



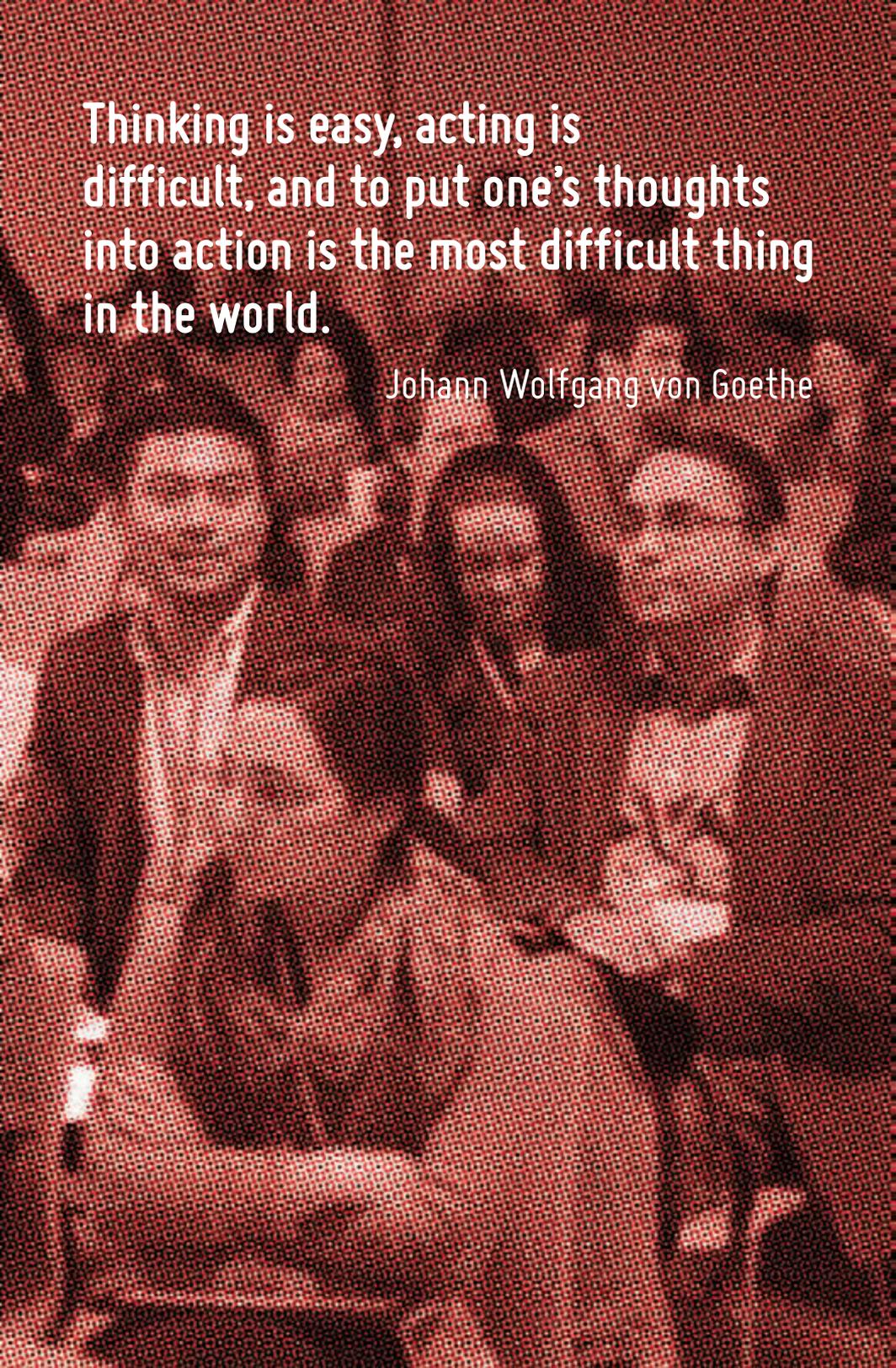
IDEAS IN ACTION

TED^x San Antonio
x = independently organized TED event

2014

Thinking is easy, acting is
difficult, and to put one's thoughts
into action is the most difficult thing
in the world.

Johann Wolfgang von Goethe



October 18, 2014

IDEAS IN ACTION

Welcome to year five of **Ideas Worth Spreading** in San Antonio!

TEDx communities worldwide operate under license from TED to create opportunities for experiencing TED-like events at the local level. We hope you enjoy the day and make the most of the festival of brain candy and ideas that is TEDxSanAntonio.

Watch Party

We'll be joined by people all over the world watching the event on web livestream. Last year, viewers from more than 35 countries tuned in to watch with us. This is a chance for San Antonio to shine and let the world know that innovation and creativity thrive here, with a particular flavor that is all our own.

In addition to the livestream, our friends at **Geekdom** are hosting a watch party at the **TRON Conference Room**, and those attendees may join us for the After Party.

We've got 23 speakers and 2 recorded TED talks to open our minds and spark lively discussion. But the focus isn't the talks—it's the conversations that occur during the breaks, at lunch, and, of course, at the After Party. Take advantage of this rare opportunity to meet some of San Antonio's most fascinating people.

TED^xSanAntonio

x = independently organized TED event

Schedule

8:30 a.m.

Registration, Breakfast, Bookstore Opens

The Factory

10 – 11:30 a.m.

Opening Session

Auditorium

11:30 a.m – 1:20 p.m.

Lunch

Food Truck Tent

1:20 – 2:40 p.m.

Afternoon Session

Auditorium

2:40 – 3 p.m.

Break

Food Truck Tent

3 – 4:40 p.m.

Final Session

Auditorium

4:40 – 5 p.m.

Acknowledgments

Auditorium

5 – 7 p.m.

After Party: sponsored by *San Antonio Current*

Food Truck Tent

Notes

Set Design with a Purpose

Our set design is a call to action for collaborating on bold solutions for our community and each year we like to bring laser-focus to a local non-profit. This year, we chose the **San Antonio Food Bank**, whose mission is to “fight hunger in Southwest Texas through food distribution, programs, education, and advocacy.” TEDxSanAntonio is proud to support the San Antonio Food Bank through the design and construction of this year’s scenic elements, and all the elements used in the design will be donated to the Food Bank. Find out more about this worthy charity at safoodbank.org.

