

## TEDxNewBedford: An Exploration of Complexity, Value and Time.

### Event Schedule (this schedule might be subject to change up until September 1st)

8:00-08:30AM	Welcome Breakfast & Check in
8:30-10:10AM	TEDx Introduction Chris Rezendes - Opening Remarks Mark Lovett - Will 'Happiness' Ultimately Destroy our planet? Brenda Berube - The Unique Challenges & Myths of Urban Education in the U.S. Dr. Jack Shoykhet - How Government Can Achieve More with Less Through Relentless Innovation
10:10-10:40AM	Mid morning break
10:40-12:20PM	Official Pre-Recorded TED TALK Jon Mitchell - Location Matters Kevin M. Kertscher - The New 'Diversity' Dilemma Dave Wiley - Social Complexity and Scientific Validity Stewart Skomra - Leaping-over-Leap-Frogging - The Quantum Enterprise Thesis
12:20-13:20PM	Lunch
13:20-14:50PM	Official Pre-Recorded TED TALK Arlen Nipper - The Internet of Things is Just Getting Started Peggy Smedley - Connected Car: As Far as Our Mind's Eye Can See Derek Hausladen, MD - Doctor, Patient and Technology: Perceptions of Time & Time It Takes to Synch Jeff Yelton - You Must Not Do It All
14:50-15:20PM	Mid afternoon break
15:20-16:50PM	Julie Fraser - Have the Life You Want by Applying Manufacturing Disciplines George Matouk, Jr. - Following Your Own Path Durval Tavares - Stewardship Through Participation: Marine Ecosystems & Global Exploration Official Pre-Recorded TED TALK
16:50-18:00PM	Reception

**FOR IMMEDIATE RELEASE**

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**Inaugural TEDxNewBedford Event Takes Place in Two Weeks**

## **BayCoast Bank, AlphaGraphics & Big Ocean to join INEX ADVISORS As Event Sponsors Local Architects to Lead Collaboration Challenge**

*New Bedford, MA*—The inaugural TEDxNewBedford event is just two weeks away and excitement is building as the SouthCoast readies to host this extraordinary event on Wednesday, September 5 at the New Bedford Whaling Museum.

TEDx events happen only in licensed, approved locations throughout the world and regularly feature the most talented contributors in every major field of human endeavor. TEDx talks—with recordings—broadcast all over the world—have launched careers, campaigns...entire movements!

The independently organized event, licensed by TED, takes its format from the internationally renowned TED conference (Technology Education Design) which features notable speakers spotlighting “ideas worth spreading” in 10-to-18-minute ‘talks’.

TEDxNewBedford will feature an array of thought-provoking speakers from around the region and across the nation focusing on the theme: *An Exploration of Complexity, Value & Time*.

BayCoast Bank, the region’s leading independent financial institution, will serve as a lead sponsor of the event alongside INEX Advisors.

In addition, AlphaGraphics and Big Ocean, have generously agreed to support the event with in-kind sponsorships of signage/ collateral and media support, respectively.

“TEDxNewBedford represents an opportunity for the best and brightest of our local community to engage in a free exchange of ideas,” says Nicholas Christ, President and CEO of BayCoast Bank. “BayCoast Bank is proud to support this innovative event and the intellectual dialogue it encourages.”

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**The lineup of speakers for TEDxNewBedford: An Exploration of Complexity, Value & Time includes:**

- **Brenda Berube**, Ed.S., ASCLS (H), educator and scientist and current Chair of the Science Department in Fall River Public Schools. She is a leader in the application of STEM curriculum in a number of academic settings.
- **Julie Fraser**, an independent advisor passionate about advising both individuals and companies on effective approaches to improving their performance. She has 25 years’ experience as a manufacturing, supply chain, intelligence and enterprise systems industry analyst and marketer.
- **Derek Hausladen, MD**, Hawthorne Medical Associates, focuses on embracing the aspects of technology which improve the caregiver interaction, while keeping the intrusion of technology to

a minimum. Dr. Hausladen obtained his undergraduate degree at Yale University in Molecular Biophysics and Biochemistry. After college, he went on to medical school at Washington University in St. Louis, returning to New Haven for training in Urology at Yale University. He has a general urology practice at Hawthorn Medical Associates which includes the care of patients of all ages. He performs minimally invasive surgery, endoscopic surgery and robotic surgery in the treatment of urologic conditions.

