





It's about time...

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**TED<sup>x</sup>** Honolulu  
x = independently organized TED event

## TEDxHonolulu 2011 Welcome Letter

Aloha & Welcome!

On behalf of the Executive Team, our volunteers, sponsors, partners, speakers, and performers we welcome you to TEDxHonolulu 2011! Our hope when we began planning this day over a year ago was to do our best to bring people together to create a TED-like experience, and become a catalyst for building a vibrant TED | TEDx community throughout Hawai'i. Thank you for your presence today.

We consider it an amazing honor, a wonderful privilege, and a huge responsibility to host a licensed TEDx event in the beautiful city of Honolulu – one of the most isolated population centers on planet Earth. We may be isolated, but the Internet, the high impact of online video, and the globally renowned TEDx platform enable us to share Hawai'i's most fascinating thinkers and doers with the world! We expect you will discover new "Ideas Worth Spreading" today.

Since 2006, when TED started posting videos online, over 1000 "TEDTalks" delivered from their main conference stages, have been viewed over 500 million times. Since 2009 more than 9000 "TEDxTalks" have been created and shared with the world by over 2000 TEDx events just like ours from over 100 countries!

Today's show will be professionally videotaped and photographed so please smile often! The video clips and photos of each presentation and performance will be available for worldwide viewing and sharing within 30 days. We will email you detailed information on where to find today's content for enjoying and sharing over and over again! We are also streaming today's show live over the Internet. Anyone in the world can log in and join us.

Please let us know your thoughts about your experience with us today. Thank you for being a part of this historic occasion. It's about time...

Warmest regards,  
TEDxHonolulu Executive Team

## Production Team

Gene Shofner – Program Director

James Davenport – Scenic Design

Chris McDonough – Lighting Design

Mike Petersen – Audio Visual Design

Dean Nashisaki – Sound Design

Alfredo Lista Garma – Print Graphic Design

Cory Jim – Visual Design

Genesis Leong – Stage Manager

### It's About Time...

Time. We all perceive it. We all are run by it. We all see its effects, good or ill. Humanity has measured it – through the moon's phases, the sun's traversing of the heavens, the pendulum's swing, and the cesium atom's radiation – scrutinized it, philosophized about it, feared it. Time is one of our most important intellectual categories and one of our most precious commodities. And, time waits for no one!

Hawai'i. The word conjures images of elegant beaches, crystalline waters, trade wind-caressed palms, and sunshine. Beyond the paradisiacal images, Hawai'i exists in a unique spot on this unique, tiny planet revolving in its unique orbit in the universe. Hawai'i's creation, transpiring over some six million years, is a continual process – with the Big Island and the newest, still-submerged island of Lo'ihi demonstrating creation's persistence.

What better place to explore time and the effects it has wrought. On November 1, 2011, the convergence of history and our measurement of time will uniquely land on 11-1-11: a rare occurrence of calendrical numerology. What better time to explore technology, entertainment, and design and their relevance to Hawai'i. What better time to explore Hawai'i's unique historical and cultural legacy. What better time to explore time and its importance to innovation and the creative process.

## TEDxHonolulu 2011 Program

### I

**1st Quarter 9:00 – 10:45 a.m.**

<b>Ka'ala Souza</b>	It's about time . . . Theme & Ground Rules
<b>Chris Anderson</b>	TED Curator, TEDx Introduction [TED video]
<b>Dr. Michael Liu</b>	Telescopes as Time Machines
<b>Edgy Lee</b>	Jams, Jellies, & Art: Cultural Reduction in a Homogenized World
<b>Dr. Phillip Zimbardo</b>	The Powers of Time: RSA Animation [TED video]
<b>Kuha'o &amp; Sig Zane</b>	The Inspirational Island: Moku O Keawe
<b>Vivian Best</b>	A Simple Gift
<b>Robbie Alm</b>	Thriving on Empty
<b>Dr. Pualani Kanaka'ole Kanahele</b>	Haena: Intense Breath of the Sun

