




**City of Long Beach**  
Working Together to Serve

**R-8**  
**Office of Gerrie Schipske**  
**Councilwoman, Fifth District**  
**Memorandum**

Date: May 10, 2011

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District 

Subject: AGENDA ITEM: Update on the first TEDxSoCal Conference, Saturday, July 16, 2011 at the Center Theatre in Long Beach

This agenda item provides an update on the progress of Long Beach hosting a TEDx conference – TEDxSoCal - in Long Beach on Saturday, July 16, 2011.

**BACKGROUND:**

On March 2, 2010, the City Council approved the recommendation to obtain a TEDx Long Beach license from Technology, Entertainment & Design (TED) organization as the first step in planning and holding an annual TEDx Long Beach event.

TEDx is an independently organized TED event organized and hosted at the local level by an individual, organization or institution. Through licensing, TED encourages local events that maintain the spirit of TED itself: cross-disciplinary, "focused on the power of ideas to change attitudes, lives and ultimately, the world."

Once the Council approved supporting a TEDx, Councilwoman Schipske convened a planning committee that includes: Councilwoman Gerrie Schipske, Norman Book (Long Beach Tech and WND.com), Georgia Case (Idea Group), Melissa Balmer (Idea Group), Eric Jackson (Cap Linked); Jim Worsham (Long Beach Community Foundation), Sandy VandenBerge (Long Beach Community Foundation), Craig Watson (Arts Council for Long Beach), Dr. Jerry Schubel (Aquarium of the Pacific), Brian Ulazewski (Studio 111), Robert Swayze (City of Long Beach, Economic Development Department), Steve Goodling (Long Beach Convention and Visitors Bureau), Sumire Gant (City of Long Beach, Transportation Bureau), Charlie Gandy (City of Long Beach, Transportation Bureau), Lynne Wainfan (Compass Alliance Strategic Consulting), Seth Avergon (Avergon Marketing), Carina Cristiano Leoni (Leadership Long Beach Connected Corridor), Cecile Fisher (Aquarium of the Pacific), Floyd "Hampton" Livingston (562 CityLife), Tanya Song (Nostrum, Inc.) and Robert Andrade (Nostrum, Inc.).

On August 25, 2010, TED issued a license to Sylvia Earle, American Oceanographer and TED 2009 Prize Winner, to host a TEDx conference in Long

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Beach. Since TED has been hosted in Long Beach since 2009, the TEDxLongBeach was renamed TEDxSoCal.

TEDxSoCal is a public, full-day conference on Saturday, July 16, 2011 at the International Center Theatre (where TED University is held during the annual TED conference). Organized along the theme of "Thriving," participants will have the opportunity to watch and listen to live speakers, pre-recorded TEDTalks and performances focused on the topics of well-being, creative cultures, sustainability and lifelong learning. Steve Goodling, President and CEO of the Long Beach Convention and Visitors Bureau will be the Master of Ceremonies.

Tickets will go on sale Friday, May 13<sup>th</sup>. Tickets will be \$40 for adults and \$20 for students. The link to purchase tickets will be made available on the website: [www.tedxsoCal.org](http://www.tedxsoCal.org). Tickets are limited.

TEDxSoCal committee members are confirming ground-breaking speakers and performers from around Southern California each week. Participants thus far include:

- Dr. Sylvia Earle – American oceanographer, explorer and 2009 TED Prize Winner
- Chip Conley – Executive Chairman and Chief Creative Officer of *Joie de Vivre*, author
- Tim Carpenter – Founder and Executive Director of EngAGE and host/producer of the EXPERIENCE TALKS radio show
- Paul Dateh – Singer and violinist
- Josh Tickell – Environmentalist and director of the 2008 Sundance Audience Award winning documentary *FUEL*
- Lalo Alcaraz – Satirist, writer and creator of the nationally syndicated comic strip "La Cucaracha"
- Elizabeth Amini – Social entrepreneur, founder and CEO of Anti-Aging Games, LLC
- Charles Gandy – Cycling, pedestrian and livable communities expert
- TAIKOPROJECT – Award-winning American Taiko group
- Rebecca Harrell Tickell – Chair of the "Veggie Van Organization," film producer, author, musician and youth coordinator
- Dr. Judy Rosener – Professor Emerita at the UC Irvine Paul Merage School of Business

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Pre-Recorded TEDTalks include:

- Sir Ken Robinson – says Schools Kill Creativity
- Charity Tilleman-Dick – Singing After a Double Lung Transplant
- Majora Carter – Greening the Ghetto

Recommendation:

Motion to receive and file the TEDxSoCal conference update.