NOW YOU KNOW

Ideas worth spreading. Your mind expanded.

Fall 2016
“Knowing what must be done does away with fear.”

—Rosa Parks
November 12, 2016

Welcome to seven years 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.

We have 18 speakers and several recorded TED talks to open your minds and spark lively discussion. But the focus isn’t the talks—it’s the conversations that happen during the breaks, at lunch, and, of course, at the After Party. Take advantage of this rare opportunity to meet and exchange ideas with some of San Antonio’s most fascinating people.

Livestream and Watch Party

We’ll be joined by people all over the world watching the event on web Livestream. During the last TEDxSanAntonio, viewers from many countries tuned in to watch with us. This is an opportunity for San Antonio to shine and let the world know that innovation and creativity flourish here, with a particular flavor all our own.

In addition to the Livestream, several organizations are hosting Watch Parties, and these attendees are welcome to join us for the After Party.

TEDxSanAntonio will be livestreamed at: tedxsanantonio.com/webcast.
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<th>Time</th>
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<td>8:30 a.m.</td>
<td>Registration, Breakfast, Bookstore Opens</td>
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<td>10–11:30 a.m.</td>
<td>Opening Session</td>
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<td>11:30 AM–1:15 p.m.</td>
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<td>3–4:45 p.m.</td>
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<td>4:45–5 p.m.</td>
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<td>5–7 p.m.</td>
<td>After Party</td>
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“Now You Know” 1005 Faces Photo Booth

“1005 Faces” is the personal project of photographer Sarah Brooke Lyons. Her goal is to showcase the diversity of San Antonio through the faces and thoughts of our community, and in doing so provide a clear image of what our city looks like. Re-imagine the face of San Antonio as a cosmopolitan multicultural epicenter of interesting people looking to create an awesome place to live. Using this idea, in alignment with our “Now You Know” theme, come take a photo in front of the TEDxSanAntonio banners.

The Twig Book Shop - Speaker Book Recommendations

San Antonio’s premier Indie bookshop, The Twig, will be selling speaker book recommendations. Stop by and purchase reading material personally recommended by our great speakers, with 10% of profits donated back to TEDxSanAntonio.

Texas Public Radio – “Dare to Listen”

Help us celebrate the rich 7-year partnership between TEDxSA and Texas Public Radio. TPR President and CEO Joyce Slocum, who you may remember from her talk at our Spring event, is the force behind both the TED Radio Hour and the groundbreaking Dare to Listen campaign. Stop by and visit with members of the TPR team at their Dare to Listen station to share the idea of mutual respect and civil conversation.
Gizmos Gifts and their Military Service Dog Heroes

*Gizmos Gifts* is dedicated to helping our military working dog heroes. Their goal is to empower them to return to civilian life with dignity and independence. Come watch a demo of Rambo, one of their very own heroes.

San Antonio Museum of Science and Technology

San Antonio has long been the birthplace of technological innovation, yet has never had a dedicated science or technology museum to support and pay tribute to the community. The *San Antonio Museum of Science and Technology* (SAMSAT) wants to tell San Antonio’s story of leading innovation, and inspire the next generation of careers in Science, Technology, Engineering, and Mathematics. Stop by their exhibit and see their collection of never-before-seen technological artifacts.

Things to KNOW

**Food Truck Lunch**

Lunch will be provided by an enthusiastic collection of San Antonio food truck vendors. After you work up an appetite discussing and debating the morning’s presentations, find the lunch ticket in your admission package and present it at the truck of your choice: *Mr. Meximum, Slider Provider, Sabor Colombiano on Wheels*, and *Cheesy Jane’s*. 
Media Studio

Award-winning media professional Jennifer Navarrete, @epodcaster, and her MediaFuse crew are running the TEDxSA Social Media Lounge for the 7th straight year. Share your reactions to the ideas presented in a video interview that will be posted online to give our livestream viewers and the worldwide TED community more insight and food for thought.

After Party

After a full day of marathon thinking, it’s time to relax and have a bit of fun. Stop by our After Party, hosted by Fiesta for the Mind, starting at 5:00 p.m. We’ll have hors d’oeuvres and beverages waiting for you in the same area where you had lunch. And don’t forget to thank our partners for the party.

Please Keep in Mind

Talk with your neighbors. The people next to you are likely people you want to meet and share ideas with. Take the opportunity to meet your fellow TEDx'ers and learn from them too.

Bloggers and Tweeters are welcome to share comments about the talks from the bloggers’ area in the back of the auditorium. Please mute all devices. Hashtag #TEDxSanAntonio.

Video and audio recording by attendees or press of the actual talks is prohibited. TED owns the rights to all talks and videos, and TEDxSanAntonio operates under strict guidelines from TED.