### II

**Break 10:45 – 11:00 a.m.**

**2nd Quarter 11:00 – 1:00 p.m.**

<b>Jason Tom</b>	Vocal Groove
<b>Amy Burvall &amp; Herb Mahelona</b>	What I Learned from Napoleon and MTV
<b>Dr. Robert Hong</b>	A Clinical Approach to Complex Problems
<b>Jonathan Fritzler</b>	The Education Energy Movement
<b>Adam Sadowsky</b>	Engineering a Viral Music Video [OK Go] [TED video]
<b>Kealoha</b>	Science Poetry Life
<b>Dr. Lani Leary</b>	No One Has to Die Alone: You Can Make a Difference
<b>Steve Jobs</b>	How to Live Before You Die [TED video]
<b>iPad Band</b>	Creative Concepts in Musical Innovation: The iPad Inception

### III

**Lunch 1:00 – 2:15 p.m.**

**3rd Quarter 2:15 – 4:15 p.m.**

<b>George Carroll III</b>	Sponsor Recognition / Appreciation
<b>Mark Mauricio</b>	Now You See It . . .
<b>Brian Goldstein</b>	Drive Switch Go: The Future Is Now
<b>Michael Wall</b>	Groovin' Together: Adventures in Interactive Creativity
<b>Cindy Gallop</b>	Make Love Not Porn [TED video]
<b>Sean Briel &amp; Daniel Nash</b>	Changing Perceptions of Math by Teaching Students to Teach Themselves
<b>Frans Lanting</b>	Life: A Journey Through Time [TED video]
<b>Dr. Richard Pyle</b>	Endangered: Earth's Greatest Library

### IIII

**Break 4:15 – 4:30 p.m.**

**4th Quarter 4:30 – 6:30 p.m.**

<b>Jake Shimabukuro</b>	peace love ukulele
<b>Elyse Petersen</b>	A Mango in the Sun
<b>Matthew Lynch</b>	Beyond Sustainability: The Story of a Reformed Capitalist
<b>Susan Cox</b>	No Green Power Hero Left Behind: Activation for the Planet!
<b>Rives</b>	4 a.m. [TED video]
<b>Jason Mateo</b>	Fatherless Fatherhood: Commitment to Love, Time, & a Punch in the Eye
<b>Dr. Ho Leung Ng</b>	How This Chemist Fights Cancer
<b>The Macula</b>	Orloj: The Prague Town Hall Clock – 600th Anniversary
<b>Ka'ala Souza &amp; Andrew Jim</b>	Finale: "The Time of My Life – Dirty Bit"

## Presenter Biographies

(In the order of their appearance)

### Ka'ala Souza



#### Master of Ceremonies

Ka'ala is the owner of a training and consulting company where his major goal is helping clients achieve theirs. Born and raised in Hawai'i (along with some well-spent formative years in the continental U.S.), he blends Hawai'ian-style flow and island culture feel with business best practices. With a background in marketing research and a pastor with the Hope Chapel family of churches, Ka'ala brings a unique perspective to his work. He speaks and writes on topics ranging from leadership and management development to diversity, team-building, and customer service.

### Dr. Michael Liu



#### Telescopes as Time Machines

Born and raised in the Washington, D.C. area, Michael's undergraduate work at Cornell University and his doctoral work at the University of California, Berkeley, led him to the Institute of Astronomy at the University of Hawai'i at Mānoa, where he is a faculty member. He studies how stars and planets form. To do this, his research uses the world's most powerful telescopes both on and above the Earth, including the Keck Observatory on the Big Island of Hawai'i and the Hubble Space Telescope.

