



# Fiesta for the Mind Mission

**We produce idea-focused community events that encourage people to co-create the world that we want to live, work, and thrive in.**

Our programs attract and retain the engaged, skilled people that make San Antonio a welcoming, sustainable community.

We provide youth and career development opportunities to San Antonians.

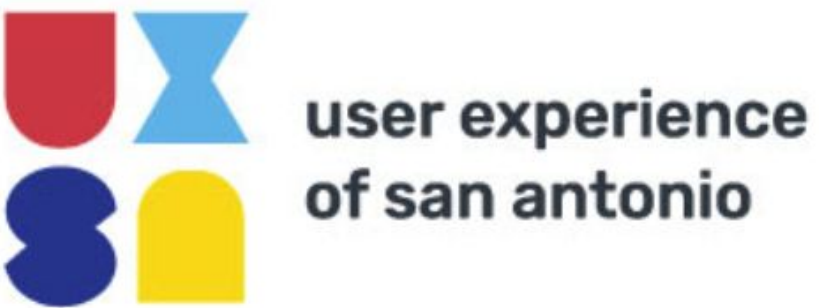
We help people connect, share, and explore ideas effectively.

We foster dialog that deepens understanding and helps people take action together.

The content we share worldwide showcases San Antonio's vibrant diversity, creativity, and open-minded community.



# Communities & Programs Fiesta for the Mind supports



# Pandemic Pivot & Problems to Solve

- **TEDxSA** refocused on TED Circles and Red Dot Cafe (March 2020)
  - Rescheduled then paused events (multiple times)
- **UXSA** pivoted to all-virtual
- **Creative Mornings** pivoted to all-virtual, recently resuming small, outdoor gatherings
- **Speaker Workshops** — none since 2019 — not providing opportunities to boost people's ability to hone and share their ideas

## Program Pain Points:

- Leadership and volunteer stress and fatigue
- Community hunger for connection, stability, regularity
- Lower income: no ticket sales, sponsorships tied to in-person events

# Fiesta for the Mind Roadmap

- **Build capacity**
  - Increase income
    - More sponsors
    - Evolve the funding model beyond event-by-event
  - Pay for help — Students & Startups, contractors
    - Fundraising
    - Administration, procedures, governance
    - Communications
    - Diversity Equity & Inclusion consultant
- **Engage new leaders** and plan for the future
  - Attract diverse, energetic new leaders and volunteers
  - Offer internships
- **Grow and re-energize our communities**

2023

Regroup and Rebuild  
Students & Startups  
Board Recruiting  
DEI&B Program starts

2024

Stronger, bigger Board  
Advisory Board  
2 paid roles  
DEI&B Program builds

2025

Cross-program services and  
synergy  
Executive Director

# TEDxSanAntonio Roadmap

- **Build capacity**
  - Increase income
    - Focused sponsor outreach
    - Grants
    - Evolve the funding model beyond event-by-event
- **Increase and staff more volunteer roles**
  - Fundraising
  - Administration, procedures, governance
  - Facilitation
  - Communications
- **Engage new leaders, mentors, volunteers**
  - Attract diverse, energetic new leaders and volunteers
  - Offer internships
- **Grow and re-energize our community**

**2023**

Regroup and Rebuild  
Youth & Women's Events  
Salon Series Relaunch

**2024**

Stronger, bigger Board  
Youth & Women's Events  
Salons  
Main Event

**2025**

Offer Speaker Dev Services  
Youth & Women's Events  
Main Event

# UXSA Roadmap

- **Build capacity**
  - Increase income
    - Focused sponsor outreach
    - Grants
    - Evolve the funding model beyond event-by-event
- **Increase and staff more volunteer roles**
  - Fundraising
  - Administration, procedures, governance
  - Facilitation
  - Communications
- **Engage new leaders, mentors, volunteers**
  - Attract diverse, energetic new leaders and volunteers
  - Offer internships
- **Grow and re-energize our community**

2023

Regroup and Rebuild  
Students & Startups  
Board Recruiting  
DEI&B Program starts

