

VITA





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EDUCATION:

Oklahoma State University Stillwater, Oklahoma	Certification in Gerontology May 2003.
Oklahoma State University Stillwater, Oklahoma	Degree: 1997, Doctor of Education, Ed.D. Major: Adult Education Specialization: Creativity & Adult Learning Styles
The University of Georgia Athens, Georgia	Degree: 1991, Educational Specialist, Ed.S. Major: Adult Education Specialization: Recreation & Leisure Counseling in Aging
Oklahoma State University Stillwater, Oklahoma	Degree: 1986, Master of Science, M.S. Major: Applied Behavioral Studies in Education (ABSED) Specialization: Community Counseling, School Counseling & Gifted Education
Oklahoma State University Stillwater, Oklahoma	Degree: 1976, Bachelor of Science, B.S. Major: Elementary Education Specialization: Social Studies & Language Arts
Davenport High School Davenport, Oklahoma	Degree: 1972, High School Diploma

PATENTS, COPYRIGHTS & TRADEMARKS:

<http://www.uspto.gov> This web address is for the United States Patent & Trademark Office. Click on this link. Click on "Quick Search". Put McCracken, Jamie in the search term box and check Inventor and it will take you to the page showing 4 patents in my name. I also have numerous trademarks and copyrights.

PAT. NO.	Title
15,806,103	 Breast protector and assembly
2D364,250	 Breast protector
35,439,409	 Breast protector and assembly
5,253,885	 Stairway descending patient carriage

Protective sports bra with a built in hard cup for women who play contact sports such as martial arts, boxing, basketball...

A breast protector and assembly are provided. The breast protector comprises a retention cup constructed of a rigid or semi-rigid material and formed into a demi-teardrop shape which approximates the natural shape of an unsupported female breast. The retention cup can have padding permanently or removably attached to an inner surface of the retention cup. A breast protector assembly comprises two retention cups fitted into a retention cup sleeve composed of a semi-elastic material in the shape of a tube. The retention cup assembly is sized so that the retention cups fit securely within the tube. The retention cup assembly can fit within the cups of an ordinary brassiere, being held thereby against the body of the wearer. Alternately, the retention cup assembly can be sewn into the brassiere.

Known as the “Turtle Shells Sports Bra” because the cup resembles the shell of a sea turtle. This product was the first of it’s kind. It became mandated for female youth martial arts competition in the 1990s. Currently it is being sold on-line and can be see at: <http://www.turtle-shells.com>

Inventors: **McCracken; Jamie** (Stillwater, OK); **Goff; Kathy L.** (Stillwater, OK)

”LifeSlider” a stairway descending patient carriage for when persons using wheelchairs need to be evacuated from burning buildings and elevators go out...

Abstract

A carriage for rescuing patients is formed by a flat bottom rectangular frame having upstanding side walls, a rear wall, and a forwardly and upwardly inclined front wall. The frame is transversely divided by a partition to form a rearward seat area and a forward leg supporting area. A series of hingedly connected panels extending longitudinally of the frame define a back support portion, seat support panels, and flexed leg position supporting panels at the forward end of the frame. Flexible straps connected with the frame secure a patient therein and provide frame controls for an operator moving a carriage down a stairway at a selected rate of descent.

The LifeSlider is also being used nationwide. It can be seen on the internet at <http://www.lifescider.com>

Inventors: **McCracken; Jamie L.** (Stillwater, OK); **Goff; Kathy L.** (Stillwater, OK)

WORK EXPERIENCE:

10/03 – Present Educational Development Corporation (EDC) – New Product Design & Development – I create “Kid Kits” which are fun educational activities to go with Usborne Children’s books, the goal being to make learning fun. Kid Kits are sold through major bookstores such as Borders and Barnes & Nobel. Many of the Kid Kits that I have created have won awards for being innovative and so far, 3 have been named the “Best Smart Toys” by the Institute for Childhood Resources, in 2004, 2005 and 2006.

12/00 – 10/03 Creative Labs, Inc. - Technical Support Agent – I provided technical support to computer users.

