



FOR IMMEDIATE RELEASE

August 30, 2011

TEDxMidland Evolve: Technology, Education, Vision, Creativity

When: September 24, 2011 • 8 am – 4:30 pm

Where: Little Theatre, Midland Center for the Arts, 1801 W. St. Andrews Rd.,
Midland, MI 48640

Cost: \$40

Information: www.TEDxMidland.com or call Phyllis Sabin at MCFTA, (989) 631-5930, ext. 1230

Find this on our website: <http://www.mcfta.org/SpecialEvents.html#tedx>



MIDLAND, MI – Eight speakers with ideas worth spreading will cover topics ranging from healthier eating, to robotic medicine, to entrepreneurship, at a TEDxMidland conference, **8 am – 4:30 pm September 24 at Midland Center for the Arts**, 1801 W. St Andrews Rd., Midland, MI.

Tickets are **\$40 per person**, which includes lunch. Instructions for actual purchase will be sent to those filling out an application for seats at TEDxMidland.com. Applications may also be scanned and sent to TEDxMidland@gmail.com.

Applications for TEDxMidland will be available at www.TEDxMidland.com until Friday, Sept. 23 at 6 pm. Conference registration and last-minute ticket sales will run from 8 – 8:45 am, before the conference video welcome from TED curator Chris Anderson is shown at 8:45. In addition to the eight live speakers on the Midland stage, conference attendees will also be able to watch at least two TED speakers on video. The conference will conclude at 3:45, with refreshments and networking time until 4:30.

Talks from TEDxMidland will be available to the public on the TEDx YouTube channel, following the event. Share conference details with friends at [Facebook.com/TEDxMidland](https://www.facebook.com/TEDxMidland) and at [Twitter.com/TEDxMidland](https://twitter.com/TEDxMidland).

TEDxMidland has sponsorship support from **MATRIX:MIDLAND**, Midland Center for the Arts and MidMichigan Innovation Center (MMIC). It is getting in-kind support from AMPM Inc. and Great Lakes Mobile Marketing. For more information, visit TEDxMidland.com or call Phyllis Sabin at MCFTA, (989) 631-5930, ext. 1230

SPEAKERS:

Andy Bacigalupo, a faculty member at Bay Arenac Career Center in the school's culinary program. Featured on NBC's *The Dr. Oz Show* in a low-sodium challenge, Bacigalupo reduced his salt intake and that of his family, lost weight and developed a product called "No Salt Reason to

Season" spice blend, which he is now marketing. His presentation, "Chefs Move to Schools" centers on the fight against childhood obesity. The topic is part of a program sponsored by First Lady Michelle Obama and the White House.

Chip Reeves Director of Discovery within Dow Corning's Business and Technology Incubator, will present a program called "Learning through Serving." Reeves' perspectives are based on the experiences of a team of 10 Dow Corning employees who spent a month working in Bangalore, India, on service projects that had no direct connection to active Dow Corning projects.

Reed Shick, Ph.D., will speak on "Dreams of Technology," unleashing the power of the subconscious to solve difficult problems creatively. Shick, formerly the Intellectual Capital Manager for Core Research and Development at The Dow Chemical Company, now heads his own company, Intensify Solar, LLC.

Karla Witzke, D.O., a urologist using robotic precision with the da Vinci Si Surgical System at MidMichigan Medical Center-Midland, will speak on the advantages to the patient of "Robotics in Medicine." She earned her medical degree at Michigan State University's College of Osteopathic Medicine and completed a residency in general surgery at Mt. Clemons Regional Medical Center.

Ed Shaffer, founder and CEO of Advanced Battery Concepts, LLC, has developed GreenSeal™ technology, dramatically improving traditional lead-acid batteries. According to Shaffer, there is an additional advantage to this technology: it makes traditional lead-acid batteries feasible for use in such new applications as plug-in hybrids and electric vehicles. Additionally, these batteries make use of the lead-acid manufacturing and recycling infrastructures already available. His presentation is "Teaching Old Dogs New Tricks: Inventing in a Mature Industry."

Ken Kousky is CEO of the MidMichigan Innovation Center, a privately-funded non-profit organization actively working with over 40 companies, some as tenants in MMIC and some as member affiliates located throughout Michigan, to help entrepreneurs in the creation and expansion of their businesses. A serial entrepreneur, Kousky is a veteran of the IT software and services industries. Among his credits are three successful start-ups, two major mergers and an IPO (initial public offering). His talk is entitled, "Can Machines Teach People?"

Julie Maloney is the author of "The Bluejean Manifesto," subtitled, "Making a Living in a Jobless World." Her talk is titled, "Letting Go of Perfect." In times of fear and uncertainty, the answer to our problems is not to grasp harder/hold on tighter. The answer lies in letting go of "perfect." Maloney, current Fortune 100 executive coach, Kindle author and self-described as both a scaredy-cat and woman still-trying-to-have-it-all, reveals how each of us can get out of our own way and let life unfold as it should.

Jeffrey G. Phillips, a Professor of Language Arts at Northwood University, will speak on "Cartooning in the Classroom." Phillips uses cartoons to illustrate the points he wishes students to learn. He earned both his BA and MA degrees from Central Michigan University.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 26 years ago, TED has grown to support those world-changing ideas with multiple initiatives. At TED, the world's leading thinkers and doers are asked to give the talk of their lives in 18 minutes. Talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Benoit Mandelbrot,

Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. Two major TED events are held each year: The TED Conference takes place every spring in Long Beach, California (along with a parallel conference, TEDActive, in Palm Springs), and TEDGlobal is held each summer in Edinburgh, Scotland.

TED's media initiatives include TED.com, where new TEDTalks are posted daily; the new TED Conversations, enabling broad conversations among TED fans; 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 host local, self-organized events around the world; and the TED Fellows 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.

For information about TED's upcoming conferences, visit <http://www.ted.com/registration>

Follow TED on Twitter at <http://twitter.com/TEDTalks>, or on Facebook at <http://www.facebook.com/TED>

MATRIX:MIDLAND presents professional, world-class entertainment to the mid-Michigan region. For over 30 years, Matrix has hosted an extraordinary schedule of cutting-edge entertainment including cinema, music, comedy, family programs, world-renowned authors and more.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

Contact:
Julie Dukes
Communications Manager
(989) 631-5930 x 1602
dukes@mcfta.org

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Midland Center for the Arts • 1801 W. St. Andrews Rd. • Midland, MI 48640 • (989) 631-5930 • (989) 631-7890 fax • www.mcfta.org