

**TEDxCLE**

**Ideas worth spreading**

**Thursday, March 21, 2013**



BONFIRE//IGNITE

**TED<sup>x</sup>CLE**

**x** = independently organized TED event

BONFIRE // IGNITE



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**TED<sup>x</sup>CLE**

**x = independently organized TED event**



## IDEAS WORTH SPREADING

## IDEAS WORTH SPREADING

### TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize.

## **TEDx**

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.

## **IDEAS WORTH SPREADING**

### **TEDxCLE**

TEDxCLE was organized by Hallie and Eric Kogelschatz in effort to bring Cleveland innovation, development, and positive change to the world.

### **Rustbelt Rebirth**

Cleveland's first official TEDx event, TEDxCLE 2010: Rustbelt Rebirth, took place on February 26th at The Capitol Theatre. Learn more at [www.TEDxCLE.com/2010](http://www.TEDxCLE.com/2010)

### **Guardians of the Evolution**

TEDxCLE 2011: Guardians of the Evolution, took place on April 15th at The Capitol Theatre. Learn more at [www.TEDxCLE.com/2011](http://www.TEDxCLE.com/2011)

### **The Maker Class**

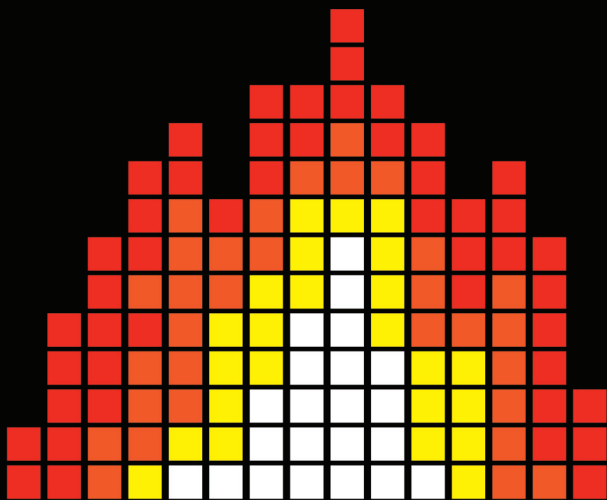
TEDxCLE 2012: The Maker Class, took place on April 20th at The Cleveland Museum of Art. Learn more at [www.TEDxCLE.com/2012](http://www.TEDxCLE.com/2012)

### **Bonfire // Ignite**

On March 21st, 2013, the fourth annual TEDxCLE event, BONFIRE // IGNITE takes place at The Cleveland Museum of Art. Learn more at [www.TEDxCLE.com/2013](http://www.TEDxCLE.com/2013)







BONFIRE//IGNITE

Cleveland, Ohio. The fire that fueled this city in the early part of the 20th century was hot & bright. This flame of innovation sparked from the coming together of those across all walks of life. Both penniless immigrants & captains of industry shared in the work that made this city great. As a community, we rose - and we did so together.

For a variety of reasons, the bonfire of innovation began to dwindle as the latter part of the century came and went. Industry left. Citizens left - some just the city, some leaving the entire region. But the curious, the passionate - many remained. The bonfire was not as bright or centralized - in fact it wasn't a bonfire at all. A series of brush fires sparked in pockets all over the city - bright spots where innovators continued to persist to make change & move our region forward. But the way those from the outside viewed our region - as well as many of us ourselves - was less than favorable. When innovation is siloed, the impact is not nearly as strong.

In recent years the brush fires have persisted - but some have merged. This trend of working together needs to be adopted in every sector for real change to occur. We all share a desire for our region to once again build the bonfire of innovation & proudly state, "This is what it means to live in the Rustbelt in 2013. We claim our heritage, we drive our future & we do it by working together."

-Hallie & Eric Kogelschatz, 2013



INTERACT + SHARE

## **INTERACT + SHARE**

### **Thank You**

Thank you. For being a creator. A catalyst. An entrepreneur. An artist. A technologist. A designer. A scientist. A thinker. A doer. But more than anything, thank you for doing this in Cleveland.

