

GALVESTON ISLAND CONVENTION & VISITORS BUREAU

27TH ANNUAL
NITOURISM
SUMMIT



KYLE SCHEELE





Field





kylescheele ✓



@kylescheele

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FAST COMPANY

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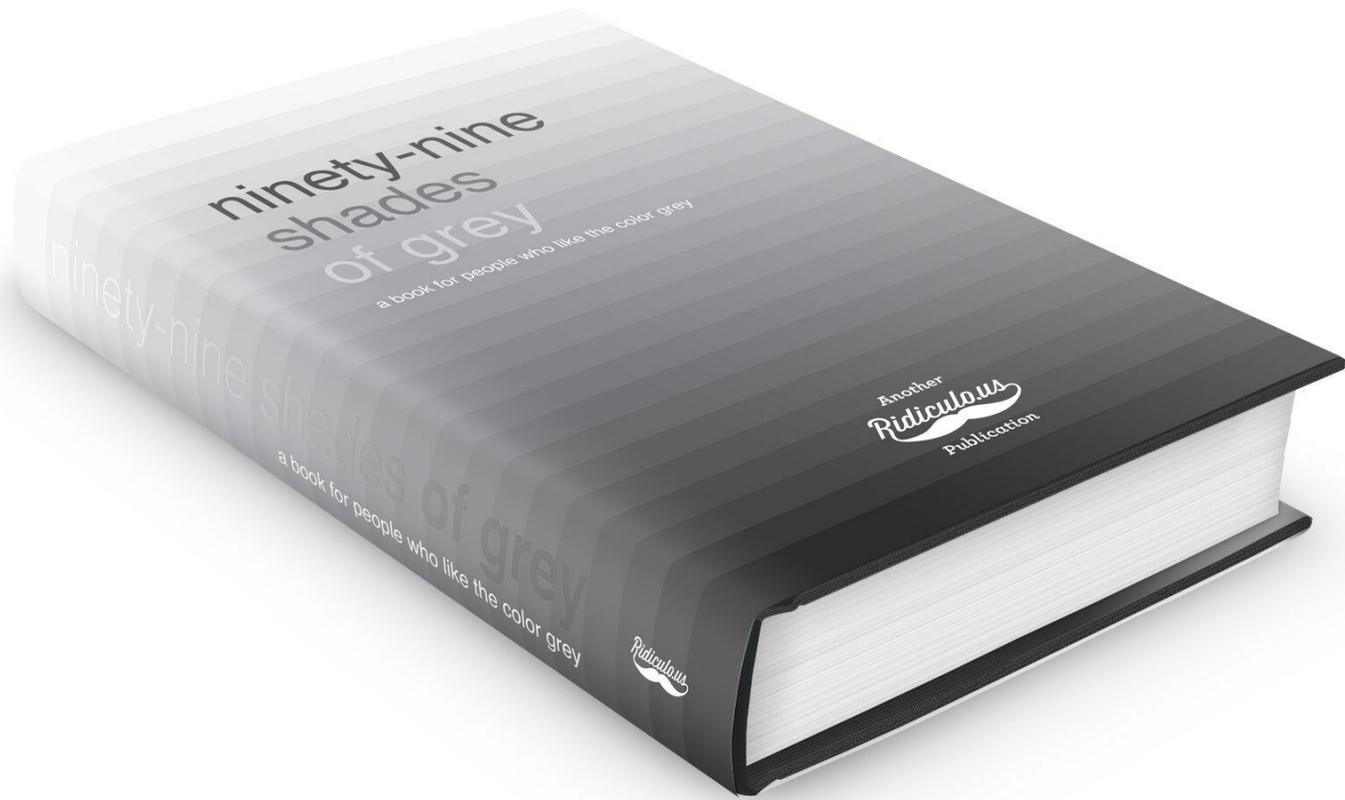


LAUGHING SQUID

**UP
WOR
THY**

The
Washington
Post





Ninety-Nine Shades of Grey

by Ridiculo.us



A book for people who like the color grey.

📍 Orlando, FL

📖 Art Book

Share this project

431

backers

\$9,944

pledged of \$600 goal

0

seconds to go

Funded!

This project was successfully funded on September 15, 2012.

