

TED^x Bloomington

x = independently organized TED event



JUMP IN!



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MARCH 22, 2013

WELCOME

Inspired by the phenomenon that is TED – the conferences, TEDTalks online, TED-Ed, and more – TEDxBloomington is an independent event designed to stimulate ideas, interaction, and action in Bloomington and beyond. Our local volunteer team has tried our best to create a world-class event for you again this year.

Today, you're welcome to **Jump IN!** TEDxBloomington's second conference puts the spotlight on presenters who've taken Ideas Worth Spreading and moved to improve the world. INnovations, INsights, INtrigue, INspiration ... all our presenters and performers have their own twist on the theme, so expect surprises!



Remember that TEDx events are all about INteractions – please jump in and talk to strangers! Check out your neighbors’ nametags, the datamap, the sticker game, and use them all to INvite conversation. Our speakers are part of the audience too, so feel free to approach them during breaks and at lunch. Each time you leave your seat, please return to a different part of the theater for new perspectives both literal and metaphorical. Bloggers’ Alley is located in the balcony, and it’s a great vantage point visit even if you’re not blogging or tweeting!

We couldn’t have come this far without our amazing volunteer team and sponsor/partners. Please read those pages in this program and share your feelings about the event with any of us.

And thank you for jumping in to get a ticket and join our audience. We expect exciting things today, and hope you do, too!

SCHEDULE AT-A-GLANCE

Times are approximate

9:00AM-10:30AM TRANSFORM

Adam James | Laurie Burns McRobbie | Brad Wheeler
Bob Einterz | Larry Singell

10:30AM-11:00AM BREAK

11:00AM-12:00PM REIMAGINE

Marlys Witte | Darryl Neher | Denny Morrison | Drew Ramsey

12:00PM-2:00PM BREAK FOR LUNCH

2:00PM-3:15PM ACT

Streamline Free Running | Malke Rosenfeld | Emily Ward
Daniel Evans | Cameray Boyden | Eric Deggans
Debby Herbenick

3:15PM-3:45PM BREAK

3:45PM-5:00PM ENVISION

Saya Hillman | Kel McBride | Katy Borner
Ryan Germick | Adam James

STICKERS IN PUBLIC

A free conference game by local game company Studio Cypher.

Every sticker you have **adds to your score**

POINTS



ACTION

Do this to **steal this sticker** from someone else

HOW TO PLAY

1. Start with three stickers on the back of your badge.
2. To steal stickers, perform the actions written on your opponent's sticker.
3. As soon as someone performs an action on one of your stickers, give it to them. Don't wait for them to ask.
4. Only attempt a steal once per conversation.
5. Play fair and have fun!



SARAH

SMITH-ROBBINS

www.intellagirl.com • @Intellagirl

Sarah “Intellagirl” Smith-Robbins is the Director of Emerging Technologies at Kelley Executive Partners as well as a member of the Marketing faculty at the Kelley School of Business. She’s known as “Intellagirl” online. 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. In addition to being a pink-haired mother of triplets, Sarah is also a writer and an instigator of various acts of geeky creativity.



LAURIE

BURNS MCROBBIE

<http://serveit.soic.indiana.edu>

Indiana University's First Lady, Laurie is founder and honorary chair of the Women's Philanthropy Council. A technologist in higher ed for more than 25 years, she is an adjunct professor in the IU School of Informatics and Computing. She founded ServeIT, a service-learning program for undergrads providing IT services to small Bloomington-area nonprofits. She serves on numerous boards, including Middle Way House, a national model program addressing domestic violence. Laurie was named Woman of the Year by the City's Commission on the Status of Women in 2012.



BRAD

WHEELER

Dr. Brad Wheeler, Indiana University's Vice President for Information Technology and CIO, leads university-wide IT services for IU's eight campuses. He has co-founded and led remarkable software and service collaborations such as the Sakai Project, Quali, and the HathiTrust. Most recently, he developed IU's eTexts Initiative and implemented a cutting edge delivery model to tackle the high costs of textbooks for students. A member of various boards and organizations, Dr. Wheeler focuses on leadership and meaningful collaboration in higher education. He is also a professor of information systems in IU's Kelley School of Business, and has taught executive programs for corporate and MBA audiences on six continents.