### **Community**

TEDxCLE was created to bring all of you together. So that we can share ideas to inspire others in our community. And also, to share Cleveland innovation, development and positive change with the world. To facilitate this, please blog, tweet and chat about your experience, during and following the event.

On Twitter, Instagram and Vine, please remember to use the hashtag #TEDxCLE to connect with others or send us a message @TEDxCLE. You can also hashtag individual speakers (e.g., #michaelpultz). On Facebook, post messages on our Wall. On Flickr, tag your photos with #TEDxCLE. On Foursquare, check-in at The Cleveland Museum of Art to let everyone know you are there for TEDxCLE.

## **Links**

### **Website**

[www.TEDxCLE.com](http://www.TEDxCLE.com)

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@TEDxCLE

#TEDxCLE

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### **eNewsletter**

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## INTERACT + SHARE

### After Party

Following TEDxCLE, walk down the hall to the atrium and share ideas worth spreading with other TEDxCLE attendees, speakers, sponsors, organizers.

See you there.

A handwritten signature in black ink that reads "Hallie Bram Kogelschatz". The script is fluid and cursive.A handwritten signature in black ink that reads "Eric W. Kogelschatz". The script is fluid and cursive.

Hallie Bram Kogelschatz + Eric Kogelschatz,  
Founders of TEDxCLE

# To Downtown Cleveland

PLEASE DO NOT STAND NEAR PLATFORM EDGE









## INSPIRE + INNOVATE

### Schedule

#### Opening

Joy Roller  
*Lessons of a Boomerang:  
Longing for Authenticity*

Mansfield Frazier  
*BioCellars: Reviving Cleveland  
Neighborhoods*

Dr. Pablo Ros & Dominic Smith  
*Innovation in Medical Imaging:  
How You Make Two Bears Dance*

Dr. Elliott Ingersoll  
*Mental Health in the Age of Violence:  
From Pushing Pills to Counseling Skills*

#### TEDTalk

Dr. Marilyn Sanders Mobley  
*The Diversity Paradox*

Michael Fleming  
*Instant City: Rapid Revitalization in CLE*

#### Intermission

Brandon Chrostowski  
*EDWINS: A Recipe for Rebuilding Lives*

Kipum Lee  
*Master Builders for the 21st Century*

Felton Thomas  
*Cleveland Public Library:  
The Drum Major for Change*

Gary Allen  
*A Lighting Revolution*

Michael Pultz  
*Collaboration by Design*

Greg Harris  
*Shoes, Songs, Storytelling:  
The Material Culture of Rock and Roll*

TED Best of the Web

Jen Margolis & Scott Simon  
*Happy by Design: An Experiment  
in Sharing & Spreading Happiness*

Closing

After Party



## INSPIRE + INNOVATE

**Dr. Gary Allen**

**A Lighting Revolution**

**#garyallen**

Dr. Gary Allen has been developing novel, energy-efficient light sources as a physicist with GE Lighting for 25 years. With over 40 issued US Patents, his recent contributions include the world's first Energy Star certified LED replacement for the traditional incandescent light bulb, providing ~80% lower energy consumption.

The significant eco contribution of the rapidly unfolding LED Lighting Revolution, and Cleveland's unique heritage and promising future in it, are the themes of his TEDTalk.

He has a PhD in Plasma Physics from Princeton University, and BS/MS degrees in Engineering from Penn State.

---

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## INSPIRE + INNOVATE

**Brandon Chrostowski**

**EDWINS: A Recipe for Rebuilding Lives**

**#brandonchrostowski**

Brandon Chrostowski is on a mission to change the face of re-entry in the United States. In 2007, he founded EDWINS Leadership & Restaurant Institute. His approach is simple: arm those re-entering society with a skill and a smile. Chrostowski began his career fifteen years ago and has since trained in some of the world's finest restaurants. He received an associate's degree in Culinary Arts and a bachelor's degree in Business and Restaurant Management at The Culinary Institute of America. Certified by the Court of Master Sommeliers in 2008, Brandon brings a wealth of knowledge and polished service to his current position as general manager of L'Albatros Brasserie and Bar in Cleveland.

