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## Ed Borowiec

The brainstorming guy's Bio

### **PART ONE from Mechanical Engineering to Cooking with Julia 1967-81**

Ed's life has been one big brainstorm event. At his first job in San Francisco in 1967 he was a mechanical engineer building "sailor proof" products. That meant that the safety factors were so high that complicated engineering school calculations could be replaced with much simpler ones. In short his work became kind of boring and he had to brainstorm for an idea that would make work actually FUN. The thrill of constantly looking for creative options fed him enough energy to kept him alive and engaged at the shipyard. It took him about a year to find 'IT'. 'IT' was the one thing that could generate excitement even on the most routine of days.

***He thought it would be more fun to play around with food all day and get paid for it.***

***That was 'IT'!*** 'IT' was the dream job that made him smile. He researched his options and created a plan. Then he worked the plan eventually getting a Master's degree from UC Davis in Food Science and two years later he was living the dream by inventing new gourmet food products for Del Monte Research Center in Walnut Creek. That experience grew him into becoming a food and wine writer and consultant, a qualified paid wine judge, a Hospitality Instructor at USF, owning a Chef on Call Catering Company, a partner in a Weekend Wining and Cooking Experience on the North Coast Bon Appetite April 1979... The highlight of this career was hiring Julia Child to cook with him and his partner at Cookery at the Cove. Julia came back three times while Ed was still on the team.

### **PART TWO from a technical writer to Manager of Corporate Quality Improvement for a worldwide disc drive company 1985-1996**

After a religious experience in 1984 he gave up his dream career and utilized his wine and food writing experiences to become a technical writer for Seagate. Another religious hiccup caused him to return to Seagate, this time to create a Corporate Quality Plan and then to implement it. Two years later he became Manager of Corporate Quality Improvement using a continuous improvement initiative that among other things promoted proper brainstorming techniques toward corporate quality goals. He led the company's top quality executives at an offsite meeting to brainstorm the Corporate Quality Policy which identify key metrics that could be used to measure and improve corporate quality.

### **PART THREE writer, speaker, facilitator, coach, and practicing retirement 1996-present**

Life after layoff provided a variety of work and two of most memorable and fun ones were; being a writer of user guides for a headset company and being a quality specialist consultant for the Gummy Bear Factory. The latter one included my old food science roots, my quality experience, and my ISO 9001 Lead Auditor expertise. I am also a certified Dream Coach and have my own method using deep levels of brainstorming to coaching people to see the next level of their success. It's a great use of his engineering training when he had to use what was available to come up with a new solution to a given situation.

As a past Toastmaster Area Governor, I am hooked at mapping out my talks, so here's the target schedule. Call me on it. So we have at least 15 minutes to brainstorm a question of mutual interest.

Please send me any constructive thoughts.

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