Ridiculo.us

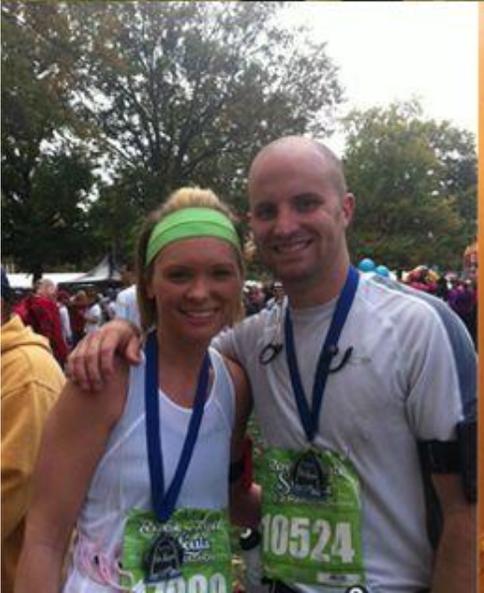
👤 9 created | 27 backed

🌐 ridiculo.us

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1. Physical Proof

2. Photographic Proof

3. Social Proof

1. Physical Proof

2. Photographic Proof

3. Social Proof



Run Free 2013

by [Name]

Like Follow Share

Facebook Twitter

Lace up your shoes.

Grab your cameras.



We're faking a marathon.