---

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### **TEDxCLE**

[www.TEDxCLE.com/  
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## INSPIRE + INNOVATE

### Michael Fleming

#### Instant City: Rapid Revitalization in CLE

#michaelfleming

While studying International Relations at Boston University, Michael Fleming found himself moving up the ranks in his night job as a chef, ultimately becoming the executive chef for two restaurants in the Boston area. After many trips during his cooking years back to his hometown of Cleveland, Michael decided to make the move in 2004 in order to be a part of the city's revival. In 2011, Michael received his Master of Urban Planning, Design and Development degree at Cleveland State University. In 2012, he accepted the position of Executive Director of St. Clair Superior Development Corporation. Michael currently sits on the board of directors for Project Learn and for Bike Cleveland.

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#### Websites

[www.asiatowncleveland.com](http://www.asiatowncleveland.com)  
[www.quarterartsdistrict.com](http://www.quarterartsdistrict.com)  
[www.stclairsuperior.org](http://www.stclairsuperior.org)  
[www.clevelandkurentovanje.com](http://www.clevelandkurentovanje.com)  
[www.urbanshepherds.com](http://www.urbanshepherds.com)

#### Facebook

[www.facebook.com/  
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#### TEDxCLE

[www.TEDxCLE.com/  
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## INSPIRE + INNOVATE

### Mansfield Frazier

#### BioCellars: Reviving Cleveland Neighborhoods

#mansfieldfrazier

Mansfield Frazier is a native Clevelander and a product of the Cleveland public school system. He left Cleveland in 1969, and for the next 30 years lived all over the United States, pursuing activities that can best be described as checkered at best, an experience he feels greatly shapes his perspectives as a writer and journalist. Self-taught as a writer, he returned to Cleveland in 1995 and began his career as a journalist. He currently serves as the Executive Director of Neighborhood Solutions, Inc., a non-profit that publishes *Reentry Advocate*, a national magazine that goes into various prisons, libraries, county jails, halfway houses and prison ministries around the United States.

---

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## INSPIRE + INNOVATE

### **Greg Harris**

#### **Shoes, Songs, Storytelling: The Material Culture of Rock and Roll**

**#gregharris**

Greg Harris was named President and Chief Executive Officer of the Rock and Roll Hall of Fame and Museum in December 2012. Harris joined the Rock and Roll Hall of Fame and Museum in 2008, where he oversaw development, special events, membership, board relations and government affairs. Before joining the Rock Hall, Harris spent 14 years at the National Baseball Hall of Fame and Museum in Cooperstown, N.Y., where he had advanced to serving as Vice President of Development. Greg holds a BA degree in history from Temple University and a master's degree from the Cooperstown Graduate Program for History and Museum Studies.

---

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[www.TEDxCLE.com/greg-harris](http://www.TEDxCLE.com/greg-harris)



## **INSPIRE + INNOVATE**

**Dr. Elliott Ingersoll**

**Mental Health in the Age of Violence:  
From Pushing Pills to Counseling Skills  
#elliottingersoll**

Dr. Elliott Ingersoll is a licensed psychologist and clinical counselor in the State of Ohio. He is professor of counseling/counseling psychology a “Distinguished Faculty Member” at Cleveland State University. His research interests span a broad spectrum including psychopathology, mental health diagnosis, psychopharmacology, and spirituality in counseling and psychotherapy. He has authored or co-authored six books and dozens of peer-reviewed papers and book chapters on mental health related topics. Elliott has been inspired and influenced by the Free Thought movement of the late 19th century and is also a singer/songwriter and creator of “FreeThought Folk Music.”