### Edgy Lee



#### Jams, Jellies, & Art: Cultural Reduction in a Homogenized World

Classically trained in piano and violin, Edgy, a fifth generation Hawai'i-born writer-producer-editor, studied fine art at San Francisco Art Institute. One of Hawai'i's premiere filmmakers, Edgy's nationally award-winning films include *The Hawaiians - Reflecting Spirit and Paniolo O Hawai'i*. She is founder of Pacific Network.tv, a Hawai'i-based internet portal to the world - a nexus for arts, culture, and environmental news, entertainment, and educational programming from the Pacific region, streamed free to the world. Edgy's television work includes a number of popular series - *Artists of Hawai'i*, *Local Justice*, America's first interactive TV courtroom series, *Shaka Shakedown*, and a prime time one-hour special on education - *How We Learn*.

### Dr. Phillip Zimbardo

#### The Powers of Time: RSA Animation [TED video]

Stanford Professor Philip Zimbardo conveys how our individual perspectives of time affect our work, health and well-being. Time influences who we are as a person, how we view relationships, and how we act in the world.

### Sig & Kuha'o Zane



#### The Inspirational Island: Moku O Keawe

##### Sig

Sig is a fisherman, surfer, dancer, artist, and cultural practitioner. A native of O'ahu, he moved to Hilo seeking an unhurried life and became a student of Hawaiian culture in the mid-1970's. He joined Hilo's Hālau O Kekuhi in 1981, and his immersion in hula formed the core of his understanding of the plants of Hawai'i and their uses in Hawai'ian culture. Under teachers Edith Kanaka'ole and her daughters, Nalani Kanaka'ole and Pua Kanahale, he learned that hula and the natural world are inseparable. Sig Zane Designs, his iconic clothing brand, fuses cultural authenticity and excellent design.



##### Kuha'o

At five years old, Kuha'o created his first design: a toothy, modernistic image of an ulua fish on a white T-shirt. Years later, he designed an orange tux (with tails!) for his senior prom. In design school in Los Angeles, he added an urban edge to his rural-native-organic core. At 28, Kuha'o Zane is chief of operations and head of design and marketing at Sig Zane Designs. Along side the design aspect of his life, Kuha'o has been dancing for his mother's Hālau, a lineage that traces back seven generations. He credits his approach on design to the hula lifestyle that he was raised in.

**Vivian Chau Best****A Simple Gift**

Vivian, a gifted educator at Kahala Elementary School, is a passionate advocate for sustainability and local agriculture. She founded “Give It Fresh Today” (G.I.F.T) at the farmer’s market at Kapiolani Community College to provide an opportunity for weekly shoppers and home gardeners with a convenient way to donate locally grown fruits and vegetables to those in need. Recognized by Pacific Business News as one of Hawai‘i’s “40 Under 40,” and the Honolulu Star Advertiser as one of “10 Who Made a Difference” in 2010, she enriches the lives of children with service learning and origami, is a practitioner of the Feldenkrais Method, and enjoys swing dance.

**Robbie Alm****Thriving on Empty**

Robbie is the Executive Officer of the Collaborative Leaders Network (CLN), a group created and supported by the Hawai‘i-based Omidyar family. CLN’s mission is to encourage more productive community dialog and decision-making to create effective, durable outcomes on tough challenges. He is the Executive Vice President of Hawaiian Electric Company, Inc.; Chair of PBS Hawai‘i and Enterprise Honolulu; and serves on the Boards of Helping Hands Hawai‘i, Hawai‘i Institute for Public Affairs, and The Friends of Iolani Palace, among others. Robbie teaches a graduate course on leadership in the Public Administration Program at the University of Hawai‘i at Mānoa and earned his Juris Doctor (J.D.) degree from University of Iowa School of Law. He and his wife Cindy (an attorney and mediator) have two daughters, Kristin and Rachel.

**Dr. Pualani Kanaka’ole Kanahele****Haena: Intense Breath of the Sun**

Awarded an Honorary Doctor of Humane Letters degree from the University of Hawaii at Mānoa, Auntie Pua is regarded as a loea (expert) of Hawaiian cultural practices and a living national treasure. A scholar, educator, and practitioner of Hawaiian culture she is an accomplished writer; a music, stage, and film producer; a dedicated community leader; and a renowned kumu hula. Born and raised in Keaukaha on the Big Island, she has been highly influential in the resurgence of Hawaiian practices and interest in all things Hawaiian. She is one of two daughters of Edith Kanaka’ole.

