

THE WISDOM OF PLAY

TED^x Bloomington

x = independently organized TED event

Inspired by the annual TED Conferences and the remarkable TED Talks / videos that have become familiar to so many, TEDxBloomington is an independent event seeking to stimulate a living dialogue within a community rich with remarkable storytellers and infinite imagination.

For over a year, a passionate group of volunteers have been working to bring all of you together here today.

Welcome

Our theme – **The Wisdom of Play** – has been a guiding force at all times. Although the words wisdom and play may evoke opposed images and responses, this year’s TEDxBloomington conference is about the fertile ground where the two intersect in our daily lives.

An amazing array of speakers will intrigue, inspire, and, we hope, ignite actions small and large to improve the world, starting with our own backyards. And each has taken on the invitation to explore the relationship between wonder and certainty, risk and wisdom, on-the-fly spontaneity and deep insight, unexpected discovery and universal truths.

We hope that you will use the breaks to meet someone new and dive down a conversational rabbit hole or two. Ask strangers a provocative question. Daydream out loud. Doodle in shared company. Spark new relationships. Hatch electric plots. And let yourself be part of co-creating something bolder, more inspired, more profound than simply being an audience politely listening.

Also, we wouldn’t have been able to pull this off without our amazing sponsors and partners. Please check out the sponsor page at the back of this program.

Beyond that, thank you for coming. And have an extraordinary day of discovery!

Schedule

MAY 14, 2011

8:15 Check-in

8:30 Doors to theater open

9:00 Welcome

9:05 **Wisdom**

DJ Shiftee

Stephen K. Hayes

Debby Herbenick

Bryan Stuart

Jeff Han

Keith Johnson

Nolan Harrison

10:30 **Break**

11:00 **Learning**

DJ Shiftee

Gever Tulley

Sarah Elizabeth Ippel

Amy Yurko

Lindsay Manfredi

Edward Castronova

12:40 **Lunch** Sponsored by Monarch Beverage

2:15 **Creativity** Sponsored by COOK Group, Inc.

Arbutus Cunningham

Marc and Sara Schiller

Jeff Nelsen

Charlie Todd

Stephen Volan

Corey Jefferson

DJ Shiftee

3:35 **Break**

4:00 **Play**

Robert Scoble

Seth Frey

Jessica Quirk

Muffy Davis

Shawn Achor

DJ Shiftee

5:45 **Conference concludes**



Sarah Smith-Robbins

Our host, Sarah “Intellagirl” Smith-Robbins, is the Director of Emerging Technologies at Kelley Executive Partners as well as a member of the marketing faculty at IU’s Kelley School of Business. Her research focuses on communication practices in social media, virtual worlds and video games. Sarah spends her days designing games, ranting about social technologies in education and business, and fighting the mis-perceptions about girl gamers and girl geeks.

intellagirl.com

DJ Shiftee

DJ Shiftee is the 2x DMC World DJ Finals Champ, Harvard grad, and producer. In 2007, Shiftee also became the only American DJ to date to have won the DMC title and has widespread international recognition across Asia, Europe, and the US. Along the way, he has performed on show lineups including The Roots, Talib Kweli, Craze, and RJD2. When not on the road, he also teaches at NYC’s Dubspot DJ & Production School.

djshiftee.com





Debby Herbenick

Debby Herbenick is the founder and Editor-in-Chief of MySexProfessor.com, the author of *Because It Feels Good: A Woman's Guide to Sexual Pleasure and Satisfaction*, Associate Director / Research Scientist of the Center for Sexual Health Promotion in the School of Health, Physical Education and Recreation at IU, educator at The Kinsey Institute for Research in Sex, Gender and Reproduction, and writes regular sex columns for *Men's Health*, *Time Out Chicago*, and *Psychology Today*.

mysexprofessor.com

Bryan Stuart

Bryan Stuart helped create the Corps and Intern programs for One Laptop per Child (OLPC), working with government officials, teachers, and volunteers to improve access to quality education for children in some of the world's poorest countries. Bryan's work for OLPC has taken him to Argentina, the Democratic Republic of the Congo, Kenya, Peru, Rwanda, and Tanzania. Bryan graduates from Indiana University in May 2011 and plans pursuing a Ph.D. in economics in the fall.