---

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## INSPIRE + INNOVATE

**Kipum Lee**

**Master Builders for the 21st Century**

**#kipumlee**

Kipum (Kip) Lee is an interaction and service designer working on his PhD at the Weatherhead School of Management, Case Western Reserve University. As part of the newly formed Department of Design and Innovation, he teaches design thinking to management and engineering students at Case. Prior to doctoral studies, he worked in user experience teams at IDEO, frog, and Marriott International where he collaborated on products and services ranging from corporate mobile apps to easy-to-use HIV testing kits used in South Africa. Kip holds a BAS in biomedical sciences from the University of Pennsylvania and a MDes in interaction design from Carnegie Mellon University.

He lives in Cleveland Heights where he enjoys playing his 714 Taylor guitar, reading, and watching Korean dramas with his wife, Bessie.

---

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## INSPIRE + INNOVATE

**Jen Margolis**

**Happy By Design: An Experiment in Sharing & Spreading Happiness**

**#jenmargolis**

Jen's passion is inspiring people to find their purpose and reach their potential. Jen is an organization development consultant with the Cobalt Group, where she helps people and organizations plan for their future and accomplish their goals. She is also co-founder of [thrive], a Cleveland-based social venture. Jen holds a Master of Social Science Administration (MSW), a Master of Science in Positive Organization Development from Case Western Reserve University, and a BA in International Relations from Carleton College. She is also a certified yoga instructor. Jen lives in Cleveland Heights with her husband, Dan, and two children.

---

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## **INSPIRE + INNOVATE**

**Dr. Marilyn Sanders Mobley**

**The Diversity Paradox**

**#marilynsandersmobley**

Appointed in 2009 as the inaugural Vice President for Inclusion, Diversity and Equal Opportunity at Case Western Reserve University, Marilyn Sanders Mobley, PhD, provides strategic leadership for the university-wide effort to develop and sustain a welcoming environment for faculty, students, staff, and alumni. She is a member of the Leadership Cleveland Class of 2010 and serves as a trustee for the Cleveland Institute of Music, the Cuyahoga County Public Library Foundation, and Women of Hope. Dr. Mobley is the proud mother of two adult sons and grandmother of three grandsons. She serves as a lay minister at Arlington Church of God and resides in Akron, Ohio.

---

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## INSPIRE + INNOVATE

**Michael Pultz**

**Collaboration by Design**

**#michaelpultz**

Michael James Pultz is one of the three co-founders and administrators of the Lottery League. As in the case of the Lottery League, whose members hail from diverse backgrounds and genres, Michael's interests are far reaching. He's the programmer and host of The Defend Cleveland Show, a sports talk radio show on WRUW-FM 91.1 Cleveland. He's a musician who has produced and managed concerts and performances throughout the city ranging from Ingenuity Festival to the Beachland Ballroom. In addition, for a decade he also worked in scientific research at Louis Stokes VA Medical Center. Michael's life, work, and passions are rooted in this city, whose richness TEDxCLE also chooses to celebrate.

---

### Websites

[www.lotteryleague.org](http://www.lotteryleague.org)

[www.defendclevelandshow.com](http://www.defendclevelandshow.com)

### TEDxCLE

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## INSPIRE + INNOVATE

**Joy Roller**

**Lessons of a Boomerang: Longing for Authenticity**

**#joyroller**

As President of Global Cleveland, Joy Roller leads a civic/corporate initiative to increase the population of Northeast Ohio and strengthen the region by connecting immigrants and domestic newcomers to its opportunities, resources and services. For the past six years, Joy served as Executive Director of the Gordon Square Arts District. Since May 2006, the arts-based economic development initiative has transformed Cleveland's Detroit Shoreway neighborhood. Roller holds a Master of Theological Studies degree from Harvard University, a Bachelor of Arts degree in political science and economics from Denison University, and also earned her Juris Doctor degree in 2007.