**Jason Tom****Vocal Groove**

Based in the Honolulu Arts District of Chinatown, Jason is the founder of the Human Beatbox Academy. He is a human drum machine who fuses musical genres, movement, dance, improvisation, vocally replicates a drum kit, drum machine, percussion, acoustic and electric bass, didgeridoo, ipu, pahu, synthesizer sounds, and more. Hawai‘i’s Human Beatbox offers outreach and weekly classes to the youth and local community that teaches the foundation, history, background, beats, and techniques in the art of vocal percussion at the ArtSmith.

**Amy Burvall & Herb Mahelona****What I Learned from Napoleon and MTV****Amy**

A Humanities teacher for 19 years on the island of Oahu, Amy is a leader in educational technology professional development programs. A full-time teacher at the Le Jardin Academy International Baccalaureate (IB) “world school” she has been referred to, along with Herb Mahelona, as one of those Crazy History Teachers. Amy’s work in the History for Music Lovers project has appeared in Wired magazine, The Washington Post, The New Yorker, CBC, NPR, international blogs and media. The videos on Amy and Herb’s YouTube channel - historyteachers - have been uploaded over 3.5 million times.

### Herb

Born and raised in Honolulu, a graduate of Kamehameha Schools and University of Hawai'i at Mānoa, Herb has been a classroom educator for twenty years. He is a composer, arranger, musician, web designer, and filmmaker. A resident of the Big Island, Herb is Choir director of the Kamehameha Schools Hawai'i Campus, Alumni Chorus (Mamalahoa Chapter) and recently completed his third opera for the Hawai'i Youth Opera Chorus. Half of the YouTube duo sensation known as "historyteachers," he also plays cello in the Kamuela Philharmonic Orchestra at UH-Hilo and offers private music lessons.

### Dr. Robert Hong



#### A Clinical Approach to Complex Problems

Born and raised in Honolulu, Rob completed his undergraduate education at Stanford and earned his doctorate in Medicine at the University of California – San Francisco. Robert has served in a variety of medical administrative positions including Vice Chief of Staff, Chief of Staff, and Chief of Cardiovascular Disease and Cardiology at the Queen's Medical Center. In addition to maintaining his private practice, he is Chief of the Division of Cardiology at the John A. Burns School of Medicine and Medical Director of the Queen's Heart Physician Practice.

### Jonathan Fritzier



#### The Education Energy Movement

A nearly fatal accident inspired Jonathan to leave a positive impact on humanity. He founded AMP - Aloha Movement Project - a breakthrough educational program while a student at University of Hawai'i at Mānoa. The accredited internship encourages students to harness "Education Energy" as a renewable resource by identifying one key issue they would like to see change in their community during a semester. Students then combine their school projects from every realm of study to produce a community action plan portfolio. Students then host events on campus to raise funding, community awareness, and implement the change.

### Adam Sadowsky

#### Engineers a Music Video [TED video]

The band OK Go dreamed up the idea of a massive Rube Goldberg machine for their next music video and Adam Sadowsky's team was charged with building it. He tells the story of the effort and engineering behind their labyrinthine creation that quickly became a YouTube sensation.

### Kealoha



#### Science Poetry Life

The founder of Hawai'iSlam and YouthSpeaksHawai'i, Kealoha is an internationally acclaimed poet and storyteller, was honored as a "National Poetry Slam Legend" in 2010, and is the first poet to perform at a Hawai'i governor's inauguration. Selected as a Master Artist for a National Endowment for the Arts program, Kealoha also holds a degree in Nuclear Physics (and a minor in writing) from Massachusetts Institute of Technology (MIT). He has performed at hundreds of live venues throughout the world.