Food Truck Lunch

Rackspace employees, or “Rackers,” grab lunch from the best food trucks in the city—and so we decided to follow their lead by offering five stellar choices:

KHill BBQ Company

Pulled Pork or Chopped Beef sandwich served with all the extras

Mr. Meximum

4 street tacos with meat variety

Cheesy Jane’s

Burgers—Ground Sirloin or Vegetarian each served with tots

Good To Go

Chargrilled Chicken Salad with field greens and veggies or Chargrilled Chicken Breast

Rickshaw Stop

Vegetarian dish (served from KHill BBQ)

Find the white ticket in your admission package and present it at the truck of your choice!

Pop-up Bookstore & TEDxSA Gear

We’re pleased to welcome back our pop-up bookstore, hosted by The Twig Bookshop, the indie shop located at the Pearl. Browse titles chosen especially for you by our speakers, and find some cool TEDx gear!

Notes (cont'd)

Media Studio

Jennifer Navarrete from The Media Fuse will be onsite with a complete media studio, ready for interviews. Find @epodcaster tucked in a corner of the Event Experience Room for an opportunity to record your thoughts about the day at TEDxSanAntonio. Follow the livestream at:

ustream.tv/channel/TEDxSASocialMediaLounge.

After Party

After a full day of marathon thinking, it's time to relax and have fun. You're invited to the After Party, beginning at 5 pm, sponsored by *San Antonio Current*. We'll have Rackspace's K-RACK radio, hors d'oeuvres, and beverages waiting for you in the Event Experience space. Be sure to thank our partners for the party!

Things to Keep in Mind

- ▶ Talk to your neighbors. The people to your left and right are likely people you want to meet. Take the opportunity to meet your fellow TEDxers and learn from them too.
- ▼ Bloggers and Tweeters are welcome to share comments on the talks from the bloggers' area in the back of the center. Please mute all devices. Hashtag: *#TEDxSanAntonio*
- ▼ Video and audio recording of the actual talks by attendees or press is prohibited. TED owns the rights to the talks and videos. TEDxSanAntonio operates under strict guidelines from TED.
- ▶ TEDxSanAntonio will be livestreamed at: tedxsanantonio.com/webcast
- ▶ Videos of this year's conference will be available about three weeks after the event on the TEDx Talks YouTube channel: youtube.com/user/TEDxTalks

Volunteer for 2015!

Sign up on our website to be a volunteer for TEDxSanAntonio 2015 or our other events. You will have a great time and make lifelong friends:

tedxsanantonio.com.



TEDxSanAntonio Salon Events

Can't wait until next year? Join the discussion at a TEDxSanAntonio Salon and dig deeper into topics impacting your community. For upcoming events, check out our website: tedxsanantonio.com/get-involved

Past Salon Events

February 2014

Transcending Body Image and Gender Stereotypes

Kim Murray McDonald, Advisor

Susan Price, Organizer/Mentor Advisor

July 2014

Good Food for All: How Do We Do It?

Leslie Provence, Organizer

Emily Reynolds, Sponsorship

September 2014

Children's Mental Health — Where are the Casseroles?

Rebecca Helderbrand, Organizer

Michele Koch, Organizer/Mentor, Liaison

Molly Cox

After an illustrious career in radio, Molly Cox, a native of Corpus Christi, Texas, moved to San Antonio in 2006. In that time, she has collected five dogs, who provide her with endless entertainment. She spends her days working as the Chief of Engagement with SA2020 and eating copious amounts of cheese. In her quest to emcee all things, (or rather, “MC”), she has worked with some amazing organizations, including: Any Baby Can, YOSA, Big Brothers Big Sisters, and, of course, TEDxSanAntonio. If you don't tire of her today, join her for Magikology: A Night At the Improv on October 25, which benefits Magik Theatre. For inappropriate giggles, follow her on twitter: @themollycox.

Victor Landa

Victor was born in San Antonio and raised on the border in both Laredo, Texas and Nuevo Laredo, Mexico. In 1981, Victor landed a job working as a news photographer for a CBS affiliate in Laredo, Texas. He has been a journalist ever since. During his 30-year career, Victor has worked as a photographer, editor, reporter, producer, assignments editor, columnist, teacher, consultant, news anchor, and news director. In the early 1980s, Victor crossed over into Spanish television with a job at KWEX-TV in San Antonio. He went on to be the News Director at KVDA-TV, where the team pioneered an internet-based community correspondent project, funded in part by the Pew Foundation, where citizens reported live, from their homes, via the internet, about issues concerning their neighborhoods. For 20 years he was a contributing columnist for the *San Antonio Express-News*, as well as a syndicated writer for the *Hispanic Link News Service*. Victor has also written a Spanish-language weekly column for *Conexion*, the *San Antonio Express-News* bicultural publication.

Victor was co-coordinator of NOWCastSA, a community journalism website funded by the Knight Foundation and the San Antonio Area Foundation. He is owner of Palabrero Communications and Alameda Media and Communications, and editor/founder of the popular Latino online daily, *News Taco*. He's been married for 32 years to Becky Landa and they have two children.



Emcees



Kori Ashton

Co-Owner: WebTegrity

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Live a Great Story! Inspire Someone!

Despite your resources and your surroundings you can always choose to live a great story and inspire others. Watch as Kori paints a six-foot-long canvas that will reveal a challenge. Listen as Kori shares stories about overcoming the odds. And be motivated to bravely share your passion, your talents, your love, and your wisdom. To be inspired is great. To inspire others is incredible!

About Kori

Kori Ashton is an artist whose paintings are unique, not only in style and size, but also in her use of wooden canvases. She creates each piece with several different forms of media and tools like stone, glass, sandpaper, and newspaper. In addition to brushes, Kori uses sticks, spatulas, and, at times, simply her hands. Some of her more interesting pieces include “found art” as well.

From Professional Singer/Songwriter to Artist to Online Marketing—you’ll find creative passion in everything Kori does. She’s currently co-owner of a local web design company called WebTegrity and teaches WordPress community courses. She performs live paintings across the U.S.



Clara Brenner

CEO: Tumml

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[t @Tumml](https://twitter.com/Tumml)

[in Clara Brenner](https://www.linkedin.com/in/ClaraBrenner)

Why Social Impact Startups are Set up to Fail

We all know innovation is crucial to solving our community's toughest social issues—public transportation, urban poverty, and more. But today's urban impact entrepreneurs are faced with a catch-22: investors demand results before deploying capital, yet entrepreneurs lack the funding to produce early results. So how do we change the dynamic? And how can we provide early-stage social entrepreneurs the capital they need to fix our cities?

