paul E. Sutter  
Jennifer E. Swalec  
Lydia J. Johnson

### Maryland Creative Problem Solvers

\$1,000

Katherine Brady  
Bonnie McCubbin  
\$500  
Mollie Meadows

### Massachusetts Opens Minds

Tessa E. Kohn  
Emily S. Grady  
Erin M. Barstow  
Katherine R. Mooney  
Elyse F. Chaput  
Andrew K. Walker  
Sara E. McGinnes  
Anastacia M. Spang  
Caitlin M. Hathaway  
Sara R. Gentile

### Missouri Creative Adventures

\$500 Scholarship Winners

Jennifer Haley  
Alison Stephens

### Montana Creativity Quest

\$500 Scholarship Winners

Christie Seyfert  
Adam Elliott

### New Hampshire's Incredible Creativity Connection

\$500

Casey Davies  
Samantha Bonin

### New Jersey Destination ImagiNation

\$1,000 Creativity Scholarship Winner

Victoria Goodlof

### South Dakota Creativity Association, Inc.

Elizabeth Waller

### Students for a Creative Iowa

\$500

Kathy Du

### Texas Creative Problem Solving Organization

\$1,000

Brent Owen  
Jessica Dowden  
Kyle Turner  
Four Year UT Dallas Scholarship  
Michael Smith  
Four Year Texas A & M Commerce Scholarships  
Kya E. Combs  
William "Bo" Aughtry

### MuDI Waters Consortium

\$500 Scholarship Winners:

Adam Elliott, Montana  
Margaret Grossnickle, Michigan  
Emily Smith, Nebraska



## VOMBO Scholarship Recipients

In 1999, VOMBO was entrusted with the goal to be the official scholarship organization for Destination ImagiNation. Since that time, with the support of hundreds of dedicated DITM volunteers, VOMBO® has sold thousands of pins, tee-shirts and one-of-a-kind penguin memorabilia to provide Destination ImagiNation students with thousands of dollars in scholarship awards. VOMBO, through its association with Destination ImagiNation, Inc. is a non-profit 501(c)(3) organization.

This year's scholarship recipients included:

\$1500

Michael Smith, Watauga, TX

\$1200

Kevin Ponziani, Centerville, OH

\$1000

Daniel Fisher, Dallas, TX

Kyle Turner, Mexquite, TX

\$900

Erika Martin, Plymouth, IN

Nicholas Andrews, Redmond, WA

\$700

Stephanie Conner, Weatherford, TX

Rebecca Evans, Carrollton, TX

Kristen Alldredge, Franklin, TN

Brent Owen, Carrollton, TX

Janee Walsh, Redlands, CA

# Destination ImagiNation, Inc. Leadership

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### Destination ImagiNation, Inc.

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Glassboro, NJ 08028

856.881.1603

### Staff

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President

Rusty McCarty  
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Ellen Eissler  
Data Entry Operator

JoAnne Quinn  
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Program Director Assistant

Linda Wayne  
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Program Coordinator

Lindy Redmond  
Program Coordinator

Susan Beth Purifico  
Training Coordinator

Roger Garriock  
Vice-President for DIIcor

Dee Urban  
Ask DI Consultant

Lisa Lilienthal  
Press Consultant

Lynn Macey  
Technology Consultant





**DestinationImagiNation, Inc.**

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[www.destinationimagination.org](http://www.destinationimagination.org)