### Dr. Lani Leary



#### No One Has to Die Alone: You Can Make a Difference

Lani has over 25 years of experience working with chronically ill, dying, and bereaved clients. She served as the director of mental health services at Whitman Walker AIDS clinic, as a professor of Death Studies at George Mason University, and as a researcher at the National Cancer Institute of NIH. Lani also garners wisdom from her personal experience—her mother's death when she was a child, her father's death from cancer, her own profound near-death experience—and has sat with over 500 people as they died. Lani's new book - No One Has To Die Alone - will be published in 2012.

### Steve Jobs - In Memoriam

#### How To Live Before You Die [TED video]

At his Stanford University commencement speech (considered by many to be one of the best commencement addresses ever given), Steve Jobs, CEO and co-founder of Apple and Pixar, urges us to pursue our dreams and see the opportunities in life's setbacks -- including death itself.

### iPad Band



#### Creative Concepts in Musical Innovation: The iPad Inception

The iPad Band consists of members of New Hope Oahu's Music Department, a Christian church. Brought together by Frederick Alcain, music director at New Hope, to perform a number at the church's annual conference - the audience response was overwhelming. The group has since performed at conferences on the West Coast, the Hawai'i Robotics Convention, and New Hope's weekly services. Fred Alcain, Justin Smith, Gaston Souza, MJ Cenido, and Larry Ganiron are staff members of New Hope Oahu. Scotty Mearig and Bobby Clay are college students and New Hope volunteers.

### Mark Mauricio



#### Now You See It . . .

Born and raised in Hawai'i, Mark has studied under the top professionals in the magic society, both locally and abroad. He has competed in local, national, and international magic competitions and is the most awarded magician in Hawai'i. His titles include Magician of the Year, Most Outrageous Magician, Most Entertaining Magician, and International Magic Champion. He was also presented with the coveted Award of Excellence from the magic community, which is only awarded to a magician who surpasses the standard in the magic arts.

### Brian Goldstein



#### Drive Switch Go: The Future Is Now

Brian is a seasoned executive with a proven track record in growing technology based organizations and leads the Better Place Hawai'i project. He has over 20 years experience in senior management, business development, sales, and marketing in the enterprise software, data warehousing, business intelligence, consumer internet, medical software, and biotechnology industries. Brian also serves as a Vice-Chair on the boards of Hawai'i High Technology Development Corporation (HTDC) and the Natural Energy Laboratory of Hawai'i Authority (NELHA).

### Michael Wall



#### Groovin' Together: Adventures in Interactive Creativity

Founder of Creative Living Services, Michael wears many hats — percussionist, public speaker, group facilitator, educator, author, songsmith, bard, and mentor. His 25 years of experience in “metaphoric learning” — using simulations, games, and activities to create fun, high impact situations in which people discover their own skills and inspiration as learners — led him to co-found Fire Tribe Hawai'i Gatherings, a quarterly festival dedicated to collaborative creativity. His new solo live-looping show, Rhythms of Change, will debut at Honolulu's Fringe Festival. Michael also offers Playful Percussion team-building workshops.

### Cindy Gallop

#### Make Love Not Porn [TED video]

At TED2009, audience member Cindy Gallop gave a 4-minute presentation that became one of the event's most talked about.

### Sean Briel & Daniel Nash

#### Changing Perceptions of Math by Teaching Students to Teach Themselves

##### Sean

After growing up in Europe and completing his undergraduate education at Southern Methodist University, Sean accepted an offer from Teach For America (TFA) to be a High School Math teacher in Hawai'i. After finishing his two-year commitment to TFA and his master's degree at University of Hawai'i at Mānoa, his passion convinced him to stay on at Waipahu High School despite other opportunities. This passion continues to inspire him as he teams up with Dan Nash to reshape the very perceptions of how people learn.





### Daniel

While studying Mathematics at Michigan State University, Daniel worked on the Undergraduate Mathematics Curriculum Committee, did research for the Biological Mathematics program, and served as a teaching assistant for the Emerging Scholars Mathematics program. As a Math instructor at Waipahu High School, Daniel continues to collaborate with fellow Math teacher Sean Briel on reshaping the way Math is learned and taught.