About Clara

Clara is co-founder and CEO of Tumml, an urban ventures accelerator. A nonprofit, Tumml's mission is to empower entrepreneurs to solve urban problems. In 2014, *Forbes* listed her as one of its "30 Under 30" for Social Entrepreneurship and *The San Francisco Business Times* named Tumml "Best Startup" at its Tech & Innovation Awards. Her work energizing urban impact entrepreneurship has been featured in numerous publications, including *Forbes* and the *San Francisco Chronicle*, among others.

Clara has a background in urban real estate and sustainability. She worked as an Associate with WestMill Capital, a real estate investment start-up focused on alternative financing and merchandising mixes authentic to the local area. Notably, she developed and edited content for two WestMill web platforms (Popularise.com and Fundrise.com) to interact with the community about local real estate projects. Clara earned her MBA from MIT Sloan and her BA from NYU. She sits on the MIT Sloan Alumni Board.



Chacho & Brance

Musicians

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The Borderland Blues Experience

About Chacho & Brance

Songwriters from San Antonio, Chacho and Brance (C&B) met at St. Mary's University in the mid-90s and have been writing songs off and on since. C&B are SESAC members and have performed regionally and in Mexico. In the summer of 2010, they had the pleasure of recording an EP at Delta Recording Services in Como, MS. Jimbo Mathus of Squirrel Nut Zippers and Tri-State Coalition fame played several instruments on the sessions, followed by another LP recorded with Mathus in Como in Summer 2012 (yet to be released).

In 2010, C&B were asked to perform for the national CW television series Troubadour TX's Meet & Greet in Austin, following which Troubadour TX invited C&B to perform at the Artist in the Round at KE Bushmans Winery in Tyler, TX, an event covered by local TV and radio, and aired on the show in September, 2011. The duo was featured on the TV series' first season and was honored to be among such first class songwriters. In 2013, they released another EP, Borderland Blues, recorded at Monster Studios in San Antonio, and performed many shows in support of the EP. C&B are currently working on new material and continue to perform live.



Leezia Dhalla

Executive Communications Specialist:
Rackspace

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Hiding in Plain Sight: My Life as an Undocumented American

Four years ago, Leezia was almost deported. She learned she had unknowingly overstayed her visa during her junior year at Northwestern University, when the Department of Homeland Security mailed her a Notice to Appear in immigration court—essentially the first step in the deportation process. In this talk, Leezia will delve into her personal experience as an undocumented American to explain why nearly 12 million immigrants choose to live in the United States without the social, economic, and legal protections afforded to documented residents. Her goal is to simplify the complexity of the immigration system so that people better understand what it means to be undocumented in America.

About Leezia

Leezia Dhalla is an executive communications specialist at Rackspace Hosting, overseeing the company's speaker's bureau for the Americas region. She is a first generation American, of African and Indian descent, who immigrated to Texas from Canada in 1996. Leezia's interest in writing and foreign affairs led her to Northwestern University, where she earned a bachelor's degree in journalism and political science. Leezia is also the weekend cops reporter for the San Antonio Express-News and serves as secretary of the SA2020 Commission on Education. As a news reporter, her work has been published in *The Washington Post*, *The Huffington Post*, and the *San Antonio Express-News*, among other media. In April 2014, Leezia's research with Northwestern University's Medill Innocence Project, a journalism think tank that investigates cases of potentially wrongful convictions, contributed to the release of an inmate who spent nine years incarcerated in an Illinois prison. Her work helped Medill to win the Investigative Reporters & Editors Award and the Peter Lisagor Award for best online feature story.



Eric Anthony Dorsa

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Dragged Out of the Closet

When Eric came out of the closet as a gay man and again as a drag queen, he simply opened a door. What he thought were identities he soon realized were, in reality, masks he wore in order to leave his closet and face a cruel world that had put him there in the first place. When those masks came off, he was left with the same fear, shame, and isolation he had always felt. Which left him with a choice—either accept himself without the masks and labels, or live with the reality that these masks were, in fact, wearing him. Once he decided to leave the closet without any masks and labels, he came to a powerful realization. He was no longer stepping into his perception of a cruel world that demanded he remain in a closet; he was stepping into his life—one that had been waiting for him all along and in which he fully belonged.

About Eric

Eric was born and raised in San Antonio, where he currently lives and works. He has been a drag entertainer for three years and currently works with many non-profit communities as an entertainer and fundraiser. In 2013 and 2014 he was voted one of the “Top 3 Drag Entertainers” of San Antonio in *San Antonio Current*. He currently volunteers with the Eating Disorder Center of San Antonio, working in NEISD schools to promote healthy body image and anti-bullying. In his professional life, he works as a wine steward at Max’s Wine Dive. In 2012 and 2013 he was voted one of the “Top 3 Servers” of San Antonio in *San Antonio Current*. He is currently enrolled in school where he studies Social Work.



Pliny Fisk III

Founder and Co-Director:

The Center for Maximum Potential Building Systems

 [CMPBS.org](https://www.cmpbs.org)

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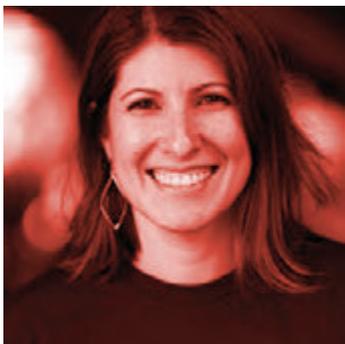
How Three Small Projects Could Affect the Whole World

Since growing up in what seemed to be a large compost pile (his dad believed garbage could save the earth, with great mountains to show for it around the house), his life has taken a similar direction, i.e., promoting natural waste-water sewage treatment, salt water waste processing to create cement, and ways to turn coal into fertilizer. He will present three projects from his work: a small campus in the Mexican Baja, a village in the bread basket of China, and a proactive method for combating hurricanes in Galveston, Texas. A consummate tinkerer, doer, and pusher of the unthinkable, Pliny believes that strong interrelationships between industry and environment can and must be our future at every scale of endeavor.

About Pliny

Pliny has provided a simple framework that interconnects prototypes, protocols, and policy at local and national levels. For this work, he received the only U.S. Earth Summit Sacred Tree Award from the U.S. Green Building Council, the 2000 Solar Pioneer Award from the American Solar Energy Society, and others. The Center for Maximum Potential Building Systems is the oldest 501 (c)(3) sustainable architecture/planning office in the U.S., with its work reflected in projects on five continents.