---

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PHILIPS

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post-MD, AP  
Chairman  
Department of Radiology

## INSPIRE + INNOVATE

**Dr. Pablo Ros**

**Innovation in Medical Imaging: How You Make Two Bears Dance**

**#pabloros**

Dr. Ros currently serves as The Theodore J. Castele University Professor and Chairman, Department of Radiology of University Hospitals Case Medical Center and Case Western Reserve University and Radiologist-in-Chief of University Hospitals Health System.

His over 300 publications and 18 textbooks are primarily in Abdominal and Oncologic Imaging focusing on liver, pancreatic, mesenteric and gastrointestinal cross-sectional imaging with pathologic correlation. He holds eleven editorial positions including past Associate Editor of Radiology. Dr. Ros is an Honorary Member of 10 National and International Radiological Societies.

In 2010, Dr. Ros received a \$38 million government-academic-industry grant to establish the Global Imaging Innovation Center.

---

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## INSPIRE + INNOVATE

**Scott Simon**

**Happy By Design: An Experiment in Sharing & Spreading Happiness**

**#scottsimon**

Scott is president of North Pointe Realty, a Cleveland-based commercial real estate development, construction and management firm, and co-founder of [thrive], a Cleveland-based social venture. Scott earned his BA from Skidmore College, MNO from Case Western Reserve University, Certificate in Real Estate Development and Finance from Cleveland State University, and engaged in continuing education in real estate at Harvard University. He is board chair of Shoes and Clothes for Kids, Vice President of the Agnon School, and a trustee of the Jewish Federation of Cleveland. Scott 's greatest achievement - by far - is being the proud parent of son Noah (12) and daughter Teilah (10).

---

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## INSPIRE + INNOVATE

**Dominic Smith**

**Innovation in Medical Imaging: How You Make Two Bears Dance**

**#dominicsmith**

Dominic Smith is Vice President and General Manager, Computed Tomography (CT) at Philips Healthcare. Previously, Mr. Smith was Vice President Computed Tomography (CT), Nuclear Medicine and Clinical Science. Mr. Smith graduated with a Masters in Math from Trinity College in Dublin and later pursued his MBA at The University of Edinburgh.

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## INSPIRE + INNOVATE

**Felton Thomas**

**Cleveland Public Library: The Drum Major for Change**

**#feltonthomas**

Felton Thomas, Jr. was appointed Director of the Cleveland Public Library (CPL) in January 2009. Since then, he has positioned CPL as a community deficit fighter and launched initiatives aimed at addressing community needs in the areas of technology, education, and economic development. Felton earned his undergraduate degree in psychology from The University of Nevada-Las Vegas and his master's degree in Library Science from The University of Hawaii, and is currently pursuing his PhD in Managerial Leadership Management at Simmons College. Felton lives in Shaker Heights with his wife and two daughters, is an accomplished musician, and has become a devoted Cleveland sports fan since his arrival.

---

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## SPONSORS



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[www.cleclothingco.com](http://www.cleclothingco.com)

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average minds discuss events;  
small minds discuss people.  
– Eleanor Roosevelt ”

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## ORGANIZERS



## ORGANIZERS

### Hallie and Eric Kogelschatz, Founders & Curators

Upon returning to Cleveland from Boston in 2009 Hallie & Eric founded TEDxCLE. Their goal remains to bring positive thinking from Cleveland to the world, helping to reshape the way that citizens & those outside of the region think of Cleveland.

Outside of TEDxCLE, Hallie & Eric act as creative problem solvers who collaborate with many organizations in Cleveland & beyond. They do this through their innovation & action collaborative, shark&minnow, as well as by sitting on several boards & volunteering.

The Kogelschatz duo is honored to have you here & look forward to more innovation, growth and positive change in Cleveland because of big thinkers like you.