Pop-Up Talks

If you’ve ever thought about doing your own TEDxSanAntonio talk, this could be the shot for a few lucky (and prepared) attendees. For today’s event, we’re planning something brand new and SUPER COOL.
Pop-Up Talks (cont’d)

Check it out: Up to 5 Attendees will have the chance to give their own “Pop Up” TEDxSanAntonio talk during the lunch break.

Yes, you read that right: a few lucky Now You Know audience members will get the chance to deliver a 6-minute talk at the Witte Museum’s Will Smith Amphitheater on the banks of the San Antonio River. It’s a lovely outdoor venue that seats more than 100 audience members who can’t get enough of awesome TEDxSanAntonio talks.

Here are the details

- Selected attendees will present a 6-minute talk. Six minutes and it’s time for the next talk. Six minutes, that’s their shot. Bring it. No slides, no visuals.

- The Will Smith Amphitheater is an uncovered outdoor venue and this opportunity is 100% dependent on good weather. If it’s raining or worse we’ll be heartbroken to cancel this part of the big day, but we must err on the side of comfort and safety for our attendees.

- This opportunity is ONLY available to the TEDxSanAntonio audience.

- Interested attendees must sign up for this opportunity before the first “Now You Know” speaker takes the main stage after registering for the event. Speaker candidates must sign a speaker release. Speaker candidates should be prepared to list their talk title, a three-sentence talk description and a two-sentence description of why they’re the right person to give this talk.

- We’re expecting more than 5 attendees to sign up to speak so there is NO GUARANTEED that any given talk will be selected.

- All Pop-Up Talks will be recorded and some time after the event may be posted to our TEDxSanAntonio YouTube channel. Outstanding speakers may be invited to speak on the main stage at a future TEDxSanAntonio event.

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Volunteer for future TEDxSanAntonio events!

Sign up now on our website to be a volunteer for TEDxSanAntonio or our other upcoming events. You will have a great time, learn a lot, and make lifelong friends.

tedxsa.com/volunteer/
TEDxSanAntonio Salon Events

If you can’t wait until our next TEDxSanAntonio main event, join the discussion at a TEDxSanAntonio Salon and dig deeper into topics that affect your community. For upcoming events, check out our website.

tedxsa.com/get-involved
Sonny Melendrez is an award-winning inspirational speaker, broadcaster, and author. He’s delivered the keynote and/or hosted over 5,000 events during his career, including The White House Hispanic Heritage Awards (7 times). Sonny was twice named Billboard Magazine’s National Radio Personality of the Year, inducted into the Texas Radio Hall of Fame, and is included in the Rock & Roll Hall of Fame as one of the Top 100 Radio Personalities of All Time. The City of San Antonio named The Sonny Melendrez Community Center, on the West Side, to honor his commitment to endless causes benefitting disadvantaged youth and families.
Is Technology Really Progressing Everywhere?

Each and every day, millions of people are affected by a growing technology gap. Many industries and social issues still operate the way they did twenty to thirty years ago. Correctional facilities are just one example of the many technology gaps we are experiencing today. We have inmates committing suicide, counties using antiquated systems for critical information, and millions who have simply lost hope. We have developed innovations that could help millions of people in difficult situations, yet we haven’t applied them on a meaningful scale. There are many individuals and industries that don’t even know what is possible with technology. It is said you are only as strong as your weakest link, and our technological development shouldn’t be any different. If everyone can work to take someone or some industry’s technology to the next level, or to simply inform those without it what is available to them, then we can accomplish something truly wonderful. When the day comes where we have closed technology gaps in every aspect of our society, we will have ultimately created the community, the country, and the world we all dream of living in.

Ethan Aldrich has years of experience in software development, having worked on many projects ranging from Web Applications, Desktop Programs, Biometrics, E-commerce, Web Design, and IOS and Android Applications. Through his self-taught programming experience, Ethan has built many projects from the ground up for a wide range of industries. Ethan is founder of UNIT Innovations and leads planning, integration, development, and implementation of all technology systems, building and maintaining scalable software platforms for the public safety industry.

Having worked in the public safety industry for over three years, Ethan has seen the problems that have arisen from the lack of modern technology and is working to solve these problems each and every day. As a creative technology enthusiast, Ethan is dedicated to using technology to innovate and reform. Ethan has a passion for closing society’s widening technology gaps, and is working to spread his interest to others in hopes of one day solving these problems for a better future.
Like animals, humans are programmed to function on instinct. However, behaving in the way that feels right often reinforces problems we are trying to avoid, leading to mental health issues down the road.

The most effective psychological treatments for many disorders (e.g., depression, anxiety, phobias, PTSD, OCD, insomnia, tic disorders, sexual dysfunction) use a “counterintuitive” approach. When we get creative to override our own biology, we train the brain to achieve a healthier state. It is our responsibility to understand this and put it into practice.

