

**FOR IMMEDIATE RELEASE:**  
**MEDIA CONTACTS:**

May 20, 2004  
Anya Martin  
(678) 468-3867  
[anya99@mindspring.com](mailto:anya99@mindspring.com)  
Teri Will  
Edelman Public Relations  
(404) 262-3000  
[Teri.Will@Edelman.com](mailto:Teri.Will@Edelman.com)



## Mythic Journeys to Steer Business Revolution

*Thought and Business Leaders to Discuss the Path to Distinctiveness*

**ATLANTA, GA** – The first Mythic Journeys conference in Atlanta June 3-6 will host groundbreaking cross-disciplinary conversations about a new, more meaningful way of conducting business, and offer in-depth workshops to demonstrate how to put it into action.

Pioneers such as Krispy Kreme CEO Scott Livengood and Joey Reiman, CEO of ideation consultancy BrightHouse, will team up with philosophers, psychologists, artists, educators and other intellectuals to discuss the role of storytelling in contemporary commerce. In conjunction with the Joseph Campbell Centennial,

In a message to top-level executives across the nation, entrepreneur and Mythic Journeys President and Co-founder Michael Karlin begins, “In all great stories, the hero’s journey calls the protagonist to his own uniqueness. This same heroic pattern calls each company to identify its own unique mission and identity.” Karlin created Mythic Journeys after retiring from S1 Corporation (NASDAQ: SONE), which he co-founded in 1993.

Mythic Journeys will feature interdisciplinary discussions, workshops, lectures and performances that teach how to build a brand that better represents the core values of a company, how to create an environment where employees are inspired to excel and how to define a company’s distinctive qualities which can move it from a position of competitive to indispensable.

Among other forward-looking sessions that will benefit from tremendously diverse participants, the business track at Mythic Journeys will feature:

*(more)*

**Workshops:**

*The Krispy Kreme Story* with Scott Livengood, President/CEO Krispy Kreme Doughnut Corporation  
Hear the visionary thinking and tactical plan that took Krispy Kreme from a \$50 million company to a \$2 billion company.

*The Hero's Consultancy* with Joey Reiman, Thinker and CEO of BrightHouse  
This leader in the ideation movement shares his journey in building a new business model for corporate success and enlightenment. Inspired by Joseph Campbell's *The Hero with a Thousand Faces*, his iconoclastic paradigm for creating emotional, intellectual and financial revenues promises to change the way we build and operate business in the 21st century.

*Building a Business That's Relevant*  
Listen to a conversation with Scott Livengood, Joey Reiman and author/consultant Dr. Carol Pearson as they discuss how they have each used the pattern of the hero's journey to build successful businesses.

**Panel Discussions:**

*Livelihood* with Scott Livengood, spiritual theologian Matthew Fox, ecologist and philosopher Steve Nygren and Dr. Carol Pearson.

*Money as a Mystery School* with Scott Livengood, Dr. Carol Pearson, founder of Foxfire Studios and front-man for rock band One Machine Parker Johnson, and poet/business consultant Betty Sue Flowers.

Mythic Journeys will offer many other focuses in addition to business. Please visit [www.mythicjourneys.org](http://www.mythicjourneys.org) or call (404) 832-4127 for more information or to register.

**About Mythic Journeys**

In celebration of the Joseph Campbell Centennial, the first annual Mythic Journeys will bring together more than 140 of the world's leading scholars, educators, business leaders, artists, authors, filmmakers and performers for an unprecedented dialogue on the importance of storytelling and imagination in contemporary life from June 3-6, 2004, at the Atlanta Hyatt Regency Hotel.

**About the Mythic Imagination Institute**

Mythic Imagination Institute is an Atlanta-based nonprofit arts and education corporation that seeks to activate imagination and intelligence by increasing mythic literacy. Through conferences, performances, art exhibitions, publications and other programs, the Institute builds bridges between disciplines: artists, business professionals, scholars, scientists and anyone who loves stories. Mythic Imagination endeavors to bring the wisdom waiting inside the great myths, folklore and stories of the world to a wider audience in the hope of creating a world with more tolerance, passion, wonder and creativity. For more information, visit [www.mythicimagination.org](http://www.mythicimagination.org).