9/02 – 12/02 OSU – Adjunct Instructor – Course: HDFS 4543 – Human Development & Family Science - Adulthood: Later Years

8/91 – present Entrepreneur - Business Owner (McGoff Creativity, LLC)
A research and invention firm dedicated to helping people through the use of creativity. Currently we have a packet, *Creativity for Success*. See it at on our website at www.mcgoffcreativity.com.

1/96 - 12/97 Entrepreneur - Business Owner (Academic/ Career Counseling Ctr)
We offered academic and career counseling to college students. We also offered tutoring, ACT workshop preparation and workshops on organizational skills.

7/91 – 1/96 Business Owner (Youth, Education, Safety & Sports, Inc.)
We promoted a new protective sports product for girls. I learned, by practical experience, many different aspects of running a business. In addition to keeping books, I organized product development, manufacturing and distribution. I learned about marketing, about placing press releases with and without product ads in major catalogs and trade publications, and was Secretary of the Corporation. I was

also in charge of coordinating a series of conference events featuring celebrity athletes regarding this new product.

- 9/88 - 7/91 Graduate/Teaching Assistant - Educational Field Experiences Lab
I organized the coordination of student teachers and schools each quarter for the three years I attended UGA.
- 8/85 - 6/87 Elementary School Counselor - Grades K-6 - Ponca City, OK
I worked at Washington Elementary School.
- 6/80 - 8/85 Entrepreneur - Business Owner (Construction Cleaning Co.)
While working on my master's degree at Oklahoma State University, I bid the jobs and coordinated a crew of workers doing rough and final cleaning on three different new apartment projects of several hundred units each.
- 9/79 - 5/80 Elementary School Teacher
Houston, TX - Taught 7th & 8th Grade Girls PE & Health,
Coached High School Girls Basketball & Volleyball,
and Taught 5th and 6th grade Math and Social Studies.
- 5/78 - 9/79 Mutual of Omaha, Insurance Sales Rep
Won several top insurance awards for sales in the U.S.
- 9/77 - 5/78 Elementary School Teacher - Davenport, OK - Taught 3rd Grade

Additional Training & Experience:

Currently I am CEO and President of Brain Savvy Game Company, LLC. I have designed and developed the products, created the business model (with advice from a respected business advisor), set up sales and distribution, have developed a marketing plan and I am ready to proceed.

In the past, I have developed, coordinated, marketed and presented workshops called "Creativity and Aging", "Working with Elders Creatively", and "Game Inventing and Creative Thinking for Adults".

I have a doctorate in Adult Education that focuses on the learning styles of creative women. My research shows that everyone (not just creative women) prefers to learn when learning is meaningful and that "making learning fun" is not just for kids.

I am a certified Gerontologist and have co-created and marketed a game for elders, Brain Savvy Senior Edition (formerly known as Senior Savvy Brainstormers) nationwide for over 12 years.

I am a certified School Counselor (grades K-12).

I have several patents, trademarks and copyrights registered in my name with the US Patent and Trademark Office, Washington, DC.

I have taught at Leonard's Discovery Land Summer Institute for Creativity and Kids. (Enid, Oklahoma).

I am a certified Ropes Course Instructor.

I have done in-depth research on indoor therapeutic gardens with Alzheimer's patients. I have created a model and, provided I received funding to create the project, am ready to put this into practice.

PUBLICATIONS:

McCracken, J. (2003-present). *The Kid Kit Connection*. UBAH Monthly Newsletter. Usborne Books at Home. EDC. Tulsa, Oklahoma.

McCracken, J. (2003). *Indoor therapeutic gardens*. The Southwest Journal on Aging.

McCracken, J. (2002). *Opportunities for Gerocounseling*. Gerontology Review. Oct 22, 2002.

McCracken, J. (1999) A Review of *Everyday Creativity*. Oklahoma Association of Gifted and Talented Newsletter, 22, (1), 5.

McCracken, J. L. (1997). *Women who invent: Examining the impact of formal and informal education on their creativity*. Doctoral Dissertation. Oklahoma State University.

McCracken, J. L. (1991). *Using creativity and creative problem solving with addictions*. Alcoholism Treatment Quarterly, 8, 3, 83-89.