How might instinct be keeping you stuck? In this TEDx talk, Dr. Bira discusses WHY we do the things we do and WHEN we should do the opposite to transcend instinct and stay healthy.

Dr. Lindsay Bira received her Ph.D. in Clinical Health Psychology from University of Miami. She completed residency at the Boston Consortium as a fellow for Harvard Medical School and Boston University School of Medicine, and completed an additional two-year fellowship in trauma psychology. As Assistant Professor of Psychiatry in the School of Medicine at UT Health Science Center San Antonio, she treats combat-related posttraumatic stress disorder (PTSD) at STRONG STAR, the world’s largest research consortium for PTSD. In addition to her clinical research work with active duty service members and Veterans, Dr. Bira also has a private practice, where she focuses on treating a range of issues and further serves the wider community as a coach, consultant, writer, and speaker. She has been featured by local NBC, FOX, Texas Public Radio, Women’s Health Magazine, and more for her work.

Dr. Bira values transparency, integrity, and compassion in all that she does and has established her practice with these values in mind. Through her work and presence in all contexts, she is dedicated to reducing mental health stigma while helping others lead more fulfilling lives.
How Would You Spend $1 Billion?

We often dream about what we do if we won the lottery, but we almost never think about how we might spend large amounts of money on our community. The irony is that most people never win the lottery, but nearly everyone is asked to make decisions about massive community investments in the form of city bonds every few years. In my talk, I take a look at how communities choose to spend their money and question

A native of San Antonio, Travis attended O.W. Holmes HS in Northside Independent School District. He moved to Rochester in 2008 to study biomedical engineering at the University of Rochester where he graduated in 2012. While completing his undergraduate studies, Travis co-founded MonoMano, Inc. in order to commercialize adaptive cycling products designed for stroke survivors and amputees. For his work with MonoMano, Travis has received a number of international awards for engineering and design. After graduating, Travis returned to San Antonio to pursue a graduate degree in bioengineering. Travis completed his PhD in biomedical engineering in the laboratory of Xiao-Dong Chen at the UT Health Science Center in San Antonio. Travis’ research focuses on isolating healthy stem cell populations from the elderly. Recently, Travis has transitioned to a new role as senior scientist for the local biotech firm, StemBioSys. Additionally, Travis serves as President of San Antonio Science, Inc., a non-profit organization he co-founded to promote awareness, understanding, and enthusiasm for science in San Antonio.
Humility is a trait more easily defined than displayed. There is a way we can increase our humility, but, as is often the case, the execution is much more difficult than the rhetoric. I believe there are five words and phrases that provide a launch point to making better decisions and to increasing the effectiveness of our teams.

My research, personal observations and experience are the motivators for this talk. I have witnessed teams with humble leaders and team members, and those where humility was rarely displayed. And while humility does not necessarily ensure more positive outcomes, it does create a more collaborative atmosphere where the probability of success is increased. We will explore some examples of how teams use humility as a tool to help them make better decisions.

Tony Bowie has over twenty-five years experience in facilitation, leadership, management, training, learning technologies, project management and human resources disciplines. He currently leads the organizational learning and development efforts at the Southwest Research Institute (SwRI) in San Antonio, Texas.

Tony is a Certified Professional in Learning and Performance (CPLP) and Certified Project Management Professional (PMP). His community service includes: former Member of Texas Veterans Commission, Employment and Training Advisory Committee; Member Alamo Colleges Manufacturing Technology Advisory Committee; former Board Member and President, Association for Talent Development, San Antonio Chapter; former Board Member, Retreat at Legacy Trails Homeowner’s Association; former Manager, San Antonio Macromedia User’s Group. Tony and wife Jolanda have two grown children (22 and 20) and one dog (Sammie).
Institutions serve a valuable purpose in society, they are stable elements of continuity and security. However, this very characteristic is also what tends to make them resistant to innovation and change. This talk will address this issue through the lens of the church as an institution. Specifically, it will look at the tension between science and religion as a case study for highly controversial ideas and changes in an institution.

