

**Evergreen  
Express**

# News Flash



*Reaching out to a global Evergreen community*



## **What lies beneath?**

**Who are you and what's your story? Exploring your personal brand and the proposition of presence, intention and attention: what lies beneath?**

**Date:** September 16, 2010

**Location:** Antioch University, Room 100, 2326 6th Avenue Seattle, WA 98121-1814, on street parking available.

**Time:** 6 - 9:30 pm

**Cost:** There is no charge for this event. Donations to [The Evergreen Alumni Association Scholarship Fund](#) encouraged. Thank you.

**RSVP:** [Julie Lucas '90](#)

### **THE PROGRAM - Part 1**

Tim Girvin '75, strategist, writer and designer, has been working with people in expanding their presence in the market, nationally and internationally, since his graduation from The Evergreen State College, 35 years ago. Part of his strategy is founded on supporting leadership in defining their "human brand" -- the alignment between passion, performance and authentic storytelling as part of message programming for hybrid media.

Brand, for Girvin, is linked to fire -- from its original meaning, thousands of years ago. And

fire is about passion, commitment, focus and aligning *intention* with *attention*. Girvin's worked with start-up technology entrepreneurs, Hollywood celebrities, Fortune 500 CEOs and people just starting out -- or changing -- their businesses, large and small.

Come, explore, network, tell your story and listen to how Tim tells his, offering ideas and inspirations about you, your personal brand, and the narrative that can be told to market communities. **Don't miss this rare opportunity to hear an international leader in the art of branding.**

### **THE PROGRAM** - Part 2

Evergreen alumna Rajaa Gharbi '93, M.A. Antioch '98 (Whole System Design) will present two short films:

"*This Time we Will not Let them Go*" is a 5-minutes visual-poem introduction to the Historical return of the "Indian Horse" to the Black Feet nation in 1995

"2- *Blue Forces*" is an 8-minute visual poem introducing the longer documentary version of the hidden story of Aquaculture as it is experienced throughout the world.

Tunisian-American painter, writer and filmmaker, [Rajaa Gharbi](#) has been nationally and internationally published, exhibited and anthologized. For more information on her work please visit her website: [RajaaGharbi.com](#). She is also on [Facebook](#) and is a member of the [Evergreen Alumni Entrepreneurs Association](#) and the [Evergreen Alumni Authors Directory](#).

### **INFORMATION EXCHANGE OPPORTUNITY**

There will be an information exchange table for alumni to share marketing/branding materials. Please deliver materials you wish to share on August 10 to Julie Lucas at the office of [WPI Real Estate](#), 9500 Roosevelt Way.

**COMING UP IN OCTOBER**, an alumni evening with [Pablo Picasso at the Seattle Art Museum](#). Watch for details.

Sponsored by the Evergreen Alumni Association



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