Pliny has presented at SXSW Eco, CNN International, and on NPR. The Center's methods are highly interdisciplinary, utilizing physics, chemistry, biology, mathematics, health systems science, visualization, architecture, and planning. Pliny has developed 12 lenses for a Maximum Potential Future as thinking, doing, and application procedures under diverse circumstances for rural and urban planning. His presentation will cover one of these lenses, Meta Max: an effort to identify and work creatively on large issues that affect all life on our planet, using coal, cement, water and food.



Luz Cristal S. Glangchai

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From Stand-up to Start-up: Growing Girl Techies and Entrepreneurs

There aren't enough women techies and CEOs. As a university professor and entrepreneur, Luz Cristal has observed how hard it is to get girls involved in science and technology. Many of her female students feel intimidated or insufficiently qualified to participate. Girls need to learn, even before they enter school and are shown what girls 'should' and 'shouldn't' do, so they can succeed in these fields. Luz Cristal believes we need to give girls the confidence to believe they can do anything: 3D-print an engine, create software, or start a company. She proposes teaching them to think like entrepreneurs—by anticipating needs, innovating, creating, and taking calculated risks. When girls are exposed to entrepreneurial thinking, a profound change takes place; they learn to problem solve, think critically and creatively, and become more confident in their ability to tackle challenges. Luz Cristal's talk will address experiences and methods for helping girls build a 'can-do' attitude in technology and entrepreneurship, and explain why it is important that we start teaching our girls this beginning at age five.

About Luz Cristal

Luz Cristal Glangchai, Ph.D., is a scientist, entrepreneur, and mentor with a passion for teaching and engaging girls in technology and entrepreneurship. She has been featured in the *Wall Street Journal*, the TODAY Show, NPR's The TakeAway, and Mashable. She is the Founder/CEO of VentureLab, an academy that develops project-based technology entrepreneurship programs that prepare K-12 students with 21st century skills. Dr. Glangchai's innovative curriculum boasts 60% female participation, with three student companies having raised \$240K in funding. Previously, she was the director of the Center for Entrepreneurship and Innovation at Trinity University. Prior to joining Trinity, Dr. Glangchai managed the Idea to Product Program at UT Austin, and was the founder of NANOTaxi, a drug-delivery company that developed disease-responsive nanoparticles to target tumor tissues. She holds a Ph.D. in biomedical engineering from UT Austin, as well as doctoral certificates in Cellular and Molecular Imaging for Diagnostics and Therapeutics, and in Nanoscience and Nanotechnology. She holds an M.S. in biomedical engineering, a B.S. in Mechanical Engineering and a B.A. in the Plan II Honors Program from UT Austin.



Laurie Ann Guerrero

Poet Laureate: City of San Antonio

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What I Learned from My City

San Antonio Poet Laureate Laurie Ann Guerrero explores the lessons we inherit—intentionally or unintentionally—from the communities into which we are born, including her own. Taking the time to acknowledge and share these lessons, through the process of writing, can serve to empower even the most underestimated and/or underserved.

About Laurie Ann

San Antonio Poet Laureate Laurie Ann Guerrero was born and raised in the Southside of San Antonio and is the author of three collections: *A Crown for Gumecindo* (forthcoming, Aztlan Libre), 2012 winner of the Andrés Montoya Poetry Prize and an International Latino Book Award; *A Tongue in the Mouth of the Dying* (Notre Dame Press, 2013), winner of the 2007 Panhandler Chapbook Award; and *Babies Under the Skin* (Panhandler 2007). A CantoMundo Fellow and member of the Macondo Writers' Workshop, Guerrero is also the recipient of numerous honors including the Academy of American Poets Prize from Smith College and fellowships from the Alfredo Cisneros del Moral Foundation and the Artist Foundation of San Antonio. Her work has been highlighted in the *LA Review of Books*, *The Poetry Foundation/Harriet Blog*, and *Poets & Writers Magazine*, in which she was named one of ten top, emerging poets in 2014. Guerrero's work has appeared in *Huizache*, *Texas Monthly*, *Bellevue Review*, *Women's Studies Quarterly*, *Chicana/Latina Studies*, *Feminist Studies* and others. Guerrero holds a B.A. in English Language & Literature from Smith College and an MFA in poetry from Drew University.



Mitch Hagney

CEO: LocalSprout

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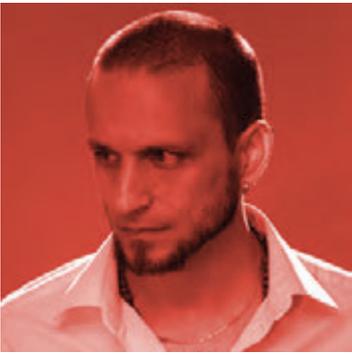
in Mitchell Hagney

Distributed Urban Agriculture

While the majority of the population now lives in urban areas, the vast majority of our food still comes from far distant rural farms using increasingly destructive strategies to maximize their yield. All of a sudden, however, technology and the market are giving producers the opportunity to scale urban agriculture up to help make cities sustainable. Innovations in remote sensing, data conglomeration, irrigation design, and lighting are enabling farmers to grow healthy produce on a tiny footprint with fewer dangerous chemicals. In the process, urban farmers can re-use waste as construction material and fertilizer, while operating farms distributed throughout cities in derelict and underutilized spaces.

About Mitch

Mitch Hagney farmed in the dirt of Massachusetts, Kentucky, and Costa Rica, and trained in retail and commercial hydroponics in New Hampshire and Arizona before co-founding LocalSprout, a hydroponic farming company, in San Antonio. Besides growing local produce, he's worked for local produce companies such as Greenling and the Pearl Farmers Market. Outside of LocalSprout, he serves as a board member on San Antonio's Food Policy Council and teaches Urban Farming at VentureLab.



John Lewis Lambert

Actor: Comedy Sportz

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Strength in Surrender: Onstage and in Life

The world of improvisational theater has strengthened John's scripted performances and awakened him to the improvisational reality of life itself, which rarely cooperates with our best-laid plans. This does not, however, alleviate the need for preparation. In some cases a single moment of clarity awakens a person to life's fragility—such as the passing of John's beloved wife, Maria Ivania. John's experience is not unique; only his perspective. With few weapons at his disposal to cope with the tragedy for his sons and for himself, the acting and improvisation worlds equipped him for the coming storms. When Life's large waves hit and pushed John and his sons toward higher ground, Ivania was their anchor. They have since learned to turn around, face these waves, and pull out the proverbial surfboards. He contends that the principles of improvisation hold the keys to success onstage and in life ... because the entire world is a stage.