Like Follow Share

592

backers

\$23,098

pledged of \$999 goal

0

seconds to go

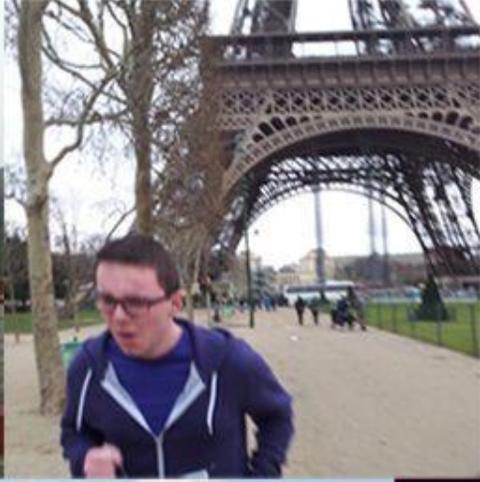
Funding period

Nov 4, 2012 - Nov 30, 2012



Name
Location
Bio

Project description
How to contribute















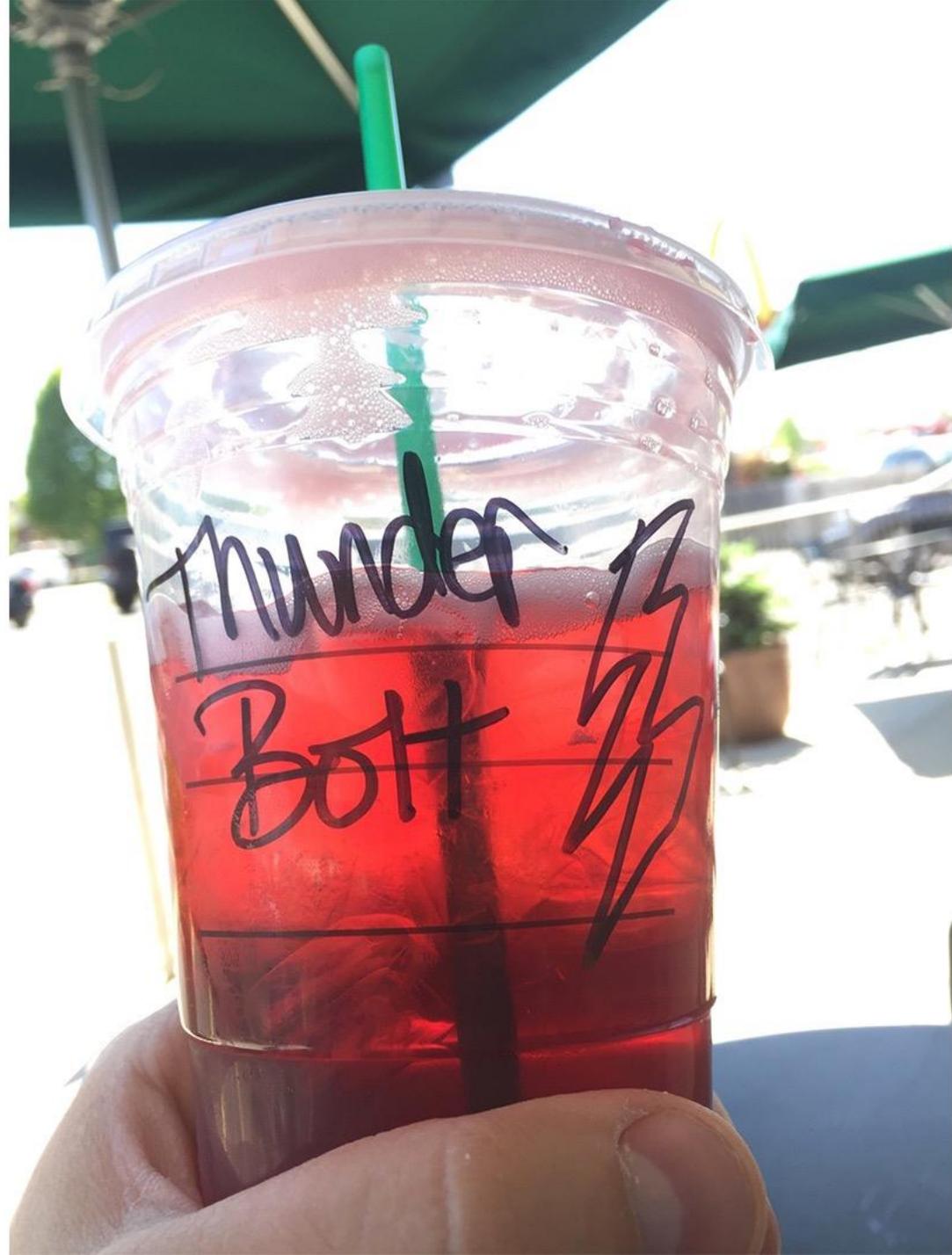






the people we used





Thunder Bolt

KYLE SCHEELE

— *grilled cheese sandwich enthusiast* —

KYLE@KYLESCHEELE.COM

 @KYLESCHEELE 

THIS CARD REDEEMABLE FOR
ONE GRILLED CHEESE SANDWICH*

*BY ME. FROM YOU.

Chance

**THIS ART MAY BE KEPT
UNTIL NEEDED, OR SOLD**

**GET OUT OF JAIL
FREE**



BUILDING A BETTER
WORLD

BUILDING A BETTER WORLD

Closing the gap between the world that *is* and the world that *could be*







A. Because grilled
cheese sandwiches
are the perfect
metaphor for life.

STEP 1: DEFINE YOUR
SANDWICH.

“Lame, vague goals are
the best
way to live a lame,
vague life.”

-Jen Sincero

“This is not a dress
rehearsal.

This is your life.”