BOB

EINTERZ

www.ampathkenya.org

Robert Einterz, MD, is the Donald E. Brown Professor of Global Health and Associate Dean for Global Health at Indiana University School of Medicine, Director of the Indiana University Center for Global Health and a hospitalist and teacher at Wishard Memorial Hospital in Indianapolis. Dr. Einterz directs a consortium of North American universities in partnership with Moi University and Moi Teaching and Referral Hospital. This partnership, co-founded by Dr. Einterz in 2000, is named the Academic Model Providing Access to Healthcare (AMPATH). AMPATH is responsible for a comprehensive system of health care services, research and training in western Kenya. AMPATH's primary care and chronic disease management programs deliver healthcare services to a population of more than 3 million people in western Kenya.



LARRY

SINGELL

Larry is a Professor of Economics and Executive Dean of the College of Arts and Sciences at Indiana University. His research focuses on the role that education plays in labor-market outcomes and the extent to which these investments differentially affect choices and opportunities. He also studies the economics of higher education on topics ranging from the effects of financial aid programs on access, retention, and graduation, to the ways in which education and career choices affect faculty placement in academic leadership positions. He serves on the editorial board of the *Economics of Education Review*, the leading journal on the economics of education. Larry will speak on recurring themes among people who become leaders.



MARLYS

WITTE

www.medicalignorance.org • www.miexplor.org

Dr. Witte is Professor of Surgery and Director of Student Research at the University of Arizona, President of the Ignorance Foundation, and Secretary-General of the International Society of Lymphology. “Mother of the Ignorance Movement,” she created an internationally recognized Curriculum on Medical (and Other) Ignorance and targets medical, graduate, undergraduate and K-12 students and teachers. To emphasize “ignoramics” as the counterbalance to Informatics, she is now designing The Ignorance University to rescue educational institutions from the Knowledge Factory business model they have become.



DARRYL

NEHER

Darryl is an award-winning Senior Lecturer of Business Communication at the Kelley School of Business. Darryl moved to Bloomington to attend graduate school and never left. In the late '90's, he co-founded WFHB's Interchange program, and for 8 years, he hosted The Afternoon Edition on WGCL, where he facilitated community dialogue on issues important to his listeners throughout south-central Indiana. Darryl serves as a Co-Chair for the Foundation of MCCSC, is a member of the Board of Directors for Martha's House, Vice-Chair of the Bloomington Commission on Sustainability and Council President for Bloomington's City Council.



DENNY

MORRISON

Dr. Morrison holds degrees in Psychology, Exercise Physiology and Counseling Psychology from Ball State University and has worked in the behavioral health field since 1969. He currently serves as the Chief Clinical Officer for Netsmart, the leading provider of clinical solutions for health and human services organizations in the United States. Prior to joining Netsmart in 2012, he served as the CEO of the Center for Behavioral Health (CBH) in Bloomington and the CEO for Centerstone Research Institute, a group that conducted behavioral health clinical research and managed Electronic Health Records technology for 70,000 patients. Dr. Morrison will speak on the connections between our minds and bodies, and the need for medical practitioners and social service practitioners to consider both physical and emotional issues when treating clients.



DREW

RAMSEY

www.DrewRamseyMD.com • @DrewRamseyMD

Drew Ramsey, MD is one of psychiatry's leading proponents of dietary change to balance mood, sharpen brain function and improve mental health. Drew is an assistant clinical professor of Psychiatry at Columbia University in New York and his clinical work focuses on the treatment of depression and anxiety with a combination of psychotherapy, diet and lifestyle modification as well as psychopharmacology. His books, *The Happiness Diet* (Rodale 2011) and *50 Shades of Kale* (Harper/Wave 2013), and blogs *The Farmacy* and *Recipe for Happiness*, aim to help people eat better for healthy brains and happy lives.



STREAMLINE

FREE RUNNING

www.youtube.com/user/StreamlineBlog

Streamline Free Running is a group of local parkour athletes in Bloomington. The group, formed three years ago, produces online media, helps to run the Parkour Club at IU, and is actively seeking sponsors to help them break into professional-level performing. The group's members include IU Senior, Eric Joyal, IVY Tech student, Anthony Perez, Bloomington resident, Alex Denomme, IU Freshman, James Bluhm and IU Sophomore, Jake Van Bever.