2024

Stronger, bigger Board  
Advisory Board  
2 paid roles  
DEI&B Program builds

2025

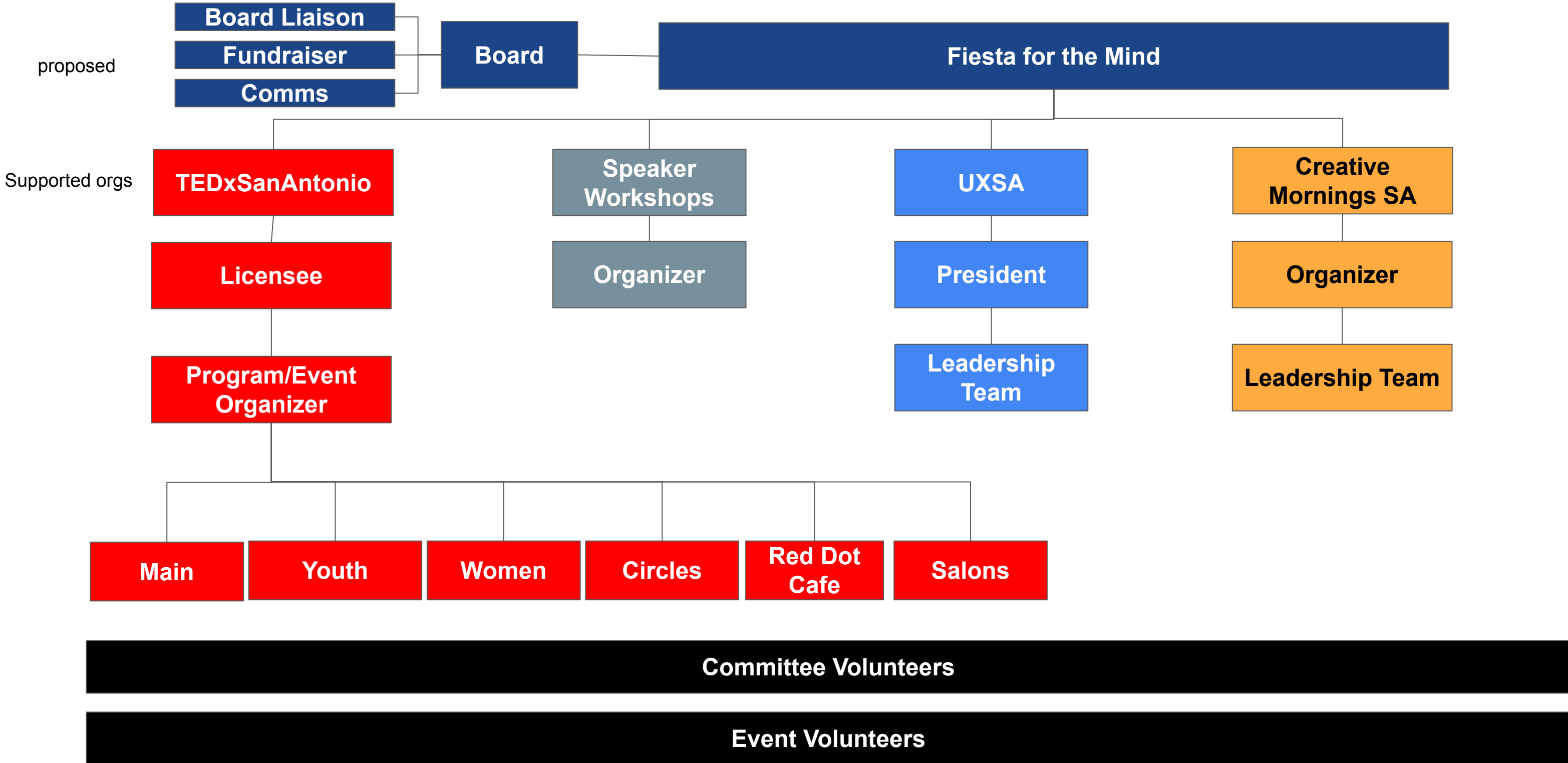
Cross-program services and  
synergy  
Executive Director

# 2023 Plan

- Produce more virtual events
  - Relaunch Salon as a monthly series (leverage success of Circles)
- Resume in-person events
- Strengthen ties between our programs
  - Consolidate and segment subscriber lists
  - Cross-promote events
  - Share the wealth of content more regularly — in email and social media
  - Provide more opportunities for virtual connection
  - Invite more former speakers to give updates
- Relieve volunteer fatigue
  - Pay for help
    - Board liaison & marketing intern
- Build diversity
  - Leadership and volunteers
  - Speakers/content
  - Document processes & train
- Broaden our reach
  - Be more visible online so more people can find us
  - Cross-pollinate event notices between groups
- Tell our stories more effectively
  - Create and share infographics
  - Publish replays



# Fiesta for the Mind organization



# TEDxSanAntonio Speakers

Martha Atkins  
Benny Lewis  
Leezia Dhalla  
Brian Brushwood  
Eric Anthony Dorsa  
Sarah Jane Murray  
Amy Cunningham  
Karl Klose  
Doug Petersen  
Dan Cornell  
Rob Wicall  
Kate Hayward  
Ryan Cox  
GP Singh  
Liza Long  
Clara Brenner  
Carolyn Becker  
Kristina Durante  
Alicia Arenas  
Graham Weston  
Steve Baskin  
Faith Harper  
Gage Paine  
Julian Castro  
Jenny Lawson  
Denise Hernandez  
Trevor Muir  
Desiree Luckey  
Darrin Wylie  
Sara Bodner  
Julia Langenberg  
Ezekiel Ndikumana  
Scott Metzger  
Lyda C Arevalo-Flechas  
Esteban Lopez  
Eythor Bender  
Thomas Schlenker  
Matt Eng  
Sonny Melendez  
Pamela Taylor  
Gordon Hartman