-Bill Murray

















STAY THE BUNK
FOR THE CHAMPIONSHIP

3:51

Kyrle NEWS
LAWRENCE

Gatorade









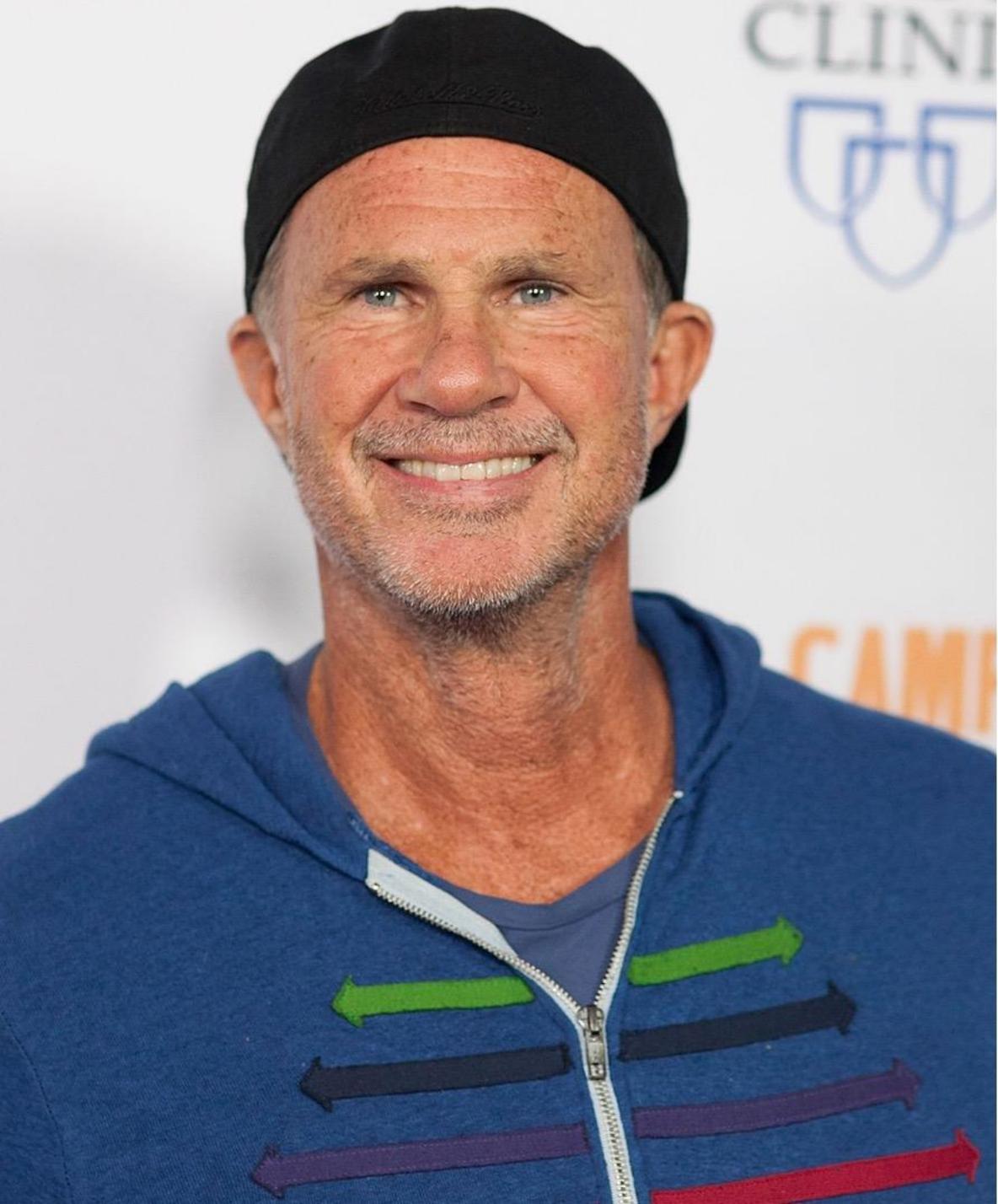


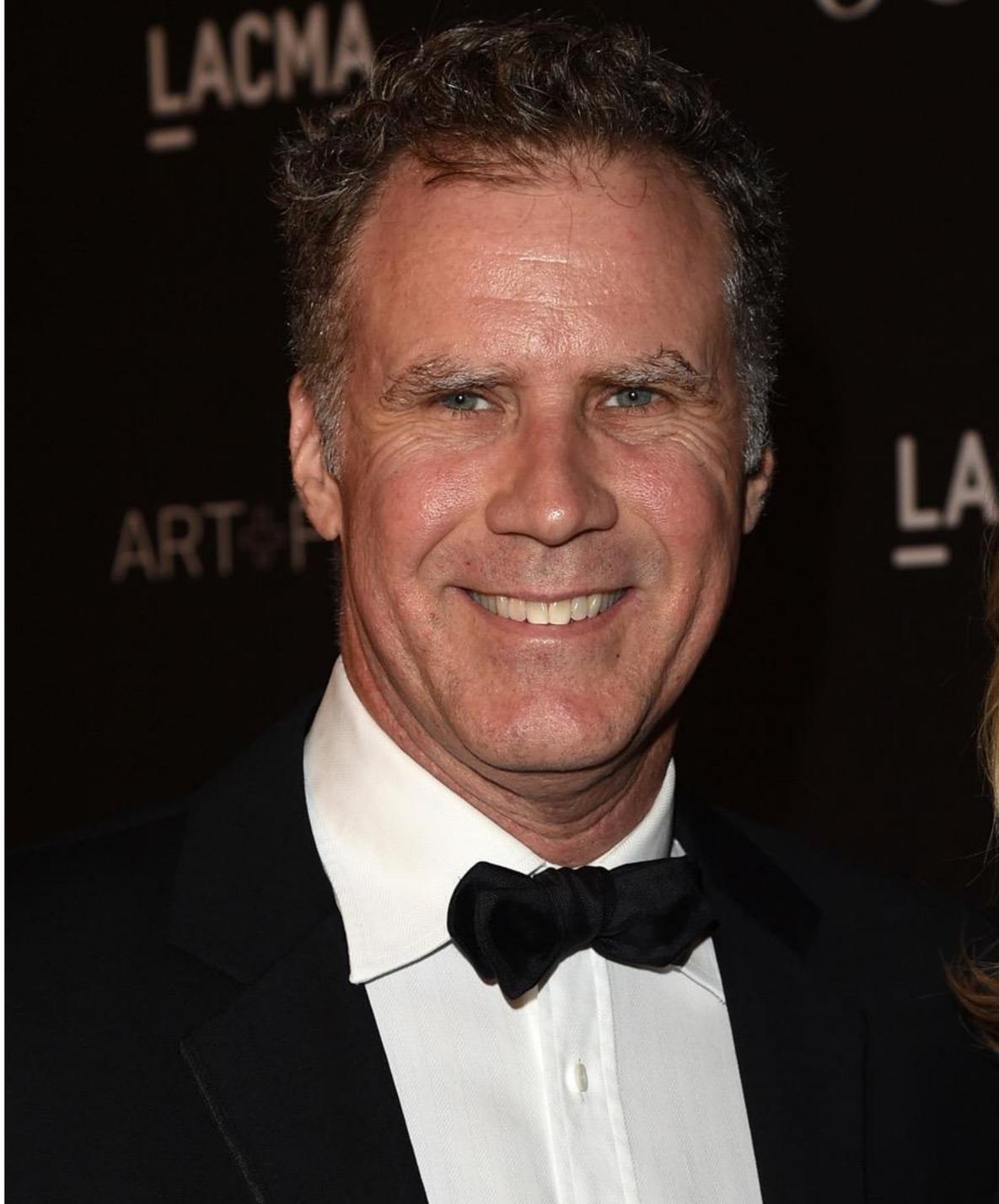