- **Kevin Kertscher**, a local producer/director with 20 years of film and television experience which includes work on numerous feature films and documentaries. He is the founding producer of Big Ocean, an independent production company that has done work for PBS, CBN, The Boston Red Sox, the John F. Kennedy Library, and the California Charter Schools Association.
- **Mark Lovett**, Founder of Global Patriot, a movement that promotes the basic idea of patriotism without borders... the belief that everyone deserves to live on a healthy planet, in peace and prosperity, using sustainability, compassion and respect as guiding principles. Lovett has more than twenty-five years of high tech corporate experience which has served to further develop his systems thinking view of those methodologies designed to foster both business and social development.
- **George Matouk, Jr.**, the third generation CEO of family-owned John Matouk & Co. in Fall River, Massachusetts, who has built the company into a nationally renowned luxury brand by testing and implementing a unique approach to insourcing, outsourcing and crowdsourcing.
- **Jon Mitchell**, Mayor of New Bedford, is a former Federal Prosecutor, Corporate Litigator, member of the Massachusetts National Guard, and legacy to a family with deep roots the commercial fishing industry.
- **Arlen Nipper**, President/CTO of Cirrus Link, embedded computer technology expert, focused on the entire ecosystem of hardware, software, security, infrastructure, IT and, ultimately, the people being served by the hugely interesting, emerging "Internet of Things".
- **Dr. Jack Shoykhet**, Principal, JBS Group, Inc., is a public sector focused Senior Enterprise Architect with more than 25 years of professional services, program management, business development and enterprise architecture experience working with a number of government agencies, including defense, intelligence and related communities of interest.
- **Stewart Skomra**, Executive at The Morey Corporation, has more than 25 years' experience in market-driven system solutions in the wireless, mobile and networked computing space. Stewart has worked with most of the top 10 wireless technology companies in the world on their most significant technical and commercial strategy challenges.
- **Peggy Smedley**, Editorial Director & President, Specialty Publishing Co., is dedicated to the technology and connectivity needs of individuals and businesses. Her media properties are focused on bringing a wealth of information to its audience through Internet radio, Web, digital,

and print media.—

- **Durval Tavares**, founder and CEO of Aquabotix, a new, emerging company in Fall River, MA, that is providing innovation for the underwater world by identifying problems that mariners face and leveraging emerging technology to create products that provide solutions. His teams are solving environmental, operator interface and solution cost challenges all at once with their innovation designs for underwater ROV platforms.—
- **Dave Wiley**, Research Coordinator for the National Oceanic and Atmospheric Agency's (NOAA) Stellwagen Bank National Marine Sanctuary, has been investigating the marine environment for more than 25 years. Dave has led or participated on a number of teams that have been recognized by various US and international private and public agencies as being among the most productive marine ecology programs in the world.—
- **Jeff Yelton**, President, Wired Fox Technologies, has built and managed a number of technology companies, including one among the Fortune 1000. Jeff's career has focused on helping companies sort the complex challenges associated with commercial sustainability and profitability in technology market development.—

In addition to the speaking program, local architects Kathryn Duff, RA and Susan Israel, AIA, of studio2sustain, will bring their Energy Necklace Project — which teaches leadership, team building, innovative thinking, sustainability awareness, and environmental stewardship, to TEDxNewBedford.—

“TEDxNewBedford is one of the most exciting things to happen during my 22 years of living and working in New Bedford,” says Kathryn Duff, Principal, studio2sustain. “Having the opportunity to share The Energy Necklace Project with local and regional leaders at this event is...”

“We are honored to organize the first ever TEDxNewBedford event,” says Chris Rezendes, President of INEX Advisors LLC. “We organized TEDxNewBedford for two very simple, but, significant reasons.— First, we see an acute need to change the conversations we are having about complexity, value and time.— ‘Unintended Consequences’ seems to be the emerging theme in technology and capital markets, as well as local and international affairs. In other words, we are learning, painfully, that just because we can do something, does not mean that we should. Second, we need to make sure that SouthCoast is part of that conversation, and recognized as being a place where local leaders in a number of fields have already processed this need for change, are acting on it, and in many cases, leading their fields because of it.”—

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Additional information about the event can be found at the TEDxNewBedford web site at [www.tedxnewbedford.com](http://www.tedxnewbedford.com). Please note that attendance at the event is by invitation-only, as there is limited seating.—

### **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, videos 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.

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