MALKE

ROSENFELD

www.mathinyourfeet.com • @mathinyourfeet

Malke is a percussive dancer and teaching artist. In her program, Math in Your Feet, percussive dance becomes the platform for choreographic inquiry into mathematical thinking, practices and topics. Malke also shares her work with teachers who wish to add movement as a learning tool in their classrooms. As editor of ALT/space, an international online writing project of the Teaching Artist Journal, she curates stories of practice from those working at the crossroads of art and learning. Malke is also a contributing writer to the Moebius Noodle, a blog that focuses on math experiences for babies, toddlers, young children and their adults!



EMILY

WARD

Emily is the Program Director for Aquatics, Informal Sports, Student Personnel and Facility Scheduling at Indiana University. In 1998, she started “Women With Will” (W3), a multi-sport training group. What started out as a few women has grown to a community of more than 100 women, exercising together regularly and contributing to each other’s lives immeasurably. Emily previously served as the Program Director in Education Services at the National Collegiate Athletic Association (1994-96), and the Women’s Swimming and Diving Coach and Assistant Athletic Director at the University of Buffalo (1983-94). While at SUNY-Buffalo, Emily & another female coach founded the Linda Yalem Safety Run to honor the memory of a young woman who was murdered while running on a campus trail. The race annually attracts over 1,500 runners & walkers and more than 600 volunteers.



DANIEL

EVANS

www.bloomingtonclaystudio.com

Evans received his MFA in ceramics from Alfred University and then settled in Bloomington, but found no place for a free agent artist like himself to work. He launched the Bloomington Clay Studio, then faced insurmountable zoning issues and was forced to close. He then partnered with a historic preservation expert who showed him the Fell Building, a former car dealership downtown. They formed I. Fell LLC, opening a generous studio space for students and local artisans. Evans says developing the Fell Building to foster creativity feels vitally important and worth the risk.



CAMERAY

BOYDEN

www.facebook.com/westindianapolis.peacepark

Cameray is a Senior, studying nonprofit management at Indiana University. Throughout her life, she witnessed friends and family battling the consequences of addiction and struggling to make positive choices. In December 2009, her best friend was murdered at the age of 21 and less than six months later another man in her neighborhood was also murdered. These experiences led Cameray to create the West Indianapolis Peace Park, a community garden honoring loved ones who lost their lives to drugs or violence. While interning with Marion Superior Juvenile Probation, Cameray initiated Seeds in the Sidewalk, an urban mentoring program geared toward at-risk youth and young adults on Juvenile Probation. Cameray is a firm believer, and a living example of the awesome potential that exists among youth in urban communities.



ERIC

DEGGANS

www.ericdeggans.com • @Deggans

Eric is an Indiana University graduate with degrees in Political Science and Journalism. He currently serves as TV and Media Critic for the Tampa Bay (Fla.) Times, freelance commentator on TV for National Public Radio and sports media columnist for IU's National Sports Journalism Center. He has appeared as a pundit on CNN, MSNBC, Fox News and the PBS NewsHour, while his work has appeared in the Washington Post, Chicago Tribune, Salon magazine, the New York Times website and many more publications. In 2009, he was named one of Ebony magazine's "Power 150," a list of influential black Americans. Eric's new book, *Race-Baiter: How the Media Wields Dangerous Words to Divide a Nation*, looks in-depth at how prejudice, racism and sexism fuel elements of modern media.



DEBBY

HERBENICK

www.makesexnormal.tumblr.com

Dr. Debby Herbenick is a research scientist at Indiana University's School of Public Health-Bloomington, co-director of the Center for Sexual Health Promotion, and sexual health educator at The Kinsey Institute for Research in Sex, Gender, and Reproduction. The author of five books about sex and love, Dr. Herbenick's latest is *Sex Made Easy: Your Awkward Questions Answered for Better, Smarter, Amazing Sex* (Running Press, 2012). Among her greatest passions is translating sexual science to the general public through teaching, books, columns, podcasts, television, social media, blogging, crafting, public art, and her latest project: *Make Sex Normal*.



HUMANEXUS

Ying-Fang Shen, an Assistant Professor in the Department of Communication Arts at Virginia Commonwealth University, and Katy Börner of the IU School of Library and Information Science are co-creators of the film, Humanexus. The original score for the film was written and performed by Norbert Herber. This animated semi-documentary explores human communication from the Stone Age to today and beyond. It aims to make tangible the enormous changes in the quantity and quality of our collective knowledge and the impact of different media and distribution systems on knowledge exchange.