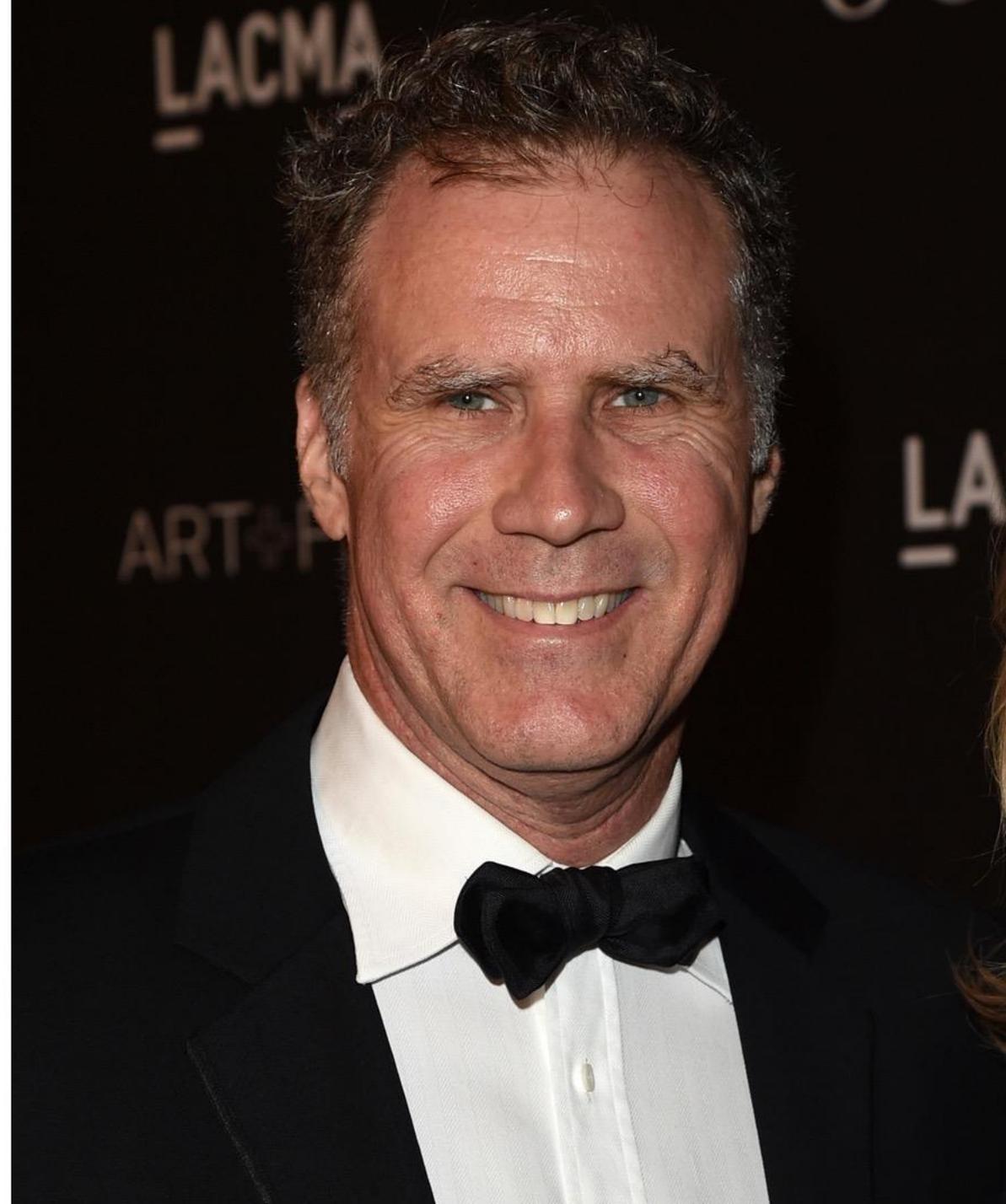
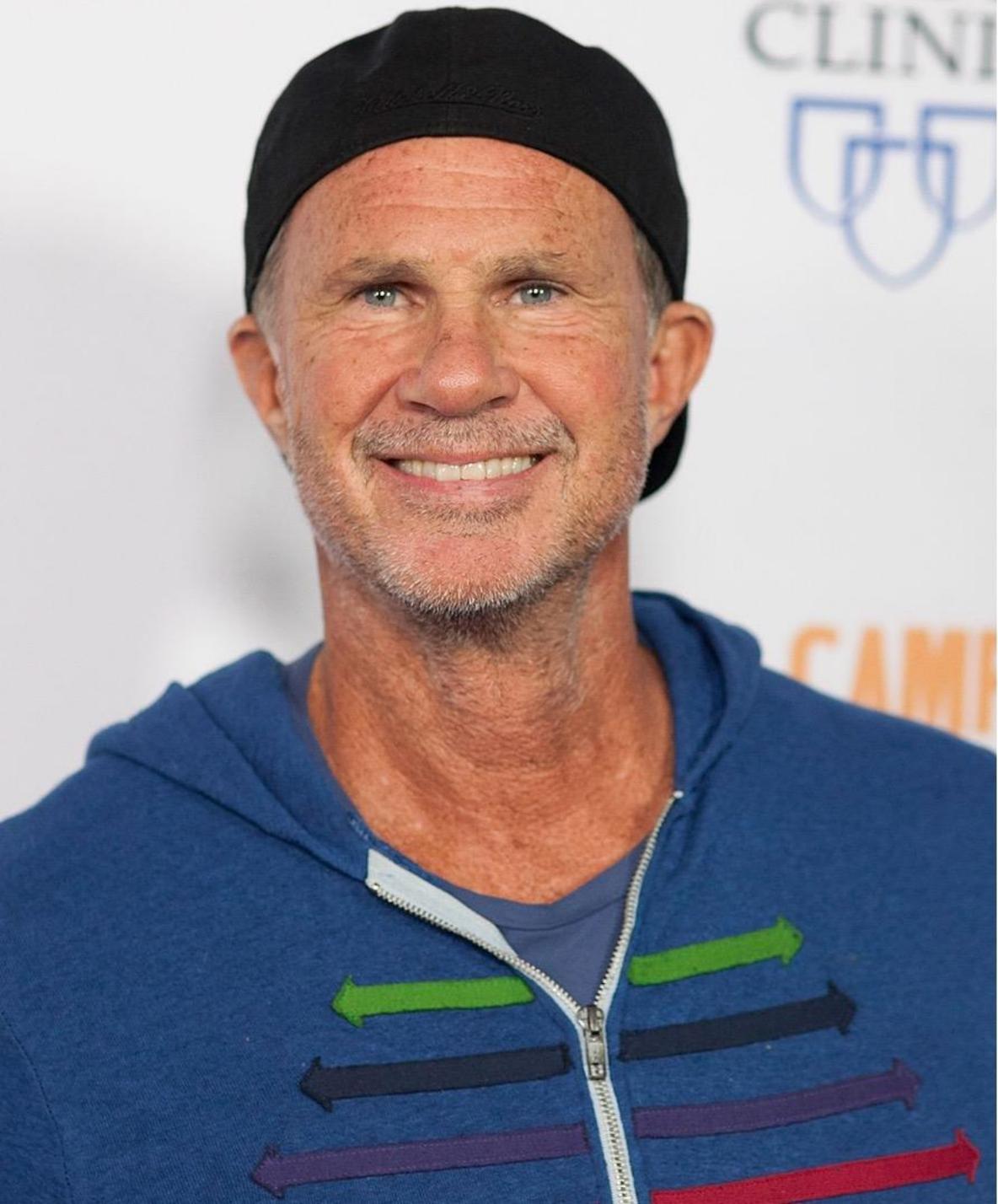