Rev. Reuben E. Lashley was born and raised in the Rio Grande Valley. The son of a Mexican Immigrant mother and a Caucasian father whose family traces its roots to the 1700’s in Virginia, he has lived his entire life with one foot in each culture. This duality has afforded him the opportunity to understand traditional systems and relationships from multiple perspectives. Reuben holds a BA in Communication and Political Science and a Masters in Divinity from Truett Theological Seminary at Baylor University. He has been involved in ministry with children, youth, and adults for over fifteen years. He has served in Baptist, Methodist, Presbyterian, and Nondenominational churches over his career in ministry. This experience has given him a nuanced understanding of religious organizations across denominational lines. Reuben’s primary interests of study include: National and International Politics, Narrative Literary Critique, Process Theology, and Family Systems Theory. He is continually looking for ways to bring the concepts of the academic community into the language of the layperson.
We may be impacted by health inequities without even knowing it. What does research tell us about health inequities? How can society contribute to resolving these inequities? What would our world look like without health inequities? The idea of health disparities has been socialized among public health advocates, but the concept of health inequities takes the focus further pointing out the systemic, avoidable, unjust, social and economic policies and practices that create barriers to health. Its opposite—health equity—is when everyone has the opportunity to attain their highest level of health. But in the U.S., this is merely theory. Engrained health inequities are challenging Americans across the nation and are especially pronounced in South Texas. As a physician and executive with Blue Cross and Blue Shield of Texas, Dr. López is passionate about health and wellness, and spends much of his time understanding the needs of vulnerable populations where racial and socioeconomic differences lead to inequities and subsequent disparities. Can we find a cure for America’s chronic condition?

Esteban López, MD, MBA serves as the Chief Medical Officer and Southwest Texas Market President for Blue Cross and Blue Shield of Texas, where he helps fulfill its mission to improve the health and wellbeing of its five million members. In addition to serving as the executive sponsor for Texas Government Programs, Dr. López leads the Community Investment Department in its long-term strategy to improve public health. Previously, Dr. López worked as a practicing physician, and he continues to maintain involvement in medical associations on a local, state, and national level. He also serves on the Witte Museum Board of Trustees and the San Antonio Mayor’s Fitness Council Executive Committee. As an active member of the San Antonio Hispanic Chamber of Commerce, he was elected as the 2017 Chair and currently participates on the Executive Board of Directors. He was one of sixty-one leaders selected from across the nation—and the only one representing South Texas—to join the prestigious ranks of the Presidential Leadership Scholars Program. Additionally Dr. López is a Director of the Texas Lyceum. Dr. López is dual board certified in both Internal Medicine and Pediatrics with a Masters in Business Administration.
In 2013-2014 I photographed 1005 people in San Antonio each holding up a small sign with a personal message, and the project gained momentum across the city. I want to talk about how that project transformed me, what I learned about human connection, diversity, and community, and how these ideas can be brought into your own personal world. We all long to be heard and to be a part of something bigger than ourselves. I believe there are strategic ways to make this community and connection happen. When individuals have a platform to present their ideas and express themselves in a straightforward and authentic way they are validated and valued. They become invested in the outcome. When we are willing to listen for the small things that connect us, we can find what we relate to. The idea I hope will be taken away from this talk is that if leaders want to harness the energy of a group, and break through stereotypes, they must be willing to get outside of themselves and listen for the similarities. In doing so we will create a community that can share in its collective joy and strive for its success.

San Antonio based artist Sarah Brooke Lyons has been a professional photographer since 2007. Sarah’s artistic mission is to reveal the beauty of diversity, individuality, and self-expression through the artistic medium. Fortunately, she has been able to hone her skill domestically and internationally. Internationally she has shared the voices of communities during her travels to Brazil, Burkina Faso, West Africa, and Haiti. By documenting daily life in villages and favelas, she shares photojournalistic stories with global audiences to provide awareness and support for these communities. Locally, Sarah has photographed notable members of the community to tell the stories that build San Antonio. She extends that mission through large scale projects such as 1005 Faces where she took portraits of 1005 San Antonio residents across the cultural and socioeconomic spectrum to empower and celebrate the expression of the individual while bringing the city together. Her work continues to expand as she incorporates varieties of mediums into her photographic fine art work. She explores the longing for expression, inclusion, understanding, and introspective peace we collectively seek.
Digital disruption has changed everything. Smart phones, Apple TV, self-driving cars, Pokémon Go—none of these existed 20 years ago! Because everything has changed, everything must change—including you. What is essential is how we respond to change. The antidote is agile—in both a technical and a human sense. At its core, agile is about change. It’s about changing human behavior and how we interact with each other. It’s about uncovering better ways of doing things and helping others to do it. It’s a fundamentally different way of working, thinking, and being. This talk introduces the mindset of ‘Meeting People Where They Are’ and its three dimensions: What It Is, Why It Is, and Thinking Really Big. It then explores the five essential principles of respect, humility, patience, curiosity, and compassion that have the power to transform our workplaces and communities into spaces in which we can all thrive. The spiritual truth about change is that it’s not what happens to us, it’s what we do with it. To thrive in a world of digital disruption and continuous change, we must adopt an agile mindset and set of principles that can optimize our potential as human beings.