Jeff Han

Jeff Han founded Perceptive Pixel, the developer of advanced multi-touch solutions, recently announced as the winner of the National Design Award from the Cooper Hewit, National Design Museum of the Smithsonian Institution. Jeff spoke on the 'big' TED stage in 2006, described by *Fast Company* magazine Han as "the surprise hit of the show...a geek rock star overnight." Jeff was named to Time Magazine's 2008 "100 Most Influential People in the World" List.

perceptivepixel.com

Keith Johnson

Keith Johnson has been a commercial landscaper, stonemason, and organic gardener since 1976 and has taught permaculture since 1995. Keith participates in a number of local and international activism projects including the editorial guild of the Permaculture Activist, the founding of Transition Bloomington (Indiana's first Transition Town Initiative), boardmember of the Local Growers Guild, contributor to Bloomington's Peak Oil Task Force, member of the Bloomington Permaculture Guild and the Bloomington Food Policy Council.

kjpermaculture.blogspot.com





Nolan Harrison III

Nolan Harrison III was a defensive lineman for the Raiders, Steelers and Redskins during a 10-year NFL. Drafted in 2001 as an IU alum by the Raiders, he took over the Defensive End position from for Hall of Fame NFL Howie Long. Currently, currently serves as a member of the NFL Players Association focusing on current labor relations. He previously served as Vice President in the Trust and Investment Management Division of First Midwest Bank.

Gever Tulley

Gever Tulley, another 'big stage' TED speaker, has made it his mission to re-introduce the world to children through unscripted, hands on, meaningful learning experiences. Mostly self-taught, he founded Tinkering School, and authored *Fifty Dangerous Things* (you should let your children do), and *Beware Dangerism!* (a TED single). Currently forming Brightworks, a new K-12 school in San Francisco, **Gever will also be speaking Sunday afternoon at the MCPL Auditorium at 3:30 p.m.**

gevertulley.com





Sarah Elizabeth Ippel

Sarah Elizabeth Ippel is the founder and executive director of the Academy for Global Citizenship, a Chicago public elementary school on the city's underserved Southwest side. AGC's empowers children to become active global citizens by positively impacting their community and is internationally recognized for its model green school initiatives, daily organic meals, a solar learning laboratory, schoolyard habitat and vegetable garden, rain barrels, composting, and yoga. In 2010, Sarah Elizabeth received Chicago Magazine's Green Award.

agcchicago.org

Amy Yurko

Amy Yurko, AIA, is a Chicago-based architect, educator, writer, speaker, and founder of BrainSpaces, a consulting firm that offers collaborative visioning, programming and planning expertise, with a focus on brain-based strategies, to the design of innovative learning environments around the world. Her thoughtful integration of education, learning and architecture translates educational goals into the design of meaningful places for learners for over 20 years.

brainspaces.com





Lindsay Manfredi

Lindsay Manfredi is one of the co-founders of Girls Rock Indianapolis, a non-profit rock n roll day camp dedicated to building positive self-esteem and encouraging creative expression through music in girls ages 9-16 within a supportive community of female peers and mentors. Lindsay also owns Linzstar Inc., a social media management company, and fronts the all-girl band, Neon Love Life, recently placed on the *Indianapolis Star's* Hot List 2011.

girlsrockindy.org

Edward Castronova

Edward Castronova, Professor of Telecommunications at Indiana University, is a founder of scholarly online game studies and an expert on the societies of virtual worlds. Professor Castronova teaches graduate and undergraduate courses on the design of games, the game industry, and the management of virtual societies. Outside his academic work, Castronova makes regular appearances in mainstream media, including 60 Minutes, the *New York Times*, and *The Economist*.

mypage.iu.edu/~castro



*Courtesy of
Indiana University*



Arbutus Cunningham

Arbutus Cunningham can be heard on WFHB Community Radio almost every Saturday morning where she and her co-host tell lies and talk bad about the government. She lives in the quaint village of Bloomington where, devoid of fame, glory, and brucellosis, she contemplates the armigerous potential of extinct marsupials and writes truly execrable poetry, some of which was published in a chapbook (fortunately out of print), *From Bad to Verse*. Arbutus can be found on Facebook.

