What will you do with the ideas from TEDxSanAntonio?
Here’s the thing about ideas:

They’re free.

Anyone can have them.

They change the world.

And so it is with that spirit of hopefulness that we bring you San Antonio’s first full-fledged TEDx event.

San Antonio is a city that defies the typical metropolitan model. We are 1.5 million big, but we feel familial and warm. We have a small corporate base, and yet we boast the country’s most resilient economy. We are a culture bound together by 18th century Spanish missions and tamale recipes, but we are leading the way in military medicine and biotechnology.

Our TEDxSanAntonio speakers reflect that diversity and dichotomy that is the Alamo City. Can we end human trafficking on our borders? Will online gaming and virtual worlds help educate our youth for the future? Can a return to our indigenous architectural roots build a sustainable city? Why aren’t we embracing the simple solutions to diabetes?

Like a cascarone, we are bursting with with vibrant confetti of new possibilities.

What will you do with the ideas from TEDxSanAntonio?

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**About TED**
TED stands for Technology, Entertainment, Design. It started in 1984 as a conference bringing together people from those three worlds. Since then, its scope has broadened to include science, business, the arts, and the global issues facing our world. The annual conference now brings together the world’s most fascinating thinkers and doers, who are challenged to give the talk of their lives — in 18 minutes. Attendees have called it “the ultimate brain spa” and “a four-day journey into the future.” The diverse audience — CEOs, scientists, creatives, and philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Nandan Nilekani, Jane Goodall, Bono and more. TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson’s Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TEDTalks and TED.com; and the TED Prize. Visit [www.TED.com](http://www.TED.com).

**About TEDx**
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.
TEDxSanAntonio was made possible by the following organizers:

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Victor Landa
Emcee for TEDxSanAntonio 2010

A native South Texan, 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.

Victor’s career has spanned 29 years during which he’s worked as a photographer, editor, reporter, producer, assignments editor, columnist, teacher, consultant, 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 neighborhood.

A contributing columnist for the San Antonio Express-News as well as a syndicated writer for the Hispanic Link News Service, Victor has been writing a Spanish language weekly column for Conexión, the San Antonio Express-News’s bi-cultural publication since 2003.

Currently, Victor is the co-coordinator of NOWCastSA, a community journalism website funded by the Knight Foundation and the San Antonio Area Foundation. Married for 27 years, Victor and his wife have two, college-aged children.

**Fun Fact:** Victor’s father was a bullfighter.
Please shut off all cell phones, pagers and other electronic devices. Cell phone use is not permitted in the theater. Still and video cameras also are prohibited in the theater.

Each session will feature four to five speakers. Each speaker will present for 18 minutes or less.

Speakers are listed in alphabetical order — not in the order they will present. The goal of TEDxSanAntonio is to introduce the audience to new ideas — meaning you get the most out of the event by participating all day.

Talk to strangers. We curated the audience so the people on your left and right are probably people you'd like to meet.

Bloggers and Tweeters are welcome up in the Bloggers’ Balcony. Please mute all volume controls.

Want to watch the speakers all over again or eager to share the talks with your friends? Videos will be available on the TEDx YouTube channel in November: http://www.youtube.com/user/TEDxTalks

Please drop by the courtyard to visit the six San Antonio non-profit organizations that have set up tables to share their missions:

San Anto Cultural Arts
Greenspaces Alliance
Voices for Children
Solar San Antonio
San Antonio Area Foundation with NowCast
Gemini Ink

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
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<td>stieren theater</td>
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<td>5:30-7:30 pm</td>
<td>celebration</td>
<td>holt center</td>
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Recognizing glass children —
What it means to be a sibling a child with special needs

Alicia Arenas
Founder/CEO of Sanera, The People Development Co.

Having lost one brother to the world of autism and another to a terminal illness, Alicia Arenas never knew a normal childhood. Yet, from these challenges, she learned deep lessons about grief, anger, grace, compassion and community. It took her 30 years to share her story, but it is now helping special needs parents and siblings all around. She is a voice of honesty, hope and encouragement. Her message is about the importance of community in a world where families of special needs children can feel very isolated, lost and alone yet need, more than anything, connections.