### Frans Lanting

#### Life: A Journey Through Time [TED video]

In this stunning slideshow, celebrated nature photographer Frans Lanting presents The LIFE Project, a poetic collection of photographs that tell the story of our planet, from its eruptive beginnings to its present diversity. Soundtrack by Philip Glass.

### Dr. Richard Pyle



#### Endangered: Earth's Greatest Library

Richard is an Associate Zoologist, Dive Safety Officer, and Database Coordinator for the Bernice P. Bishop Museum in Honolulu. His primary research interest is to explore and document the "Twilight Zone" (coral-reef habitat at depths of 30-150 meters), with particular emphasis on the discovery of new species of fishes and other organisms. The pursuit of this endeavor has required Richard to help design and develop new technology and techniques to allow safe access to these depths. Richard spoke at TED2004 and has exciting updates to share.

### Jake Shimabukuro



#### peace love ukulele

Jake Shimabukuro is on a mission to revolutionize the world's perception of the ukulele. Starting out at a local coffee shop in Hawai'i, Shimabukuro has swept onto the international stage, touring and recording with artists such as Yo-Yo Ma, Bette Midler, Jimmy Buffett, Ziggy Marley, Bela Fleck, and Cyndi Lauper. His unique rendition of George Harrison's, *While My Guitar Gently Weeps* has received over 9 million downloads on YouTube. Shimabukuro believes, "If everyone played the ukulele, the world would be a better place." Jake has electrified audiences at TED2010, TEDxSanDiego, TEDxTokyo, and TEDxHongKong.

### Elyse Petersen



#### A Mango in the Sun

An experienced food scientist in the dairy, seafood, meat, and soft drink industries, Elyse served two terms in the Peace Corps helping promote sustainable food security solutions. As Communication Officer for the University of Hawai'i Solar Decathlon Team she worked diligently to present the state of Hawai'i as a world leader in research and development in green technologies. Elyse is an engaged and passionate member of the science, technology, and social media community in Hawai'i.

### Matthew Lynch



#### Beyond Sustainability: The Story of a Reformed Capitalist

Matthew is a reformed capitalist exploring Regenerative Design Sciences at the forefront of human innovation. He spent two years wandering the planet, in search of people, places, and projects working to make our world a better place. His work in Regenerative Agriculture, Regenerative Business, and Regenerative Economic Development has taken him (so far) to Australia, New Zealand, Mongolia, Germany, and now Hawai'i. Matthew is the author of *Regenerative Business 1.0: Beyond Sustainability* and founder of The Asia-Pacific Center for Regenerative Design.

**Susan Cox****No Green Power Hero Left Behind: Activation for the Planet!**

Susan created and implemented the Green Power Hero energy awareness program that has now reached 150,000 students in over 300 schools in Hawai'i, California and New Orleans. Her Green Power Girl (GPG) and Green Power Hero (GPH) super power characters are designed to educate, inspire and activate our inner hero/heroine so we may become powerful in tackling climate change (or even personal change) and fulfill our MIGHTY mission: Sustain life on earth for all children of all creatures for all time.

**Rives****Rives on 4 a.m. [TED video]**

Poet Rives does 8 minutes of lyrical origami, folding history into a series of coincidences surrounding that most surreal of hours, 4 o'clock in the morning.

**Jason Mateo****Fatherless Fatherhood:****Commitment to Love, Time, & A Punch in the Eye**

Jason is a seasoned creative public speaker, arts educator, event producer, husband, and father of two sons. With the intent to empower his immediate community through "edutainment," Jason has been seen on prestigious stages and classroom across the world. Since moving to O'ahu, his focus has been on his family.