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What is a
sandwich?

Is a quesadilla a type of grilled cheese sandwich?

Is a mozzarella stick a type of grilled cheese sandwich?

Is spaghetti a type of breadstick?

Is cereal a soup?

Is a hot dog a sandwich?

Is a hot dog a taco?

Are Pizza Pockets ravioli?

Are PopTarts ravioli?

If you put enough open-faced sandwiches together,
does it become nachos?

Is a quesadilla a type of
grilled cheese sandwich?

39% yes / 61% no

Is a mozzarella stick a
type of grilled cheese
sandwich?

17% yes / 83% no

Is spaghetti a type
of breadstick?

5% yes / 95% no

Is cereal a soup?

24% yes / 76% no

Is a hot dog a
sandwich?

42% yes / 58% no

Is a hot dog a
taco?

15% yes / 85% no

Are pizza pockets
ravioli?

31% yes / 69% no

Are PopTarts
ravioli?

12% yes / 88% no

If you put enough open-faced sandwiches together, does it become nachos?

18% yes / 82% no

Heather: Pizza Pockets are
definitely not ravioli. But
PopTarts are a maybe.

Joe: That's different because it's sliced into pieces.

Me: If I sliced a hot dog into pieces and laid them flat on the bread, would that be a sandwich?

Joe: Yes.

Marie: Yes, because they use sliced bread.

Me: Is a pizza an open-faced sandwich?

Marie: No. The bread is not sliced.

Me: But...it is. Pizza literally comes in slices.
Thus, the bread is sliced.

Marie: Yeah, but it's different...

Me: Gazpacho is a
soup.
It's cold.

take one out and
stack it on the other
one...

you now only have
one lasagna.

Me:



STEP 1: DEFINE YOUR
SANDWICH.

STEP 2: GATHER THE
INGREDIENTS.

STEP 2: GATHER THE INGREDIENTS.

-Figure out what you already have

STEP 2: GATHER THE INGREDIENTS.

- Figure out what you already have
- Make a plan to get what you need.

“A goal without a plan is just a wish.”

-Antoine de Saint-Exupéry

STEP 3: PLACE
YOUR ORDER.

Life is too short to order
from the menu.

@kylescheele