The fierce independence and intuitive understanding of human psyche that Alicia learned in her early years created the pathway for her current career as an entrepreneur and small business consultant in her company Sanera, The People Development Company. That, along with door to door sales and working as an accomplished HR leader in Fortune 100 and 500 companies for 15 years, has helped her focus her clients on business development, crafting extraordinary customer experiences and helping leaders create environments in which their employees bring their best to work each day. Alicia is finding her magnum opus teaching business owners to become industry rock stars through Sanera Camp, her business building boot camp.

FUN FACT: Someday Alicia hopes to pursue her dream of winning a Grammy.
Carolyn Becker, PhD
Associate Professor of Psychology, Trinity University

What would the world look like if women and girls released themselves from the destructive impact of the thin-ideal standard of female beauty? By vocation and passion, Carolyn Becker spends her days trying to bring about that healthier and more welcoming world. As a licensed clinical psychologist and Associate Professor at Trinity University, she focuses on how to prevent and treat eating disorders and toxic body image issues in women and young girls.

Becker’s research includes over 25 peer-reviewed articles and innovative clinical work intervening in cases of severe eating disorders and body image dissatisfaction. In 2009, the Academy of Eating Disorders recognized Becker for her unique partnership with the Tri Delta sorority on their “Reflections: Body Image” program for sorority members.

In her TEDx talk, Becker will challenge the audience to re-examine their own ideals of beauty and to consider the wide-ranging implications of body dissatisfaction on our society as a whole.

**Fun Fact:** In her free time, Becker loves to cook and is an avid student of Fletcher Pilates.
Ey thor Bendor  
CEO, Berkeley Bionics

With extensive global experience in leading medical device, life science, and bionic device companies from concept through commercialization, Berkeley Bionics' new CEO, Eythor Bender has a personal enthusiasm for non-invasive technologies that augment mobility, strength and safety.

Eythor's passion is about improving the quality of life for those in need, which makes him a natural fit with the company’s mission: Berkeley Bionics develops and makes bionic exoskeletons.

Throughout his career, Eythor has championed innovation; fostering and spearheading creativity in medical technologies and taking them from unconventional ideas to FDA-approved products. Such was the case with the boomerang-shaped prosthesis Cheetah Flex-Foot® by Ossur. Worn by Ossur Americas-sponsored, history-making, bilateral amputee Oscar Pistorius from South Africa, this device changed the world's perception of the disabled athlete. Eythor and his team helped him win the right to compete in the Olympics and today the Cheetah Flex-Foot is the prosthesis used by nearly every medalist at the Paralympics.

Eythor holds a master’s degree in Business and Economics from Eberhard-Karls University, Tübingen, Germany.

**FUN FACT**: Eythor is an ardent heliskiier and the father of four children, including one set of twins.

Bringing bionics to life —  
Helping wounded warriors walk again
Nevermind textbooks —
The case for online and virtual educational tools

James Bower, PhD
CEO and Chairman of the Board, Numedeon Inc.,
founders of Whyville.net

The U.S. textbook market will soon approach an estimated $6 billion, yet “dead tree” publications struggle to keep pace with the rapid change of technology surrounding students and educators. As schools digitize, what form will learning materials take to teach the next generation of students? James Bower, CEO and Chairman of the Board at Numedeon Inc., believes that digital gaming holds the key to the future of education.

As an established neuroscientist and Professor of Computational Biology at the University of Texas Health Science Center San Antonio and University of Texas at San Antonio, Bower links virtual worlds like the Numedeon-developed Whyville to the proven brain stimulation of “good old fashioned primate learning.” In his TEDx talk, Bower will explain how incorporating social rewards, playfulness, collaboration, competition, challenge, and fun, new approaches could encourage students to grow and learn in new ways.

**Fun Fact:** Bower is also known through his alter-ego as the lead singer of Ramon and the K-halls.
How does a city like San Antonio compete in an increasingly global economy?

Throughout his tenure in public service, Mayor Castro has championed a vision of economic growth and a top-notch quality of life for the people of San Antonio. He firmly believes education is vital to attract jobs of the future. Castro is a graduate of Stanford University and Harvard Law School, Castro and at 35 years old, is the youngest mayor of a Top 50 American City.

Mayor Castro’s initiatives include a holistic approach to raising local educational attainment levels by increasing city participation in early childhood education, high school dropout prevention and comprehensive higher education counseling.

FUN FACT: Mayor Castro mixes one packet of Sweet and Low AND one packet of Equal in his iced tea.
Stephen Colley
Architect and Consultant in Green Design Principles, Stephen Colley/Architecture

Green building begins with sustainable construction materials used wisely. In the quest for appropriate materials, environmentally-conscious homeowners and designers alike seek regionally-appropriate and proven guidance. Enter Stephen Colley, an experienced architect, “almost native Texan,” and nationally-recognized leader in sustainable home building and design.