**Dr. Ho Leung Ng****How This Chemist Fights Cancer**

Ho grew up in Hawai'i, received his B.A. from Harvard, his Ph.D. from UCLA, and conducted his postdoctoral work at UC Berkeley, all in biochemistry. Currently a faculty member of the Department of Chemistry at the University of Hawai'i at Mānoa, Ho's research focus is protein structure especially as it relates to drug discovery and cancer.

**The Macula****Orloj: The Prague Town Hall Clock – 600th Anniversary**

The Macula, based in Prague, Czech Republic, are a team of artists consisting of Amar Mulabegovic, Daniel Gregor and Martin Posta. They regularly cooperate with up to a dozen other artists and are trying to push the limits of human perception using intangible images. Their spectacular video mapping technology plays with light, sound, and images in a way an audience feels they are witnessing "normal" reality. Their breakthrough work – a visual narrative telling the 600-year history of the world-famous Prague clock tower - has brought them global recognition.

**James Davenport****Scenic Designer**

James is currently a lecturer of scenography in the Theatre Programme at Victoria University of Wellington in New Zealand. He received his BA and MFA in Scenic Design from the University of Hawai'i at Mānoa. James has worked professionally as an actor, scenic designer, and mask maker in Theatre, Film, and Television, nationally and internationally over the last 20 years. His main area of research is in the field of sustainable scenography. Jim's participation in TEDxHonolulu is supported in part by Victoria University of Wellington.

**About the Set****About our Set Design - Sustainable Scenography**

Many theatre companies and organizers around the world recognize the need to consider more sustainable practices in theatre production. However there are considerable costs in setting up such ventures, and in the smaller theatre economies of island nations on the Pacific Pim, many wasteful practices continue to dominate in theatre production. TEDxHonolulu's scenography uses recycled or recyclable materials, non toxic natural dyes such as beetroot juice, squid ink, and LED technology with the aim of reducing the carbon footprint of the scenography by 70%.

## TEDxHonolulu 2011 Executive Team

### Curator

#### George Carroll III, M.Ed.



George is the Campus College Chair for the College of Humanities at University of Phoenix Hawai'i Campus. His previous work experience includes a decade in the financial services industry and a decade in the advertising industry. Earning his master's degree in adult education and training led him to seek a new career in higher education. George is currently pursuing a Ph.D. in Higher Education Administration at University of Phoenix and is an admitted TED fanatic.

### Sponsor Curation

#### Matt Gilbertson



Matt Gilbertson, AIA, NCARB, LEED® AP, is President and Owner of MGA Architecture, LLC. From offices in Waikiki, MGA's mission is simply to create Architecture that is respected worldwide and which inspires and empowers our Hawai'i community to advance progressively into our future. Gilbertson and his key staff offer more than 75 years of combined local experience in architecture, design, planning and sustainable design strategies across the full spectrum of local project types and services on all islands - Hospitality, Retail, Industrial, Residential, Civic, and Healthcare.

### Art & Design Team (Online)



#### Cory Jim, PPT, PPTX, and KEY

Cory is Founder and CEO of Empowered Presentations, which won first place overall - and in the education category - of Slideshare.net's "World's Best Presentation" contest. Married to Yancey Unequivocally and a great father to his 11-year old son Andrew, Cory's creative presentation design skills are evident in the development of TEDxHonolulu's website and social media assets. Cory and his wife Yancey have worked closely with our presenters to help sharpen their slideware to improve the clarity and impact of the speakers' ideas. Cory serves on his Marketplace Leadership Ministry at New Hope.

### Program Director

#### Gene Shofner, MFA



Gene is the Director of Academic Affairs/Senior Director of the University of Phoenix Hawai'i Campus. He is also the Director of Creative Edge Hawai'i, a catalytic enterprise dedicated to presentation and leadership skills development, events organization, facilitation, and creative exploration of business opportunities. He holds a Facilitator Certification from The Facilitators Studio. Gene has over 35 years experience in the theatre as actor, director, and producer. He was first the Artistic and later the Managing Director of Kumu Kahua Theatre, serving in those capacities for close to 15 years.