As a senior executive, I have spent over thirty years leading and advising businesses on designing new operating & engagement models to drive digital transformation and achieve operational excellence and enterprise agility. My passion is ‘managing the soft side of technology’ through the adoption of fundamentally different ways of working, thinking, and being. My experience spans multiple industries, including financial services, healthcare, software, and technology consulting, and I have successfully delivered results in five business models—public sector, private/owner led, publicly traded, not-for-profit, and member association. I am recognized by industry peers for my thought leadership on the topics of enterprise agility, design thinking, and diversity. A courageous leader and change agent, I have been at the forefront of championing women in technology throughout my career and was a key contributor to USAA’s D&I journey—standing up their first diversity business group. I am currently a member of the Collaborative Gains team of moderators. I recently served as the chief agilist for a $28bn financial services company. I have been a member of the Agile Alliance’s Supporting Agile Adoption Program since 2014 and I Co-Chaired the Agile Alliance’s Agile Executive Forum in 2013 and 2014. In 2014, I was nominated to STEMconnector’s® list of 100 Diverse Corporate Leaders in STEM.
World War II has never really ended, at least for the historians who are still writing about it. But writing about the War is getting harder with the passing of the WWII generation.

All is not lost, though. Our 21st century ability to communicate and to find information makes it easier to write about the War, and the World War II generation lives on through memoirs, letters, and diaries, which later generations can help preserve for historians.

Studying the history of World War II is important; it is part of who we are, and it shows us what we’re made of in the most difficult of times. And there are still plenty of stories to write about.

It is still possible to write about WWII, even in the 21st Century, and it’s worth doing.

Born in Dallas, Art Nicholson has been interested in naval history since his childhood. His first book was Hostages to Fortune: Winston Churchill and the Loss of the Prince of Wales and Repulse (2005), his second was Very Special Ships: Abdiel Class Fast Minelayers in World War II (2015), and he is working on a third. Art graduated from the School of Foreign Service at Georgetown University and the University of Texas School of Law in Austin. He now lives in San Antonio, where he practices labor law. Art and his wife Sandy have two children, James and Audrey.
Wielding the Baton: Lead and Collaborate Like an Orchestra Conductor

YOSA Music Director Troy Peters will explore how the traditions and practice of orchestral conducting can offer insights to help all of us lead and collaborate more effectively. Working with a small orchestra of live musicians, Peters will demonstrate what a conductor does on the podium, with the goal of unleashing the maximum potential of each musician on stage.

Troy Peters has been Music Director of YOSA (Youth Orchestras of San Antonio) since 2009. Sobre Sound named his “OK Computer Live” project, in which a dozen local bands covered Radiohead’s landmark album backed by YOSA at the Tobin Center, as San Antonio’s top moment in music for 2015. He has guest conducted many orchestras, including the Oregon Symphony, San Antonio Symphony, and Vermont Symphony Orchestra. He was previously Music Director of the Vermont Youth Orchestra and Montpelier Chamber Orchestra, and conducted college orchestras at Texas State University and Middlebury College. His orchestral collaborations with rock musicians include concerts with Blind Pilot, Jon Anderson (of the band Yes), and Trey Anastasio (of the band Phish), with whom he worked on two albums on Elektra Records. Among the soloists with whom he has collaborated are Branford Marsalis, Midori, Edgar Meyer, and Richard Stoltzman. Awarded a Vermont Arts Council Citation of Merit in 2009, he has also been honored with eight ASCAP Awards for Adventurous Programming of Contemporary Music. Peters is also active as a composer, where his honors include the Charles Ives Scholarship from the American Academy of Arts and Letters and grants from Meet the Composer and the Rockefeller Foundation.
Doug Petersen

A Day in the Life of a Dust-off Pilot

The presentation will be one example of a Dust-off mission flown in South Vietnam to pick up an injured American soldier and get him to a medical facility. This mission will be detailed from the scramble of the crew, until enemy fire brought down the helicopter over the jungle. It will include a tribute to the real heroes of Vietnam.

Doug grew up on the East Coast and shortly after he entered a military college, he enlisted in the US Army and went to flight school to learn to fly helicopters. He is a decorated Vietnam veteran, having served more than twenty years as an aviator in the United States Army. Doug continued to serve others by working in the financial services industry for twenty-five years, helping families with their financial security. Today he continues to take deep-seated passion in making a difference in the lives of others through his life-affirming messages, and is fulfilling his life’s purpose by inspiring people into action. He is an award-winning author of six enlightening, thought-provoking books, reaffirming the good in all of us. His fourth, fifth, and sixth books were the 2012, 2013, and 2015 Global EBook winners under the Inspirational/Visionary Non-fiction category. Today, Doug helps organizations see how their professional and personal core values impact their clients, customers, and coworkers. He has facilitator experience for workshops on personal values, discovering a person’s life purpose, relieving stress through guided meditations, life integration, and other similar topics. Doug is a professional member of the National Speakers Association.
Lisa Phillips

The Importance of our Nation’s Military Working Dogs

Educating the public about the importance of our nation’s military working dogs (MWDs), and how we can honor them and support them while on active duty and in retirement.