As the former Green Building Coordinator for Build San Antonio Green, Colley developed the criteria for San Antonio’s residential green building program and served on the Mayor’s task force on Sustainable Policy. He co-authored the “Texas Manual on Rainwater Harvesting,” and the National Association of Home Builders selected him as a stakeholder to help formulate national Model Green Home Building Guidelines. Once again a practicing private architect and consultant, Colley emphasizes that the crucial material to green building in San Antonio is right before our eyes. His TEDx talk will re-introduce an “easy to build with, worldly popular, fireproof, and appropriate” material for the South Texas climate.

**Fun Fact:** As a member of an early-1970s garage band, Colley once opened for ZZ Top.
We are all programmers now —
The rise of participatory culture

Aaron Delwiche, PhD
Associate Professor of Communication, Trinity University

With the expanding availability of internet access and ever-shrinking barriers to entry, participation and creation are rising. Aaron Delwiche, an Associate Professor at Trinity University and co-editor of the forthcoming Routledge Handbook of Participatory Cultures, highlights shifts in how we think about programming, participation online, and the “real world hacking” that takes place around us.

As an Associate Professor in the Department of Communication at Trinity University, Aaron teaches courses on hacking subcultures, transmedia storytelling and video-game design and criticism. His award-winning experiments with games in the classroom have been covered by international publications ranging from Wired to The Guardian (UK). Under the auspices of the Worldplay Research Initiative (WRI), Aaron and his students investigate ways in which massively multiplayer online games can be used to foster cross-cultural collaboration. In this same spirit of international cooperation, he co-chaired the Singapore-based conference “State of Play: Building the Global Metaverse” — an interdisciplinary gathering that brought together game designers, policymakers and scholars from around the globe to discuss the emergence of transnational virtual worlds.

**Fun Fact:** Aaron gets to play games as part of his work.
Plating gardens — Fighting hunger one vegetable at a time (Co-presentation with Pamela Price)

Holly Hirshberg
The Dinner Garden

Sometimes solutions to problems that seem impossibly large begin with something as small as a seed. Holly Hirshberg and Pamela Price use social media and grassroots campaigns to address hunger through the propagation and sustainment of small but productive vegetable gardens. In their TEDx talk, Hirshberg and Price will explore the resurgence of the Victory Garden movement and the methods (low-tech and cutting-edge) they use to advocate change in their community and beyond.

Hirshberg started The Dinner Garden nonprofit organization in 2008 as a means of offering free seeds and guidance to families willing to try growing vegetables at home to stretch food budgets and to eat fresh produce. “The Dinner Garden is about giving people hope,” she says. “The Dinner Garden is creating communities where families spend time together in a productive way and children learn that they can create something beautiful and useful to their family.” Through partnerships with food banks and other hunger-relief organizations across the U.S., Hirshberg is encouraging and teaching thousands of families to play a direct role in their food security.

**Fun Fact:** Holly’s dog Rainbow Diamond is famous. She is on the Bissell SpotBot Pro carpet cleaner box and will be in the winter issue of American Dog Magazine.
Cultivating leaders —
Arming today’s youth with paintbrushes and video cameras

Jon Hinojosa
Artistic and Executive Director, SAY Sí

Creativity is the #1 leadership quality CEOs look for in employees, but a recent story says American creativity is declining. How can quality, pre-professional fine arts programs equip our future leaders with the tools that they will need to lead? Our speaker comes armed with evidence.

A long-time supporter of arts education, Jon believes the creative process fosters personal confidence and allows students to make positive that will affect them the rest of their lives. His labor of love is SAY Sí, a multidisciplinary pre-professional arts program for high school and middle school students.

**FUN FACT:** Jon has an irrational fear of eating hot and cold foods at the same time. Also, Jon collects rocks from his trips, making for amusing conversation at airport security lines.
Lawrence Lessig
Director, Edmond J. Safra Center for Ethics and Professor of Law, Harvard Law School

For much of his career, Lawrence Lessig focused his work on law and technology, especially as it affects copyright. His current work addresses “institutional corruption” — relationships which are legal, even currently ethical, but which weaken public trust in an institution.

