



Alpine Daily News

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Creative genius is also a really nice guy. See story on B2

Designer's Brain Explodes

By Seymour Sales

Alpine Daily News

ALPINE — An explosion rocked the sleepy town of Alpine, Utah this morning.

"I was working in my office," said designer and illustrator Daniel Ruesch, "when my brain exploded with ideas. They were flying out of my head like hot buttered popcorn."

Residents several blocks away felt the blast. Many described it as "earth shaking." A passing jogger claimed that the explosion was accompanied by a flash of brilliance.

"Ideas were popping out so fast I couldn't contain them," recounted Ruesch.

"A couple of crazy ideas bounced out of my head and danced on my keyboard. Some red hot ones escaped, but as I tried to latch onto them, a really big idea bubbled to the surface and completely took over. Before long my whole desktop was covered with sketches.

"Just then a good, solid idea was born. It stood right in front of me wearing a trench coat and gray fedora. It stared me straight in the eye, then rapped me solidly on the forehead, and said, 'Listen kid, why don't you unload some of

those great ideas by offering a 20% discount for any job initiated in the month of May?"

When asked what he did with that suggestion, Ruesch answered confidently, "I decided to put all my design services on sale. You know, to help stimulate a little more business."

Now that is a novel marketing concept.



Designer / Illustrator Daniel Ruesch wonders what could have caused Tuesday's explosion



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