



Date: May 22, 2012

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District

Subject: **AGENDA ITEM: Second Annual TEDxSoCal Conference to be held Saturday, July 14, 2012 at the Center Theatre in Long Beach**

This agenda item provides an update on Long Beach's TEDx conference – TEDxSoCal. The second annual event will be held in Long Beach on Saturday, July 14, 2012.

**BACKGROUND:**

On March 2, 2010, the City Council approved the recommendation to obtain a TEDxLong Beach license from the Technology, Entertainment & Design (TED) organization as the first step in planning and holding an annual TEDxLong 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 of community leaders and individuals committed to the power of ideas. 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 Beach. Since TED has been hosted in Long Beach since 2009, TEDxLongBeach was renamed TEDxSoCal.

The first annual TEDxSoCal occurred on Saturday, July 16, 2011 at the Center Theatre. The day-long event was attended by over 500 people and included 23 speakers and performers. The theme was "Thriving" and the event explored how communities, organizations, and individuals can thrive mentally, physically, and artistically. Attendees had opportunities to hear and discuss "ideas worth spreading" from innovators in well-being, creative cultures, sustainability and lifelong learning.

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TEDxSoCal returns to the Center Theater on Saturday, July 14, 2012 with the theme "The Alchemy of Transformation...Our Selves, Our Work Places, Our Living Spaces." In a dynamic world, we constantly live with change – internally and externally; within groups and individually. Attendees will have the opportunity to hear and discuss "ideas worth spreading" and how to apply the ideas in their own lives. Come be entertained and inspired! Steve Goodling, President and CEO of the Long Beach Convention and Visitors Bureau will be the Master of Ceremonies. Long Beach resident and business owner, Lynne Wainfan, is this year's TEDxSoCal licensee.

Tickets are on sale today, Tuesday, May 22nd. Tickets are \$60 for adults and \$25 for students. Visit the website, [www.TEDxSoCal.org](http://www.TEDxSoCal.org) to purchase tickets. Tickets are limited.

Speaker info and biographies may be found on the TEDxSoCal website, [www.TEDxSoCal.org](http://www.TEDxSoCal.org). TEDxSoCal speakers include:

- David Mocarski – Principal at Arkkit Forms Design and chairman of the Environmental Design Department at Art Center College of Design
- Sithea San – Cambodian genocide survivor, one of the founders of Cambodia Town in Long Beach
- Natasha Case and Freya Estreller – started the *Coolhaus* ice cream sandwich food truck, one of the leading innovative dessert companies
- Rudy DeFelice – Lawyer turned entrepreneur and founder of *Kidworth* which enables parents to help kids form a financial foundation by using kid's income in productive ways
- Dr. Katherine Loflin – Principal of Loflin Consulting Solutions in which she focuses on helping leaders from all aspects of society improve their cities with the "placemaking" model
- Mick Ukleja – Author, founder and President of LeadershipTraQ, helped found the Ukleja Center for Ethical Leadership at CSU Long Beach

Recommendation:

Motion to receive and file the TEDxSoCal conference update.