About John

John Lambert was passionate about communication and theater arts from a young age. These pursuits found fertile ground in a home where his mother played piano and danced flamenco, and his father had a flair for the dramatic with public relations and business. John is a recipient of the Nau Scholarship for History Majors at UTSA and plans to attend graduate school part-time as his teaching career in high school history begins. He has been an active improvisation performer since 2006, as well as an actor for film, television, and local theater. He is curator for the charity-based Short Shorts Film Fest competition, which John hopes to elevate to nonprofit status. His lessons onstage have proven instrumental for his new role as a widowed father of twin eleven-year-old boys. The reverse is also true. John considers his defining moment in life the loss of his companion. His late wife Maria Ivania Lambert is the center of the charity focus at the Short Shorts Film Fest.



Leo Lopez III

Medical Student:

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The New Drug Trade

On the U.S. border with Mexico, a new drug trade emerges. In an area where the socio-economic disparities are vast, the growing drug cartel influence poses yet another barrier to well-being. Many U.S. residents in the area have utilized medical care in Mexico for generations, and rely on their international physicians for life-sustaining treatment. However, amid the current cartel violence, many of them face barriers to their primary care services. These people have taken desperate measures. Many of them commission local individuals to enter cartel territories to smuggle prescription drugs back across the border. The situation continues to evolve and the new drug trade develops.

About Leo

Leo Lopez III is a fourth-year medical student at the UT School of Medicine San Antonio, and a graduate of Texas A & M University with a BS in Biomedical Science and a Minor in Sociology. A native of the Rio Grande Valley, Leo has been active in his hometown, founding a mentoring program for under-served youth, and serving in Operation Lonestar, a program that facilitates access to primary care services. Leo is a member of the American Medical Student Association, and he recently served on the organization's Board of Trustees and as National Vice President for Membership. Leo is also a commissioned investigative journalist, most recently for The Lancet Medical Journal, which published his 2013 work on south Texas disparities. He has produced films on sociocultural issues to highlight sensitive components of the human condition. Most recently, Leo was offered opportunities by international medical organizations to direct and produce documentaries in West Africa and Palestine, projects now in preproduction. In the summer of 2012, Leo ventured to Central America to begin public health efforts in rural areas. In June 2014, he returned to Guatemala to continue his global health work in these same communities. He was recently appointed to the Commission for Legislative and Public affairs by the President of the Texas Academy for Family Physicians.



Rhonda M. Martin

Accomplished Program Manager: USAA

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in Rhonda M. Martin, Ph.D.

Destructive Leadership: The Aftermath of the Tempest

A healthy leader–follower relationship relies on trust, respect, competency, and commitment to the organization. A leader has the power to influence and shape the employee’s job experience and the organizational culture. Destructive leaders, however, abuse their power by using coercion to manipulate for personal gain, and employ fear as a motivator. The negative impacts of a leader’s destructive behaviors are detrimental and painful to the followers in an organization, and the long-term impact on corporate culture can be costly. Followers are pivotal to the success of good and bad leaders. In Dr. Martin’s study on the Millennial generation as followers, she found they were adversely affected by destructive leaders. Specifically, they felt devalued, participated in unethical behavior induced by fear, lost faith in the organization because it implicitly condoned leaders’ bad behaviors, or chose to retaliate against these leaders. Destructive leadership will perpetuate until followers and organizations stop enabling the destructive behaviors and take action by educating, training, and empowering the workforce to be active participants.

About Rhonda

Rhonda Martin recently earned her Ph.D. in Organizational Leadership from the University of the Incarnate Word. Her dissertation research focused on the consequences of destructive leadership, a topic she is passionate about based on her own personal experiences with bad leaders early in her career. As a follower herself, she noticed that the simplest of tasks became increasingly difficult, she was emotionally exhausted, and felt physically ill, all results of working in a toxic environment where employees were verbally abused, spiteful gossip destroyed teams, and morale was poisoned. Rhonda served as an officer and civil servant in the United States Air Force, with ten years in program management. In her personal life, she is a competitive cyclist and qualified for the Race Across America. A Colorado native, she cultivated a love of the outdoors and has hiked all over the U.S., recently climbing a 14,000-foot mountain. She is also an active animal advocate, evidenced by her motley crew of five dogs, three of which were strays. In addition to her love of the outdoors and animals, Rhonda enjoys honing her skills as a stained glass artist, and is the founder of Designs in Black and White. Currently, she works for a local company as a business analyst.



Harry Max

VP of Product & Design: Rackspace

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The Problem is Not the Problem

People are fascinated with getting ahead and being successful in their personal and professional lives. Generally, this has to do with their ability to solve problems, identify obstacles in their path, and figure out how to move past them. Regardless of profession, each of us is on the hook to solve problems ranging from the trivial to the intractable. But “problem” is an overused word. We assign the label to almost every imperfect situation we encounter, then deal with all of them in roughly the same way: either we avoid them or tackle them head-on. Then we wonder what happened when, lo and behold, our kneejerk “solutions” turn against us. For all our efforts to conquer the skill, for all the value we place on those who do it well, we too often ignore a critical truth about problem-solving: problems are not always problems. More accurately, there is a range of problem types, and a range of different strategies appropriate for handling them. We just can’t tell the difference. In this talk, recognized design thinker Harry Max reveals a new model for diagnostic thinking, one that will forever change the way you envision problem solving.

About Harry

Prior to joining Rackspace, Harry was an Executive Coach working primarily with Google, PayPal, and other global brands. He has been a founder or on the boot-up team of five start-ups and has worked with companies like Apple, O’Reilly, HP, SGI, and DreamWorks. An early pioneer in e-commerce and crowd sourcing, he was co-founder of Virtual Vineyards (the original wine.com), where he designed all the interaction concepts behind the first secure shopping cart; and the founder of Public Mind, the first Open Innovation platform for harnessing the voice of the customer. Although he is now an executive and leader in the technology sector, fundamentally he is a caring creative, driven to prove what is possible. His passion is helping people by getting to the heart of the matter. He advocates for clarity, freedom, transparency, and service. He has written a number of books and is currently working on another, which is the subject of his talk.