Lisa Phillips was born and raised in Connecticut, and relocated to Texas after joining the Army in 2001 as a veterinary technician. While in the Army, Lisa received a Certificate of Achievement, the Army Achievement Medal, and the Good Conduct Medal.

In 1996, Lisa received the Good Citizenship Award by the Daughters of the American Revolution. In Nov 2012, she received the La Prensa Foundation Inspirational Student of the Month award at Northeast Lakeview College (NLC) for her exceptional scholastic work, and her extracurricular work with her involvement in NLC’s Politics In Action Club, and the Phi Theta Kappa Honors Society.


Lisa is an avid volunteer, working with the Special Olympics, animal shelters and rescues, and mentoring her church’s youth.

Lisa has established three non-profits, to include Gizmo’s Gift and her most recent nonprofit, the Staff Sgt Carl Potter Working Dog Cemetery and Museum, named in honor of her grandfather who was a POW in WWII. It is in the beginning stages, and was established to honor all working animals (horses, pigeons, K9s, dolphins, etc.), past, present, and future.
Horses can teach us secrets to happiness and good living—if only we’re ready to listen.

Of all the experiences I’ve had, it’s the encounters with horses that have shaped me the most. From the old lesson horse who taught me how to approach the world, to the half-blind appaloosa who taught me the key to teamwork, to the skittish rescue horse who taught me to be careful what I ask for, my experiences with horses have wholly influenced my perspectives on life.

Through working with horses I’ve realized that the world often gives us exactly what we ask for, and understanding that may be the missing link we’ve been seeking.

Stephanie Scheller may be young but she is an accomplished speaker, trainer, and coach and has worked with close to 600 businesses and thousands of individuals on their sales, marketing, and systems in the past five years!

She is a two-time best-selling author, an entrepreneur, a coach, and a trainer, and is dedicated to teaching the same skills that allowed her to build a business from scratch and walk away from her job in less than five months to disrupt the way the world does business.
We call San Antonio a “City on the Rise,” and indeed it is. Our population, history, and vision embrace growth and change. A melting pot of artists, technologists, military, and industry, favored by tourists and historians, our city is built on diversity and inclusion. We all benefit from the vision, risk, and determination of the pioneer. Yes, entrepreneurs matter. But, it’s the first pioneering entrepreneur who demonstrates that something can work, after which the explosion follows behind them. Just look around our community and you can see the works of the pioneers: Geekdom proved that San Antonio was ready for co-working. Now we have several co-working options around town. Andrew Weissman showed us that San Antonio was ready for world class food. Maverick Music Festival, Geekdom, and Rackspace all pioneered new concepts for our city, and all were followed by others with similar visions. We need to support our pioneers, and use them as inspiration. How can you be a pioneer for your community? Did you ever experience something in another city and wish we had it too? How can we help you bring those great ideas to San Antonio, and join the pioneers that make all our lives better?

Jason is the Co Founder of Grok Interactive and Codeup, two companies focused on software development based in San Antonio. A life-long programmer, he fell in love with computers in elementary school and has been hooked ever since. As CEO of Grok Interactive, he leads a team of web and mobile application developers creating custom software solutions. They have worked on applications with clients including the Wounded Warrior Project, the US Army, The Bill and Melinda Gates Foundation, as well as many startups. Jason also Co-founded Codeup, a career school focused on training web developers to meet the growing demand for programming talent in San Antonio. Codeup is a career accelerator that uses an immersive approach to train software development to students with little to no prior programming experience. Jason serves an advisory board member for Café Commerce, mentor for Techstars Cloud, co-organizer of the San Antonio Web Developer group, and acts as a technical advisor for several local startups.
How do we know who we are? As we grow, we experience new things, learn more about ourselves, and meet people who help shape us. But when we’re young, how do we envision what’s possible? What does it mean to be a woman, a black woman, an American, or even a human being? Without intending to, it turns out I was exploring all those questions during my formative years, not through television shows or movies or music, but through books.

I may not have been twenty-year-old Bigger Thomas, an African-American living in poverty on Chicago’s south side in the 1930s, but his story, his struggle—shared in the book *Native Son* by Richard Wright—opened my eyes to race relations and the criminal justice system. Books like *Native Son* and *Gone with the Wind* inspired me to keep reading and talking about stories that were not always the most popular or PC. Stories like these help ground us in the experiences of human beings and will help me share my own.

