



## **Press Release**

Contact: Jay Sorensen  
For inquiries: 414-961-1939

### **Poised for another takeoff**

*IdeaWorks captures lead article in the business section of Milwaukee Journal Sentinel.*

November 10, 2003, Shorewood, WI. IdeaWorks is extremely fortunate to receive coverage in an article written by Rick Barrett appearing on the front page of the of the Milwaukee Journal Sentinel business section. The following is are excerpts from the article:

*As president and founder of IdeaWorks, Jay Sorensen helps businesses identify missed opportunities and areas where they have left money on the table. It has been a natural extension of his former career at Midwest Airlines, where he helped develop a frequent-flier program, dining services and the airline's trademark chocolate chip cookies.*

*During Sorensen's 12-year tenure at Midwest, the airline won plaudits for its meals served on china plates with linen napkins and complimentary wine. Midwest moved its operations to Milwaukee, pushed into new markets, and left Kimberly-Clark Corp. to become an independent public company. After he became marketing director, Sorensen was responsible for a \$17 million annual budget and a staff of 27. But in 1996 he left Midwest to start IdeaWorks. He wanted to try new things, and he believed that he could make more money outside of the airline.*

*Sorensen knows how to connect with airlines, said Ward Fowler, Alterra president. "There are some consultants who simply create work for themselves," Fowler said. "But Jay has brought us ideas that definitely have been winners." Sorensen's client roster has grown to include companies in the hotel, airline, marine, railroad, consumer products and health-care sectors. He developed a frequent-flier program for an airline in Brazil and has created co-branded credit cards for hotels and resorts."*

**About IdeaWorks:** IdeaWorks was founded by Jay Sorensen in 1996 as a consulting firm specializing in product, partnership and marketing development. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, business development, competitive analysis and creating strategies for partner marketing. IdeaWorks brings value as a consultant by researching the expectations of the customer, learning from the wisdom of the client organization and applying innovative ideas to create solutions for clients and consumers.