Trevor Muir

Teacher: Kent Innovation High School

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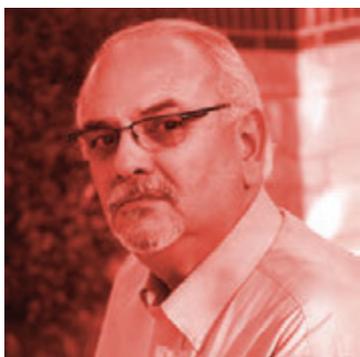
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School Should Take Place in the Real World

Many kids hate school. There is little captivating about writing a paper that will be thrown in the garbage after a grade is written on it with a red pen. There is not much real-world application found by sitting in rows in complete silence, being released from class by a factory bell, and listening to someone talk for an hour about topics that have no relevance to your current and future life. This method of education was created for a period in history that has long passed; yet this is exactly what one sees in the majority of American schools. Education needs to be authentic. School should not just apply to the real world, but actually be the real world. Everything a student does in a classroom should have purpose: tangible, community-altering, authentic purpose. Authenticity creates engagement, engagement creates better students, and better students create better citizens. Authenticity also creates better test scores, if you are into that sort of thing.

About Trevor

Trevor is a teacher, storyteller, and spoken-word poet. He teaches at Kent Innovation High School, a project-based learning school that uses integrated technology, collaboration, and hands-on learning to model a more effective way of doing education—all without textbooks. He is part of the team that has earned his school the title of National Demonstration Site for public schools. He is a certified trainer for the New Tech Network, an international network of Project-Based Learning schools with the initiative of reforming education. Trevor serves on the board at Aquinas College in Grand Rapids, MI, introducing new ideas and perspectives to their school of education. He is part of the Michigan Department of Education Personalized Learning Initiative; a group focused on implementing project-based learning and personalized learning into Michigan public schools. His spoken-word poem, “Coming Alive at 14” was featured in the *Huffington Post*.



Oscar J. Muñoz

Director: Texas A&M Colonias Program

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Myths, Stereotypes, Urban Legends of Texas Colonias and Rural Areas

Colonias are unincorporated communities that lack water, sewage, and other critical infrastructures. Mainstream data uses only broad geographical indicators to identify such areas, e.g., zip/area codes, county lines/districts, and regions or areas defined by many groups. Texas currently has five definitions for Border and seven for “Colonias.” Using these variables to create a snapshot of a Texas Colonia/Rural area leaves much to be desired. 2,333 Colonias have currently have identified along the Texas/Mexico Border, with an estimated population of over 500,000, where (88 to 97%) are American citizens, half under the age of 21. Statistics paint a very bleak picture of these marginalized communities. Oscar will tell a slightly different story—a story of community engagement (City of Alton), community development (CHW Training academy), medical stereotypes (Hidalgo study GIS tracking), and the status of research in these areas.

About Oscar

Oscar Muñoz’ mission in life is to help unleash the leadership capacity of people and strengthen communities living in some of the most challenging circumstances here in Texas and internationally. For more than 14 years he has implemented and directed diverse programs encouraging the human development that is key to sustainable community development. As Director of the Texas A&M Colonias Program, Oscar leads a growing team of more than 60 staff, with three regional offices and more than 40 community resource centers along the Texas border. Through this program, residents of the colonias have emerged as community leaders by continuing their education to help secure a brighter future for themselves, their families, and their communities. Oscar also leads the Texas A&M Water Filter Project, an interdisciplinary collaboration dedicated to the production, distribution, education, and research of appropriate technology and point-of-use ceramic water filters. The project primarily serves colonia residents, and rural and international communities in Ecuador, Bolivia, Mexico, and Guatemala. Participatory community development is central to the Colonias Program. The Texas A&M Training Academy builds the capacity of colonia, rural and urban residents to become TDSHS certified Promotoras/es or Community Outreach Workers, bringing a wealth of programs and resources to some of Texas’ most remote communities.



K. Sarah-Jane “SJ” Murray

Story Rhetoric Expert: Baylor University

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Hardwired for Story

Stories graft themselves into our minds, hearts, and imaginations. They bridge geographical and cultural boundaries. They’re the key to great marketing, great education, and making the NYT Best Seller list. But they’re more than that. At the end of the day, a civilization that forgets how to tell its story crumbles and dies. Scientific research corroborates that our brains process stories like nothing else. That’s because stories tap into our faculties of memory and emotion. We carry stories with us and within us. When it comes to engaging culture, Why trumps What, and story always trumps fact. Dressed in story, ideas are welcome at every hearth, every dinner table, and every bedside. As a vehicle for ideas, story touches us and stays with us; it becomes part of who we are. Sarah-Jane will help us to think about why insanely great storytelling matters and why it’s the key to our future.

About SJ

Sarah-Jane Murray is an EMMY®-nominated and award-winning screenwriter and producer. SJ earned her Ph.D. in literature at Princeton and studied screenwriting under Richard Walter at UCLA. Her first documentary film, Livingston+McKay’s PRIMARY CONCERN (primaryconcernmovie.com), is currently airing on PBS. She is the writer and a producer of INEFFABLE, a documentary in production about the struggle to preserve the fine arts in America (the “dance” trailer for INEFFABLE has won two silver Telly awards), and associate producer of IMBA MEANS SING, a feature documentary about the African Children’s Choir. Her first feature film, NORMAL LIKE ME, goes into production in 2015. SJ is passionate about ending human trafficking and also story consults on the second and third installments of the NEFARIOUS trilogy (nefarioussdocumentary.com). Sarah-Jane believes insanely great stories change hearts and, in turn, the world. To help others tell theirs, she launched the insanely great story sheet (j.mp/storyworksheet) in 2014 and founded storyrhetoric.com. Within two months, the free worksheet went viral in over 130 countries. SJ lives in Austin with her feisty wheatonpoo Coco, who runs her life.



Thomas Schlenker

Director: San Antonio Metropolitan Health District

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Getting Serious About Diabetes

A large portion of the population of the United States suffers from diabetes. Many more are at risk. Diabetes leads to very serious complications and often to slow, painful death. This is frequently the case in San Antonio, where 18% of adults are diabetic. For too many people, traditional medical approaches have not and are not working. Seriously addressing this problem means working on at least three different levels: 1) fully deploy the new diagnostic technology of hemoglobin A1C, 2) take a community organizing approach to diabetes prevention, and 3) address head-on the excess sugar in the American diet.