Ivy R. Taylor was elected Mayor of San Antonio in June 2015, nearly one year after being appointed to the seat by her City Council colleagues. She is the first African American female Mayor of a city with more than one million people and the second female Mayor of San Antonio. Before becoming Mayor, she served on City Council for five years. Mayor Taylor is focused on making San Antonio a globally competitive city where all residents are connected to opportunities for prosperity. She helped achieve unanimous approval for the Vista Ridge Pipeline project to ensure the city’s water supply, facilitated a mediated agreement between the city and the police union, assisted in contract negotiations to make transportation network companies operational, achieved functional zero in the initiative to End Veterans Homelessness, established My Brother’s Keeper San Antonio to improve the lives of young men and much more. Mayor Taylor began her career working for the city’s Housing and Community Development Department and Neighborhood Action Department then moved on to work at Merced Housing Texas and UTSA. She earned degrees from Yale University and the University of North Carolina at Chapel Hill. Mayor Taylor is a devoted wife and mother.
The Future Belongs to Human Venn Diagrams

When I was in college I double-majored in math and theater. Every time I say those words I receive the exact same reaction: “Wow! That’s so strange!” Because somewhere in the last hundred years or so we’ve come to the conclusion as a society that one is either creative, artsy, “right-brained” (and, also, constantly late, disorganized, and losing things) or logical, organized, “left-brained” (and uptight, disciplined, and probably not very fun). And if you’re good at creative or humanities subjects like writing or music you’re probably bad at STEM (science, technology, engineering, and mathematics) subjects. There’s even a pop psychology blog post or two to support this idea.

Except it’s completely and totally wrong. The quintessential Renaissance man, Leonardo da Vinci, was a polymath whose areas of interest include invention, painting, sculpting, architecture, music, mathematics, engineering, literature, anatomy, astronomy, writing, history, and more. Okay, so Leo was a genius—but you get my point. To be curious is to want to know, and curiosity doesn’t fit into boxes. This talk is about the power of interdisciplinary curiosity, and why everyone has it in them to be a Human Venn Diagram.

Christina Wallace is the co-host of The Limit Does Not Exist, a FORBES podcast focused on the intersection of STEM and the arts. She is also a Vice President at Bionic, a startup igniting growth revolutions inside the Fortune 500 via the venture capital and entrepreneurship playbook. Prior to joining Bionic, Christina founded BridgeUp: STEM, an educational initiative at the American Museum of Natural History with a mission to captivate, inspire, and propel girls and women into computer science, funded by a generous $7.5M grant from the Helen Gurley Brown Trust. She remains an advisor to BridgeUp: STEM and fierce champion for girls in STEM. Previously Christina was the founding director of Startup Institute New York, the co-founder and CEO of venture-backed fashion company Quincy Apparel, a management consultant with the Boston Consulting Group, and an arts manager at the Metropolitan Opera. She holds undergraduate degrees in mathematics and theater from Emory University and an MBA from Harvard Business School. Mashable called her one of “44 Female Founders to Know” and Refinery29 named her one of the “Most Powerful Women in NYC Tech.” She has been profiled in Elle, Marie Claire, The Wall Street Journal, and Fast Company, among others.
Rob Wicall
Life According to Fur

It is amazing what one can learn wearing a costume for a living! Rob Wicall will reminisce, while examining how serving a community has made him a better person. Rob will discuss how he created impactful moments, and how we all can use these purposeful tools to further our personal and business relationships.

Rob Wicall has built a career as a long-standing athletic performer. Most recently known as the mascot for the San Antonio Spurs, Wicall won Best Video Skit of the Year in 2007, 2010, 2014, and 2015. He won Mascot of the Year in 2005 and 2014. Prior to his reign with the Spurs he served as mascot for the Washington Wizards and a water ski performer and announcer at Sea World of Texas. He now runs a business, considers himself a serial entrepreneur, and pours his efforts into charities including helping to create a local board for the Arthritis Foundation. Wicall was diagnosed with Arthritis in 2012. Besides giving back to his community, Rob is looking forward to writing, producing, public speaking and discovering other creative outlets.
About TEDxSA

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 www.TEDxSanAntonio.com.

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 www.TED.com/TEDx

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.
Fiesta for the Mind is a 501(c)(3) entity that organizes and produces TEDx-SanAntonio’s Main Event and other events throughout the year. We are a 100% volunteer-run organization that creates opportunities for lifelong learners to gather and discuss ideas, issues, and solutions, and celebrate big ideas to make the world a better place through technology, entertainment, design, collaboration, science, and the arts.

tedxsa.com/get-involved
Leadership

Chris Sandoval
President, Fiesta for the Mind
Co-Licensee, TEDxSanAntonio

Chris began volunteering on TEDxSanAntonio’s Programming Committee for 2013’s “Minds Wide Open” event. Since joining, he’s individually worked with a very diverse group of speakers including an organic chemist, an immigration activist, a technology evangelist, a management scientist, a restaurateur, two artists. Chris assumed the role of Licensee from founder Susan Price in 2016 and looks forward to being part of the TEDxSanAntonio community for a long time to come. Chris thinks that anyone who’s still reading this page should consider getting involved with TEDxSanAntonio. Maybe you have an Idea Worth Spreading (you probably do); or maybe you have a little spare time you could volunteer to help bring future TEDxSanAntonio events to life; maybe you are part of an organization that could help sponsor future events; or at the very least, you can commit to attending our events in 2017 and beyond. Enjoy the show!