---

#### Website

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## ORGANIZERS

### **Jessica Melton, Production Manager**

Jessica Melton is a native Clevelander with a passion for helping preserve history. During her studies at The Ohio State University, she completed a study abroad program working on an archaeological dig in Greece. Since returning to Cleveland, she has earned her Master's degree in library and information science from Kent State University. As part of this program, she helped preserve some of Cleveland's history by digitizing and cataloging the collection of The Cleveland Artists Foundation. During this time, she also held an internship at BVU: The Center for Nonprofit Excellence. Here she developed an interest in helping local nonprofit and philanthropic ventures. After graduation, Jessica accepted a position at the Foundation Center to further this interest. Jessica recently joined TEDxCLE to help share innovation from Cleveland with the world.

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#### **Email**

jessica@TEDxCLE.com



## ORGANIZERS

### **Joan Soskin, Stage Manager**

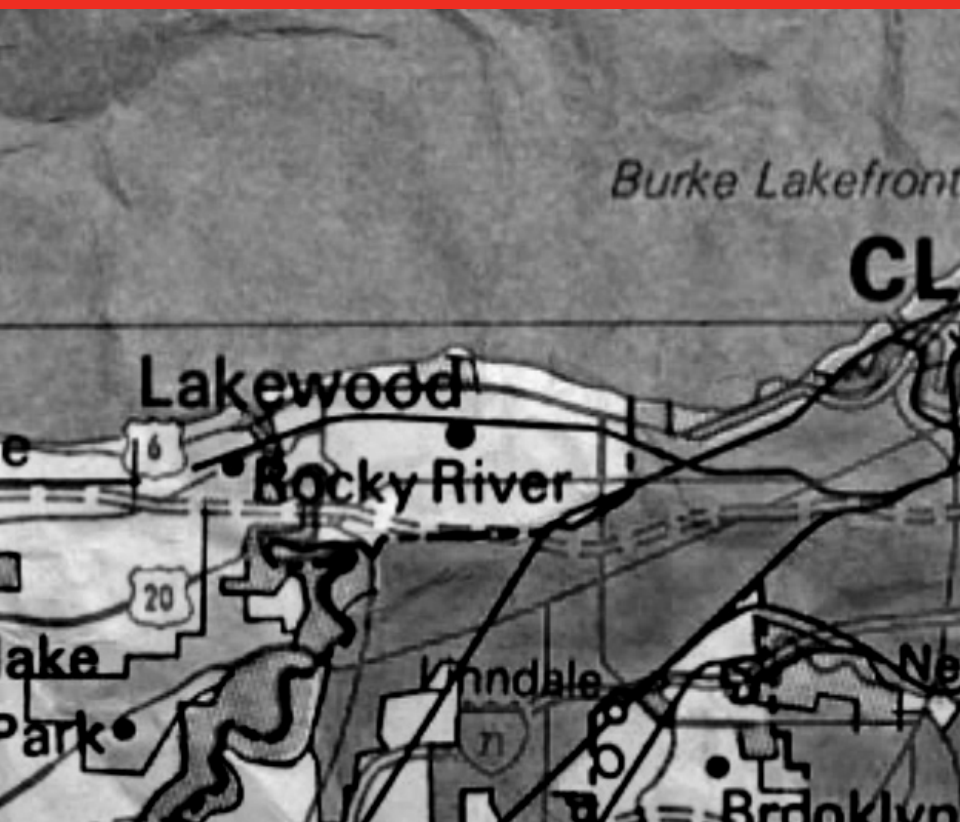
After a year-and-a-half of getting to know Cleveland, Joan Soskin will tell anyone that it's love. Born and raised in a small suburb just outside Minneapolis, Joan is a native Midwesterner. Moving to Cleveland, she swapped ten thousand lakes for one great one and has rediscovered her love for snow, local food, and friendly strangers. Joan earned undergraduate degrees in English and International Studies from Duke University and specialized in creative writing and Latin American affairs. By day, she works in operations management for an industrial supply distributor; in spare time, she pursues her passion for all things local, from urban farms to repurposed warehouses to social entrepreneurship. She joined the TEDxCLE team to learn more about the forces driving progress in our community and to be - in some small way - a part of it.

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