About Thomas

Dr. Thomas Schlenker, M.D. is director of the San Antonio Metropolitan Health District and health authority for Bexar County, responsible for its 1.7 million inhabitants. He grew up in Wisconsin, studied political science at Antioch College, medicine at Northwestern, and public health at Harvard. Dr. Schlenker, a board certified pediatrician trained at Children's Hospital of Wisconsin, had taken care of sick children and run health

departments in Milwaukee, Madison, Salt Lake City, Nicaragua, and Chiapas, Mexico before coming to San Antonio in 2011. He has been a Fulbright Senior Fellow at the National Institute of Public Health in Cuernavaca, Mexico and has served as adjunct faculty at the Medical College of Wisconsin and the University of Texas Health Science Center in San Antonio. The current foci of his work are teen pregnancy, syphilis, health care financing, and obesity and diabetes, all major concerns of the San Antonio community.



Suzanne B. Scott

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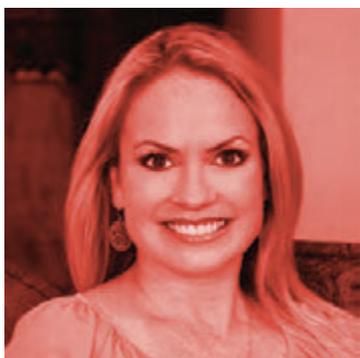
p sanantonioriver

Confessions of the San Antonio River

In drought-stricken south Texas, most people are glad to see the rain for the benefit it brings to recharging aquifers and watering parched lawns. However, the San Antonio River has another opinion. All she sees when it rains is loads of pollution, trash, and faster erosive forces that are degrading her ecosystem and making the recent investment in her restoration unsustainable. The San Antonio River is an important water resource worth protecting and she is coming out of her banks to share why citizens and businesses should care about what they do on their land up in the watersheds and how increases in impervious cover and less green space can impact the health of our waterways. The river has given the city its identity, and a rich history full of beauty and economic prosperity. All she asks in return is a future focused on sustainable land use practices and changes in personal stewardship that will ensure the value of the river and its ecosystem for generations to come.

About Suzanne

Suzanne Scott joined the San Antonio River Authority (SARA) in 2000 and was appointed General Manager in September 2007. She manages a \$95.7 million budget and works with a talented staff of engineers, scientists, environmental managers, field crews, and a host of other professionals to extend SARA's environmental leadership, stewardship, and expertise to design and implement holistic watershed solutions throughout the San Antonio River Basin. At SARA, Suzanne secured funding from the City of San Antonio, Bexar County, and the U.S. Army Corps of Engineers and community support to complete the \$384 million San Antonio River Improvements Project which added miles of hike, bike, and paddling trails to the river, while restoring the environment and creating more enjoyment, appreciation, and value from this treasured resource. Suzanne is a third-generation public servant and also serves on the board of the Green Spaces Alliance and the Bexar County Arts and Cultural Fund. Suzanne received her degree from Texas Tech University and her Master's in Urban Administration from Trinity University.



Cindy A. Sebek

Founder: The Gracious Gift Wines

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Facing Your Fears with a Purpose

Cindy will share with TEDxSanAntonio ways in which one person can make a significant difference by facing their fears and finding courage to follow through with their own big idea. The difference between simply having big ideas and actually making those ideas come to life stems from overcoming your fears, believing in yourself, and having determination, perseverance, and (the biggest reason) the “why.” Her own big idea was to make a difference in hunger using a bottle of wine as a “one-for-one” business model. The concept is very simple: For every bottle of The Gracious Gift Wine purchased, meals are donated to that area’s local food bank (zip code specific). For example, in San Antonio, 1 Bottle = 7 meals donated to the SA Food Bank. The unique thing about this wine is it makes a local impact. It’s important that consumers know they are helping out their hungry neighbors in need. This idea in action has provided more than 60,000 meals year to date!

About Cindy

Cindy Sebek is founder and president of The Gracious Gift Wines. She grew up in the Texas Hill Country town of Kerrville, attended Tivy High School, and obtained her undergraduate degree at Texas Tech University. She also recently graduated with her Masters in Business Education at the Rawls College of Business at Texas Tech University. Cindy has been a successful sales professional in the medical industry for twelve years, consistently recognized for her leadership and sales skills. She has won President’s Council trips (top 10% of the sales force) three times, serves on a sales advisory team, and helped create a women’s leadership forum within her company. Cindy is a full-time servant to others and is contagiously optimistic. She has always believed in the importance of being a contributing member to her church, and her passions are her faith, family, and friends. Her strong professional drive has established her as someone who will follow through on every commitment she makes. More importantly, her belief that she can help others go to bed without being hungry is something that drives her passion in the fight against hunger. In the short nine months of this fight her company has provided over 60,000 meals to children and people all over Texas and Illinois.



Joshua Singer and Abhinav Suri

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The Birth of a Hacker Culture

When you think of a hacker, what do you think of? A man who breaks into your bank accounts? Someone who steals important documents? To programmers, though, it's actually a compliment. The new definition of hacker is "a clever programmer." And within San Antonio and the United States, there are too few of these clever hackers. How do we increase this number? By building a culture of hacking. Through hackathons, maker-fairs and side projects, we can build a culture of hacking that leads to innovation. In this talk, you'll learn of the various efforts that are underway, as well as how you can be a part of the culture and become a hacker too!

About Joshua

As a senior at the International School of the Americas, Josh has been leading Apps for Aptitude with Abhi, striving to better San Antonio by decreasing the illiteracy rate and increasing awareness of STEM education. He is a Voelcker Biomedical Research Academy Scholar, and performs research on GABA. As a student, Josh ranked first in his class and is a National AP Scholar. He also enjoys Scouting and received his Eagle Rank at 14. Josh, with an awesome team, organized SoHacks, the School's Out Hackathon.

About Abhinav

As a senior at Saint Mary's Hall high school, Abhi has taken an active role in his community, striving to better San Antonio by decreasing the illiteracy rate and increasing awareness of STEM education. In addition to his work through Apps for Attitude, he is a Voelcker Biomedical Research Academy Scholar and is currently doing research on Traumatic Brain Injury. He is a winner of the Sally and Glenn Ramsdell scholarship, the Brandeis Book Award winner, and National Merit Scholarship Semifinalist. Abhi has qualified two times for the national speech and debate association national tournament and is one of the top 100 students in Original Oratory in the nation. As a website developer and head organizer of the School's Out Hackathon, Abhi has insight into the world of hacking and how it can benefit society by encouraging creative thinking, teaching project-specific skills, and promoting collaborative work.