SAYA

HILLMAN

www.macncheese productions.com • [@sayahillman](https://twitter.com/sayahillman)

A Boston College graduate and Chicago native and resident, Saya has cobbled together a career of hanging out in coffeehouses with passionate people, playing board games with strangers on her couch, and performing “badly” (dance, improv, stepping, etc.) in front of sold-out theaters of 700+. Via her company Mac ‘n Cheese Productions, she helps others live a Life of Yes! and has discovered how to turn her love of creating community, challenging herself and those around her, and enjoying life to its fullest into her “job.” She was one of Brazen Careerist’s Top Twenty Young Professionals to Watch in 2012. Speaking in front of others terrifies her, which is why she continues to do it.



KELLY

MCBRIDE

www.krampus-night.com • [@btownkrampus](https://twitter.com/btownkrampus)

Kelly E. McBride has resided in Bloomington for 25 years. The first public event she co-directed was Earth Day in 1990, one of the largest events ever held in Dunn Meadow. In 1995 she founded the group Lascivious Exhibitions and created EROTICON, to promote sexual health and open, honest communication. For over a decade, LE awarded over \$10,000 in grants, and educated multitudes of lovers. An avid quad roller skater, Kelly co-founded Bloomington's Bleeding Heartland Rollergirls in 2006, one of the first 50 roller derby leagues in the country and the first outside a major metropolitan area. In 2012, Kelly founded KLA^W, the Krampus Legend and Arts Workshop, which brought the mysterious Krampus to Bloomington. In their inaugural appearance, the Krampus were enjoyed by over 1,000 people. Krampus Night 2013 will be even more enchanting.



KATY

BÖRNER

<http://info.slis.indiana.edu/~katy/> • @katycns

Katy is a Professor in the School of Library and Information Science at Indiana University and serves as an adjunct professor in the School of Informatics and Computing, the Department of Statistics in the College of Arts and Sciences, and the Cognitive Science program. She is a Founding Director of the Cyberinfrastructure for Network Science Center at IU and a curator of the international Places & Spaces: Mapping Science exhibit. Her research focuses on the development of data analysis and visualization techniques for information access, understanding, and management. Katy will talk about the power of data analytics and visualizations aiming to inspire anyone to use macroscopes to navigate and manage massive streams of data, make informed decisions, and have fun with big data.



RYAN

GERMICK

www.ryangermick.com • [@ryangermick](https://twitter.com/ryangermick)

Ryan is the Creative Team Lead for Google Doodle where he manages the artists behind Google's ever-changing homepage logos. He has personally directed, illustrated, designed, animated, and collaborated on more than 100 "doodles", including those celebrating Pac-Man, Les Paul, Robert Moog, Star Trek, Charlie Chaplin, Jim Henson, Dr. Seuss, and Sesame Street. Ryan is originally from Northwest Indiana and before joining the team at Google in 2006, he attended Parsons School of Design. Ryan is presenting a tool he developed to help his team at Google develop and defend creative ideas.



ADAM

JAMES

www.adamjames.ca

Adam redefines what it is to be a crooner in 2013. “Discovered” by Tina Sinatra, in 1999, Adam was invited to portray the role of Frank Sinatra in the first-ever musical theater production about Frank’s legendary life. Now armed with an iPad, a laptop, a wireless mic and a wi-fi connection, Adam leaves the stage behind and travels into the audience to create new compositions on the spot using a variety of technologies in unique and interactive ways. Harnessing his training in jazz improvisation from McGill University, combined with his new-found love of producing EDM, Adam adds his baritone voice to the mix resulting in a completely re-imagined method of composition that blurs the lines between artist and audience. Jazz Crooner meets Electro Funk meets You!

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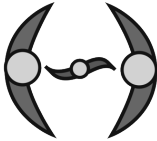


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SPECIAL THANKS TO:

Rob Anderson, Eric Garabrant and the entire video production crew from IU Radio & TV Services, all the wonderful volunteers and staff at the Buskirk Chumley Theater, Christine Alexander and Danielle Riendeau of Metropolitan Printing, Brooke at FARM Bloomington, and Dan Kauffman from Markey's.

THE FUTURE OF

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Next week you'll receive an exit survey required by TED for all TEDx audiences. We hope you'll give them your honest feedback. If you're Interested in helping us with next year's TEDxBloomington and beyond, feel free to let us know there, or via any of our social media:

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