Professor Lessig is the director of the Edmond J. Safra Center for Ethics, and a Professor of Law at Harvard Law School. Prior to returning to Harvard, he was a professor at Stanford Law School, where he founded the school's Center for Internet and Society, and at the University of Chicago. He clerked for Judge Richard Posner on the 7th Circuit Court of Appeals and Justice Antonin Scalia on the United States Supreme Court.

He has won numerous awards, including the Free Software Foundation's Freedom Award, and was named one of Scientific American's Top 50 Visionaries. He is the author of Remix (2008), Code v2 (2007), Free Culture (2004), The Future of Ideas (2001) and Code and Other Laws of Cyberspace (1999). He is on the board of Creative Commons, MAPLight, Brave New Film Foundation, and more. He was a columnist for Wired, Red Herring, and the Industry Standard.

**Fun Fact:** Professor Lessig was a character on The West Wing.

Citizens: The Need, and the Requirements — Our Nation desperately needs citizens
Advocating for truth —
Why a former prosecutor no longer supports the death penalty

Sam Millsap
Attorney and Former Bexar County District Attorney

When Sam Millsap was the Bexar County District Attorney, he prosecuted Ruben Cantu for capital murder. Cantu was executed in 1992.

In December 2005, as a result of investigative reporting by the Houston Chronicle, serious questions were raised concerning Cantu’s guilt. Millsap, acknowledging that he made an error in judgment when he decided to seek the death penalty on the basis of the testimony of a single eyewitness, has assumed personal responsibility for Ruben Cantu’s execution.

That event has led Millsap on a five year journey during which he has had an intellectual and emotional change of heart about the death penalty.

In February 2006, he was a featured speaker at the World Congress Against the Death Penalty in Paris, France. In October 2008, Millsap spoke at the United Nations in support of its death penalty moratorium resolution. He has worked closely with abolition groups in New Jersey, New Mexico, Montana, California, Nebraska, Kansas, Missouri, Ohio, and Georgia.

**FUN FACT:** When Sam was District Attorney, he was caught by the Terrell Hills Police Department burglarizing his next door neighbor’s house. No charge was filed.
Pamela Price
Blogger, Red, White & Grew and Co-Founder, Dig for Texas

Sometimes solutions to problems that seem impossibly large begin with something as small as a seed... or a tweet. Holly Hirshberg and Pamela Price use social media and grassroots campaigns to address hunger through the propagation and sustainment of small but productive vegetable gardens. In their TEDx talk, Hirshberg and Price will explore the resurgence of the Victory Garden movement and the methods (low-tech and cutting-edge) they use to advocate change in their community and beyond.

Price launched the Red, White, & Grew online initiative in 2008 as a means of encouraging and highlighting “earth-friendly endeavors as bipartisan, patriotic acts in an age of uncertainty.” Specifically, Price aims to promote information on self-reliance through gardening as well as the history and future of the Victory Garden movement. Price is an accomplished freelance writer and uses her blog and social media to exchange ideas and promote sustainable, robust food systems in San Antonio and beyond.

**Fun Fact:** Although she’s an accomplished hobby gardener, Pamela has a black thumb when it comes to houseplants.

Planting gardens —
Fighting hunger one vegetable at a time
(Co-presentation with Holly Hirshberg)
End human trafficking —
A call for social justice and human rights

Shannon Sedgwick-Davis
Attorney and President, Bridgeway Foundation

Shannon Sedgwick Davis is a career advocate of social justice and international human rights and she has traveled the world to fight human trafficking and mass atrocities. Her work was featured in the Emmy award winning Dateline segment, “Children for Sale.”

Shannon is a partner at Bridgeway Foundation, the charitable giving arm of Bridgeway Capital Management, Inc. The Houston-based investment firm commits one-half of its annual profits towards philanthropic endeavors that focus on eliminating genocide as well as the promotion of peace, reconciliation, and human rights around the world. Shannon previously served as vice-president of Geneva Global, an organization that invests in Third World communities, and as Director of Public Affairs at International Justice Mission, a human-rights organization in Washington, D.C. that focuses on ending slavery, forced prostitution, and illegal land seizures in the developing world.

Fun Fact: Shannon knows more about college football than her husband.
Robert Treviño, MD
Director, Social and Health Research Center and Founder, Bienestar

Roberto P. Treviño, M.D. founded the South Alamo Medical Group in 1986 for the practice of primary care medicine in poor and underserved areas. The medical practice has grown to five clinics and 20 physicians. Dissatisfied with medical outcomes, however, he founded the Social and Health Research Center (SHRC) in 1995 to design and evaluate early age obesity and type 2 diabetes school health prevention programs.