Steven S. Vrooman

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🌐 stevenvrooman

Our Brains are A'Twitter

Although professional curmudgeons like Jonathan Franzen rail against social media as “intolerably shallow forms of social engagement,” Facebookers and Tweeters persist, sometimes guilt-ridden, in what we used to call “Web 2.0.” As the Franzen-backlash showed, perhaps all forms of engagement, including his own chosen media forms, are intolerably shallow. Twitter does not make us so; it merely reveals the way we’ve always been. When we share content of any kind, in any way, it behooves us to communicate with a real, already-mentally-tweeting audience, rather than the “benevolent, attentive, and docile” audience for which Cicero hoped. To grapple with this concept, Dr. Vrooman will explore three ideas. First, a variety of data will demonstrate the ways our brains are confettied like overstuffed Twitter feeds, even at our best. Second, we process information with the self-presentation of Retweeting/Favoriting in mind. And finally, he will examine some tactics we can all use to adapt to these realities.

About Steven

With a Ph.D. in Rhetoric from Arizona State University in hand (as well as an M.A. from the same and a B.A. from Loyola Marymount University in his back pockets), Steven Vrooman arrived in Seguin in August, 2000, and he has been the Texas Lutheran University Professor you either love or hate ever since. Students have long claimed that he ruins their lives by destroying their childhoods in his pop culture classes. They also claim that he makes it impossible for them to look at PowerPoint bullets ever again after his public speaking classes. In his book, *The Zombie Guide to Public Speaking*, Dr. Vrooman finally unites these superpowers into one fiendish device with which to rule the world. He has supplemented this reign of terror by achieving his childhood dream of appearing in a *Star Wars* movie, albeit as a talking head in the documentary film *The People Versus George Lucas*. Dr. Vrooman has been researching the Internet since the BITNET days, when “flaming” was the dominant concern. In addition to his work on electronic communication, he has also presented/published research on gaming culture, *Star Wars*, *Survivor*, and film history. He has recently taken up public speaking consulting/coaching, but would prefer that you don’t hold that against him. He also would like to apologize for his most recent in a string of problematic hobbies. This time it is playing the tinwhistle, an instrument that sends his cat fleeing up the chimney.

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes on a diverse mix of topics. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The TED2014 Conference takes place in Vancouver, British Columbia, along with the TEDActive simulcast in neighboring Whistler. TEDGlobal 2014 was held in Brazil earlier this month. See more at TED.com. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed; and TEDBooks, short e-books on powerful ideas. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities. Follow TED on Twitter at twitter.com/TEDTalks or on Facebook at facebook.com/TED. For information about TED's upcoming conferences, visit TED.com/registration.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x =independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.) See more at: TED.com/TEDx

About TEDxSanAntonio

Our all-volunteer organization is licensed by TED to hold San Antonio's full-fledged TEDx event. Our goal: Open the minds, hearts and spirits of the Alamo City to the most intriguing science, art, literary, technological, social justice and environmental ideas – inspiring participants from all parts of the city to initiate big changes and empowering them to continue the conversations beyond the walls of the event. Visit TEDxSA.com for more information.

ATTEND | SPEAK | SPONSOR | VOLUNTEER

TEDxSanAntonio is a dynamic community of volunteers that breaks down the silos between industries and job titles, and represents San Antonio as a vibrant, innovative center to the worldwide TED, not just once a year, but at various events that include topic-specific Salons and opportunities to watch livestreams from TED events. We invite you to suggest Salon topics, as well as other event themes that will help to advance creative thinking in the San Antonio community.

TEDxSanAntonio Leadership



Kathy Babb

Involved as a volunteer since our first year, Kathy has stepped up to co-chair Event Experience as well as contribute to Sponsorships. She also serves as a Community Advisory Board Member for KLRN, and spends her days as a Senior Marketing Manager at USAA.



Jenia Espe

Jenia led our sponsorship committee this year and improves our business processes. Originally from Moscow, Jenia came to San Antonio to study Computer Science at Trinity University and UTSA, and is CEO of RedSquared, a Customer Experience consultancy. She enjoys helping organizations develop robust customer experience practices.



Michele Koch

Michele Koch has worked with TEDxSanAntonio since its inception in 2010, as a volunteer and chair of Speakers committee. She is our finance director and oversees logistics and volunteers. Michele works at Spring Creek United Methodist Church. She founded Social Media Breakfast Texas Hill County and served on the board of the Kendall County Women's Shelter, helping to raise over \$2.8 million for the construction of a safe shelter for women fleeing dangerous domestic situations.



Susan Price

Susan discovered TED in the late 1990s, missed her chance to attend "big" TED, and co-founded the TEDxSanAntonio community in 2009. As owner of Firecat Studio, she helps businesses integrate web, mobile, and social media. Firecat Studio sponsors coworking sessions and other events to help businesses make the most of emerging technologies.

TEDxSanAntonio Leadership (cont'd)



George Riley

George ensures that our complex stage + video + webstreamed productions rock. He works for TED as a digital software developer, where he helps build and maintain the TED website and other infrastructure. He has attended several TED conferences and is key to San Antonio's close adherence to the TED model and standards. George enjoys craft beer, living downtown and cycling, and is a proud graduate of UTSA.



Bob Hotard

A lead e-commerce web design architect at AT&T by day, Bob gets in touch with his multimedia producer background as organizer leading our Technology and Production committee. Bob graduated from St. Mary's University and is a proud Central Catholic alumnus.



Rebecca Helterbrand

Rebecca oversees the Programming committee's detailed, cutting-edge selection and curation processes. She's vice-president of marketing and resource development at Clarity Child Guidance Center, a premier children's mental health facility. She organized the recent Children's Mental Health Salon and is a passionate advocate of the 1 In 5 Minds Cause.

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Carlos Pena
George Riley
Derrick Rutledge

Brian Swain
Dawne Trisch
Darrin Wiley

Thank you. Thank you. Thank you.

This event is a very complex undertaking. It's not just one speaker or performer, but 23. It's not only a stage production, but also a video shoot, web livestream, lunch, and after-party—all for an audience of nearly 700. Everyone—organizers, volunteers, and attendees—are here by selection and invitation. And it's all accomplished through the hard work of a team of dedicated volunteers who love San Antonio, ideas, and sharing. Without them, we wouldn't have a TEDxSanAntonio community.

In addition to all the committee members and organizers mentioned on the previous pages, we'd like to take a moment to recognize a few more generous and talented people who have made significant behind-the-scenes contributions to TEDxSanAntonio.

Special Thanks To

Iba Aburizik	Alexis Mast
Shari Albright	Gerard Migeon
Nathan Cone	Charles Mims
Iris Dimmick	Cara Nichols
Cathy Garison	Carlos A. Pena
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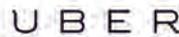
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Notes

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