

# PATTY LAVERDIERE: Alternative Marketing + Development

**What is it?** creative | wholistic | entrepreneurial | ethical | personalized | affordable

**What I do:** concept. research. strategy. connecting. publishing. programs. events

**Whatever we need to do.**

## About Concept (Ideas) + Connecting (Interfacing)

**Ideas** are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.-- John Steinbeck

**Interface** is not only a useful word, but its creation tells us something important about the nature of changes going on today. The word is useful because there is no other term to describe the face-off between two organizations, a business and its environment, two patterns of experience and expectation, or two paradigms ...because interfaces juxtapose value systems, needs, and languages, they create unmet needs. They demand people who are good at brokering, translating, interpreting, training, linking and servicing. These activities bridge the gap in comprehension and familiarity that the interface creates. -- William Bridges



Patty, ready-to-go on her horse-drawn canal boat adventure. Tiverton, Devon, UK