Susan Price
Board, Fiesta for the Mind
Co-Licensee, TEDxSanAntonio

Susan co-founded the TEDxSanAntonio community in 2009 and established our nonprofit Fiesta for the Mind in 2014. As TEDxSanAntonio licensee, she broadened TEDxSanAntonio to include Live, Youth, Women, and Salon series. She is very active in UX/UI and user empowerment communities and events worldwide, in Austin, and San Antonio. Susan works for Austin start-up Continuum Analytics, where she optimizes customer experiences and revenues by leading user-centered design and content strategy.

Jenia Espe
Vice President, Fiesta for the Mind
Organizer, TEDxSanAntonio

Jenia led the Partnership Committee for TEDx for three years, and currently serves as Board Member for Fiesta for the Mind. She discovered TED Talks through her creative co-workers and young daughters, and has been hooked ever since. As an owner of RedSquared Consulting LLC, a customer experience and innovation company, she helps businesses to connect and understand their customers by creating meaningful interactions and experiences. In her spare time, she enjoys reading, running, cooking, and coaching young women leaders in how to advance their careers. She also runs a local LeanIn.org organization.
Wayne Lieby
Treasurer, Fiesta for the Mind
Organizer, TEDxSanAntonio

Wayne Lieby was first introduced to TED Talks on NPR. A quick Google search and TED had another fan. After relocating back to San Antonio, Wayne and his wife attended TEDx San Antonio’s You Think You Know event in March, 2016 and wanted to get involved. Wayne has served as Treasurer for the TEDx San Antonio Board since June.

Tony Bryden
Secretary, Fiesta for the Mind
Organizer, TEDxSanAntonio

Tony began volunteering for TEDxSanAntonio following the 2014 main event. He was elected Secretary of the Board in 2015. He’s rapidly approaching his 5-year anniversary at Rackspace and currently serves as an international product liaison. Tony is an avid vegetable gardener, writer, father, and husband, and spends any other free time in the outdoors, preferably on a mountain bike.

George Riley
Board, Fiesta for the Mind
Organizer, TEDxSanAntonio

George has been a Software Architect at TED Conferences since 2007. He designs and builds software that manages the conference and its videos, and makes it all available on TED.com. He was fortunate to enter the computing profession at the dawn of the Internet Age and has worked at organizations such as Allaire, Macromedia, and Adobe, all companies that pushed the boundaries of what was possible with the Worldwide Web. George graduated from the University of Texas at San Antonio with a BS in Computer Science and has been involved in TEDxSanAntonio since 2010. Talk to him about beer, BBQ, and software.

Chris McDermott
Technical Director

A vital volunteer since the inception of TEDxSanAntonio, McD is our institutional memory and keeper of our data, processes and assets, invitations and ticketing. McD keeps our website and collaboration tools updated and working. He earned a Computer Science degree from UTSA, focusing in multimedia, and was a pioneer of USAA’s first intranet and other digital efforts for more than 10 years. McD now spends his days designing and developing websites and apps, and firmly believes in having fun!
Jonathan Stovall
Creative Director, TEDxSanAntonio

Thanks to an old colleague and friend who happens to be a TEDxSanAntonio founder, Jon has been an attendee from the start. After offering his services in art direction for numerous events, he was elected Creative Director in 2015. When asked what he thinks about TEDxSanAntonio, he will often reply, “I’m just happy to be here.”

Committees

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Chris Sandoval
Daman Juneja
Judy Cotter
Rosalinda Oranday
Karen Mullen
Suzanne Scott
Leo Lopez

Leo Lopez
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Danny Owen-Kohutek
David Novogrodsky
Lucas Moss
Scott Lefton
Xavier Ramirez
We began putting on TEDxSanAntonio events in 2009 and our first speakers hit the stage in 2010. Since then we’ve put on more than a dozen events of all shapes and sizes. In fact, this event has our largest audience ever: more than 800 attendees. The only reason this has been possible is because of you: the audience, our community.

The response we’ve received from our audiences over the years and the things we’ve learned from this passionate community have provided the fuel that it takes for us to execute such a complex undertaking year in and year out. Remember: TEDxSanAntonio is possible only because of the selfless contributions of more than 100 volunteers—and they (we) put in the work because of you: the audience, our community. Thank you!

In addition to all the volunteers mentioned in the preceding pages, we’d like to recognize a few more amazingly generous and talented people and organizations who have made significant behind-the-scenes contributions to TEDx-SanAntonio.

**Special Thanks To:**

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