Marc and Sara Schiller

Marc and Sara Schiller are Wooster Collective: a contemporary art and street art collective documenting authentic art experiences around the world for the past ten years and are a global source as curators and voices for the ephemeral art movement. The Wooster Collective has been featured in such magazines and papers as *The New York Times*, *Time*, *Paper*, *The Village Voice*, and more. They co-published *Trespass: A History of Unauthorized Public Art*.

woostercollective.com





Jeff Nelsen

Jeff Nelsen is a world-renowned horn player, educator, and performance coach. He has been the solo hornist of the world's most famous brass group, Canadian Brass, a member of the Montreal and Vancouver Symphonies, performed as a soloist on five continents, on Broadway, and toured with Barry Manilow and Michael Bolton. Jeff has performed in the horn sections of the New York Philharmonic, Boston, National, Cincinnati, and Indianapolis Symphonies, and on numerous film soundtracks.

jeffnelsen.com

Charlie Todd

Charlie Todd is the founder of Improv Everywhere, a group that carries out “missions” in public places, causing scenes of “chaos and joy.” Improv Everywhere has been profiled by many national and international media outlets including *The New York Times*, The Today Show, and ABC's Nightline, and This American Life. He also authored *Causing a Scene*, a book about Improv Everywhere and teaches and performs improv comedy at the Upright Citizens Brigade Theatre.

improveverywhere.com





Stephen Volan

Stephen Volan was diagnosed with Asperger's Syndrome at 37. Since 2004 he has represented approximately 14,000 constituents in one of six district seats on the nine-member Bloomington city council. Steve has been involved with "volunteer powered, listener-supported" community radio station WFHB since the station's first year on the air and was also a founding member of the board of directors of the Lotus World Music and Arts Festival, where he still acts as a venue emcee.

volan.org

Corey Jefferson

Corey Jefferson co-founded two Bloomington-based improv comedy groups, Cletus & Virgil and The Trickle-Down Effect. Most recently, he performed in "Bill & Erin: One Night Standards" for the Indy Fringe Festival, and in "Why Torture Is Wrong, and the People Who Love Them" at Theatre On The Square. Corey has been a member of the improv comedy theater ComedySportzIndianapolis, the longest running show in Indianapolis.





Robert Scoble

Robert Scoble co-authored *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers* and is a well-known technology blogger and evangelist. He is best known for his blog, *Scobleizer*, which came to prominence during his tenure as a technical evangelist at Microsoft. He currently works for Rackspace where he is building a community called Building 43.

scobleizer.com

Seth Frey

Seth Frey is a student of community and cooperation on the ground, in the ivory tower, and everywhere in between. He is a founder of Bloomington Cooperative Living, a local member-owned housing co-op. He is an advisor to the ambitious Bloomington Cooperative Plots Eco-Village. He serves the cooperative movement nationally on the NASCO Development Services board. He is also the executive director of Littlebigbang Inc, a small project at the frontiers of charitable giving.

enfascination.com





Jessica Quirk

Jessica Schroeder Quirk is the author of *What I Wore*, a personal-style and fashion-based blog, and *What I Wore: Four Seasons, One Closet, Endless Recipes for Personal Style*, due in bookstores this summer. A graduate of Indiana University, Jessica worked as a fashion designer in New York City from 2005-2009. She has been featured in *Women's Wear Daily*, the *Wall Street Journal*, the *New York Post*, *Time Out New York*, *Lucky Magazine*, and *Paper Magazine*.

whatiwore.tumblr.com

Muffy Davis

Muffy Davis is a World Champion disabled ski racer with 25 World Cup titles, two Overall World Cup victories and 4 Paralympic Medals. She has been recognized for her skiing and athletic accomplishments by the International Olympic Committee, The Paralyzed Veterans of America and The Challenged Athletes Foundation. She is currently one of 10 athletes worldwide invited to serve as Ambassadors for the International Paralympic Committee.

muffydavis.com





Shawn Achor

Shawn Achor authored *The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work* and won over a dozen distinguished teaching awards at Harvard University (including being a teaching fellow for “Positive Psychology,” a class that enrolled 1 out of every 7 Harvard undergraduates). His research on human potential have received attention by *The New York Times*, *Boston Globe*, *The Wall Street Journal*, NPR, and CNN Radio.

aspirantworld.com

Organizing Team

Christian Long Co-curator

Luci Englert McKean Co-curator

David Krane Steering Team

Ethan Bodnar Graphic Designer

Maarten Bout Sponsorship Coordinator

Kalynn Huffman Brower Stage Producer

Gail Gayer Hale Stage Designer

Debby Herbenick Rehearsal Dinner Organizer

Jenn Hileman Cuisine Coordinator

Kevin Makice Community Coordinator

Sally Meyer Venues and Speaker Hostess

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This activity made possible through support from the Bloomington Arts Commission and the City of Bloomington



Next Year

TEDxBloomington will continue after this initial event. Our mad-capped plans include hosting another event like this in 2012 and exploring other ways that this remarkable group of attendees can make the world a better place through both **play** and **wisdom**.

Let us know if you'd like to be involved after today. And help us daydream about new possibilities, new events, new themes, new voices, and new projects for the future.

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