

Sky-High Inspiration

When people need to get away to think, they often take a walk or go for a drive. **Dan Katz** goes flying.

Katz, the president of ad agency LA Ads in Northridge, gets his best ideas while tooling through the clouds.

"When you fly, you have to be very focused. It's such a consciousness shift that it actually frees up the subconscious part of your mind to do its work," Katz explained.

He believes his in-flight insights are similar to the great ideas that some people get in the middle of the night. Katz keeps a notepad in the



Katz

plane and writes down his thoughts as soon as he lands.

Once he was struggling to come up with a magazine ad for a client in the cremation business. While flying over the desert, he suddenly wondered what would happen if he died in a plane accident at that moment. What would his wife do?

His finished ad showed a grave and a thought bubble coming up from the ground with the caption "I really wanted to be cremated."

"It's still one of my favorite ads, and it really pulled people in the door for my client," Katz said.

Staff reporters Richard Clough and Joel Russell contributed to this column.

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