Dr. Treviño is the principal investigator of the two largest trials funded by the National Institutes of Health to prevent obesity and diabetes in children. Although these health programs have been shown to decrease blood glucose and obesity rates in children, Treviño presents in his new book — Forgotten Children — 10 years of evidence showing that politicians influenced by special interest groups applied policies to deny at-risk children these programs. Why? “Diabetes is a $174 billion-a-year industry,” Treviño says.

**Fun Fact:** Dr. Treviño grew up in San Antonio’s Victoria Courts housing project in the 1960s at a time when most of San Antonio was moving to the Northside suburbs.
Graham Weston
Chairman, Rackspace Hosting Inc.

Creating workplace cultures and harnessing the energy of inspired employees is not just talk for Graham Weston. As the chairman of Rackspace Hosting, Weston has created a company where human capital is the most important asset. The list of perks at this San Antonio-based managed hosting services company is long. It starts with stock options, spot bonuses and the company’s highest award — the Straight Jacket Award for Fanatical Support. Other quirky perks include team outings and annual companywide celebrations such as Racktoberfest, a holiday party and impromptu gatherings to celebrate milestones.

Rackspace Hosting is the world leader in hosted computing, including cloud computing. The firm has 3,000+ employees and serves over 100,000 customers globally.

Graham was born to a ranching family in the San Antonio area, where he saw entrepreneurial opportunities in everything around him. While at Texas A&M, he launched a business inspired by his successful appeal of his father’s property tax bills.

While serving as CEO, Graham was named a 2006 “Best Boss” by Fortune Small Business magazine, and was recognized as regional Entrepreneur of the Year by Ernst & Young.

In 2005, Graham was honored by the City of San Antonio for converting one of his vacant properties into a temporary shelter for victims of hurricanes Katrina and Rita. Nicknamed the “Hilton of Shelters” by the Denver Post, it housed more than 2,500 refugees.
Building a green economy —
Securing a city’s destiny in a 21st century global economy

Larry Zinn
Owner, Law Office of Larry Zinn and Author, Mission Verde

How San Antonio can stake its claim in the biggest economic movement of our times?

Larry Zinn will help answer that question and more. Larry was the primary author of Mission Verde, the City’s economic sustainability plan. He is currently chairman of Mayor Castro’s Green Jobs Leadership Council, a task force of community stakeholders dedicated to creating green jobs. Larry is also President of Tejas Verde Group LLC, newly formed group of business and community leaders whose mission is to develop green technology throughout the state.

Zinn recently was honored by the San Antonio Business Journal as the city’s Green Pioneer.

**FUN FACT:** Larry practices Tai Chi.
We'd like to take a moment to recognize those people who have made significant behind-the-scenes contributions to the inaugural TEDxSanAntonio event. Our team offers the deepest gratitude to the following friends:

Dennis Ahlburg
Karina Alderete
Taylor Ansley
Kathy Babb
Brett Baker
Randy Bear
Donovan Becker
Shari Biediger
Bruce Bravo
Melissa Burnett
Harvey English
Michael Espinoza
Tim Francis
Alyse Garber
Nancy Giordano
Julie Gomoll
Ana Grace
Beth Graham
Angela Hartsell
Jeanette Honermann
Joe Ingle
Ruth Kallar
Ann Knobel
Michele Koch
Matthew Laa
Rob LaGesse
Madeline LoBosco
Laura (L.A.) Lorek

Sharon Lyle
Christopher MacDougal
Deborah Martin
Dennis Martinez
Jen Martinez
Cody Marx-Bailey
Daniella Matutes
Dean McCall
Chris McDermott
Shannon Mehner
Linda Mills
Dana Montana
Leticia Ozuna
Cynthia Phelps
Mary Beth Panagos
Luis Pastor
Andi Rodriguez
Kelly Stoetzel
Wayne Thomas
Judy White
Charles White
Nicole Vasquez
Regina Villalobos
Jack Vroom
Michelle Winters

and the students from the Pleasanton High School Infinity Program.

A special thanks to the AT&T Center for Learning Technology and the IT Department of Trinity University for all their technology support.

Many thanks to our sponsors and partners for this event. TEDxSanAntonio was made possible, in part, due to their generous support.