### Speaker Curation

#### Quincy Solano



Quincy Solano is the President & COO of Technology News Bytes which profiles the people, products, services, and organizations of Hawai'i's information technology community. Technology News Bytes has grown over the past 13 years as Hawai'i's exclusive information, media, and events company. Quincy's extensive network serves as the basis for checking the pulse of the IT industry both in Hawai'i and globally. He oversees all relationships and content for TNB products, events, and publications.

### Attendee Curation

#### Yancey Unequivocally, MBA



Yancey is Founder and president of Empowered Presentations, an award-winning presentation design firm with clients around the world. Pacific Business News recognized Yancey in their "40 under Forty Class of 2011," "Innovative Company of the Year" finalist, & "Best New Business" finalist. Their company was a featured cover story in Pacific News Bytes - a local technology news magazine. Yancey's high energy, positive mental attitude, strong work ethic, and leadership skills have been vital to the success of TEDxHonolulu. Yancey also serves as a leader in her Marketplace Leadership Ministry at New Hope.

**Videography Team**

**Kelii Grace**  
**Pono Grace**  
**Urara Richardson**  
**Austin Larson**  
**Keiichi Hiramoto**

**Photography Team**

**Travis Okimoto**  
**Darryl Watanabe**  
**Eugene Hopkins**

**Art & Design Team  
(Print)****Alfredo Lista Garma**

Alfredo is Creative Director of Garma Graphic Design, INC....a design studio specializing in Branding and Marketing Materials, founded in 1988. He has 25 years of experience in graphic design and advertising. In 1992, he was named Young Advertising Person of the Year by the Hawai'i Advertising Federation. He is one of Hawai'i's most prolific logo designers and has garnered numerous local and national awards for his advertising, illustration and graphic design work. He has served as Communications Chairman and Public Service Chairman of AD2 Honolulu (Hawai'i Advertising Federation), Vice President and President of AIGA Honolulu (American Institute of Graphic Arts).

## Acknowledgements

As you can imagine, putting together a TEDx event requires the hard work and dedication of a large number of people. It also involves getting advice, support, and a helping hand from individuals who may not be here today. We would like to thank everyone who has contributed to this event in some way. If we failed to list your name here, please know it was not intentional.

Genesis Leong	Jeff Nelder
Trey Takahashi	Danylle Solomon
Marcus Sortijas	Lauren Carson
Cain Kamano	Amanda Lindley
Neez Faleafine	Ivy Wong
Traci Toguchi	Sariah Howard
Katie McMillan	Linda Lockwood
Gwen Kobashigawa	Andrew Jim
Sharon Fukuyama	Kevin McCarthy
Lorene Wright	Monica Rocha-Sauer
Jerron Oyama	Jeff Sauer
Anna Edmonds	Aric Larsen
Mimi Quinn	Jade Shiroma
Mike Krupka	Juanito Torres
Terry Limbaga	Hawaiian Electric Company
Deborah Hornsby	Trina Shiroma
Glenda Tali	Victoria University at Wellington
Lee Nordgren	Dr. Barb Baderman

## About

**TED** TED is a nonprofit organization devoted to “Ideas Worth Spreading.” Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com.

The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Edinburgh, Scotland. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to organize local, independent TED-like events around the world; and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

Follow TED on Twitter at [twitter.com/TEDTalks](https://twitter.com/TEDTalks), or on Facebook at [facebook.com/TED](https://facebook.com/TED).

**TEDx** TEDx was created in the spirit of TED's mission, "ideas worth spreading." The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.

At TEDx events, a screening of TEDTalks videos -- or a combination of live presenters and TEDTalks videos -- sparks deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

**TEDxHonolulu** This TEDx event is operated under license from TED.

### Please support Hawai'i-based TEDx events

TEDxRichardsonLawSchool (Organizer: Amy Brinker), TEDxWaiakea (Organizer: Larry Czerwonka), TEDxMaui (Organizer: Katie McMillan), TEDxYouth@Punahou (Organizer: Nicole Adolpho)

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