Paula Sullivan  
Dan Norris  
Ray Seggern  
Tom Tunstall  
Todd Rasmussen  
Cindy Sebek  
Lawrence Lessig  
Aristides "Harry" Jimenez  
Lindsay Bira  
Laurie Ann Guerrero  
Christina Wallace  
Linda Perez  
Ezekiel Ndikumana  
Rhonda Martin  
Myric Polhemus  
Sichan Siv  
Doug Frantz  
Aaron Delwiche  
Mitch Hagney  
Troy Peters  
Juan Tejeda  
Abhinav Suri and Joshua Singer  
Leo Lopez  
Samuel Ximenes  
Jason Fischer  
J Darryl Byrd  
Holly Hirshberg & Pamela Price  
Harry Max  
Dale Monnin  
Eric Cooper  
Kori Ashton  
Eric Fletcher  
Jon Hinojosa  
Paul Johnson  
Laura Cole  
Shannon Sedgwick Davis

Heidi Musser  
Joseph Smarro  
Andres Andujar  
James Bower  
Branco Ponomariov  
Nelson Guda  
Aaron Stone  
Stephanie Scheller  
Alberto García-Jurado  
Robert Harris  
Lisa Phillips  
Oscar Munoz  
Anna Dragsbeak  
Sam Millsap  
Monika Maekle  
Steven Vrooman  
Luz Cristal Glangchai  
Eddie Aldrete  
Chacho & Brance  
James Andrews  
Roman Baca  
Mark Menjivar  
Nick Longo  
Marcela Polanco  
\*\*\*Janet Treviño  
Troy Hailparn  
Anastasia McKenna  
Shari Albright  
Roberto Trevino  
Cary Clack  
Stephen Colley  
Jennifer Sharpe Potter, PhD  
Mark Larson  
Gary Sweeney  
Tony Bowie  
Mark Barnett

Suzanne Scott  
Doug Stevenson  
Ethan Aldrich  
Karen Walrond  
Zhiyuan Michael Ning  
Melissa Guerra  
Colin Lang  
Larry Zinn  
John Lewis Lambert  
Leticia Ozuna  
Steven Bachrach  
Brantley Hightower  
Alex Bailey  
Sarah Lyons  
Hector Garcia  
Jason Rosenfeld  
Janie Barrera  
Joyce Slocum  
Scott Allen  
Matthew Pirko  
Greg Stunz  
Natalie Hinkel  
Angie Mock  
Ali Goljahmofrad  
Jose Angel Garcia Elizondo  
Ed Cavazos  
Erica Anthony  
Jason Straughan  
Travis Block  
Luke Horgan  
Ryan Lamm  
Jose Amador  
Ivy Taylor  
Reuben Lashley  
Jose Banuelos  
Miriam Juckett

Carino Cortez  
Mackenzie Salinas  
Victor Pagona  
Allison Schragger  
Elaine Wolff  
Mas Rudas  
Wayne Hartman  
Amanda Gomez  
H. Drew Galloway  
Soad Michelspon  
Jonathan M. Berman  
Kierra Alderman  
Rohan Walawalkar  
Sanah Jivani  
Ted Fox  
Elizabeth Crawford  
John Myers  
Dan Cooper  
Killian Salinas  
Terrace Watkins  
Kent Pilkington  
Hannah Stolberg  
Don Bentley  
Cora Lonning  
Zach Altman  
Young musician  
Amanda McMickle M.Ed, Rebekah  
Piper PhD, and Jennifer Rosas  
M.Ed  
Eric Cooper and Mitch Hagney  
Keith Lowe  
Graham Conway + Ali  
Goljahmofrad  
Trevor Muir + Dashiell  
Young-Saver  
Eric Dorsa

Alberto Garcia-Jurado & Dr.  
Rachel Ivonne Talton  
Elizabeth Crawford  
Jean Latting Dr.PH, Tim Mottet  
Ed.D, Barry Regan Ed.D &  
Jordan Fischette M.S., Megan  
Pope M.A.  
Esteban Lopez and Ethan Aldrich  
Mia Rodriguez  
Gage Paine and Steve Baskin  
Kate Hayward  
Lawrence Lessig +  
Drew Galloway  
Natalie Hinkel + Joseph Smarro  
Myric Polhemus +  
Jason Rosenfeld  
Kierra Alderman + Alex Bailey  
Tara Schwegler  
Rosalinda Oranday  
Rex Hausmann  
Pliny Fisk III  
Nadia Noel-Anglade  
Lily Casura  
Kim Murray McDonald  
Graham Conway  
Desiree Luckey  
Darrin Wylie  
Sara Bodner



# Speakers & Mentors

- Lou Rosenfeld, Rosenfeld Media
- Ares Sakamoto, Dell Computer
- Judy Cotter, KONE
- John Griffin, Blue Cross Blue Shield
- Amy Cole, Digital Accessibility Bixal
- Cherri Pitts, HEB
- Julie Jensen, CPS Energy
- Lis Hubert, CxbyDesign
- Diana Sonis, CxbyDesign
- Laura Faulkner, Head of UX Research, Amazon Web Services
- Ling Lee, Dell Computer
- Susan Price, Firecat Studio
- Jochen Wolters, Roche Diagnostics
- Ryan Rumsey, Second Wave Dive
- Bob Hotard, Lead UX Designer

# We invite you to get involved!

**ATTEND**

**SPEAK**

**SPONSOR**

**VOLUNTEER**

