Transformation Through TEDxAmericasFinestCity

SAN DIEGO, CA, September 10, 2014 – It’s one thing to create an event that cultivates warm feelings of inspiration among attendees; it’s a whole different thing to grow an event into a continuous movement aimed at bringing the community together to tackle tough challenges. That is the journey on which TEDxAmericasFinestCity is taking its attendees.

On October 11, 2014, at San Diego State University, TEDxAmericasFinestCity will host its fourth annual event, which promises to be more than a conference. With the theme of Transformation Through Us, the event is positioned as a tool for helping the community drive change.

“Each one of our speakers is driving transformation in their niche,” said Patricia Stitson, 2014 TEDxAmericasFinestCity organizer. “We believe their ideas warrant not only spreading through the TEDx platform but, more importantly, across the San Diego community. Our goal is create opportunities for connection and true real-time collaborative problem-solving for change at the event and beyond.”

Transformation Through Us communicates the ability to spark change as a collective, carried throughout each level of our consciousness – individual, communal, and global. Us is underlined to signify the heavy role that the community plays in this event.

To learn what issues were essential to San Diegans, TEDxAmericasFinestCity recently held an interactive session at San Diego State University in which 100 attendees, acting as representatives from the community, gathered to share and brainstorm on topics – both local and universal – about which they were passionate.

With the help of Sagatica, a San Diego-based company that creates culture-specific corporate leadership development programs, TEDxAmericasFinestCity analyzed the results of the session and identified six broad categories that encompassed the nearly 200 transformative ideas proposed by attendees:

- Community
- Technology
- Inner Empowerment
- Civic Collaboration
The October 11 event will mark only the beginning of a new relationship that TEDxAmericasFinestCity is forming with the community. Leading up to the event, the TEDxAmericasFinestCity team will be encouraging a conversation, using social media and other technology, around these topics. The event itself will be a catalyst to introduce individuals to like-minded and not-so-like-minded individuals, speakers and local organizations who are forging transformation within and beyond San Diego.

“We hope that by generating online conversation, we can raise awareness around the transformative ideas proposed by attendees and spur them into action,” Stitson added. “The whole team is working very hard and is excited to bring this to our community.”

The speakers for this year are:

- David Malmuth, Partner, I.D.E.A. Partners - Theme: Community
- Marian Bartlett, Lead Scientist at Emotient - Theme: Technology
- Yasmin Zahra Shah, Co-Founder, CEO, President of the Board at VillageCore - Theme: Inner Empowerment
- Eric Kaufmann, President & Founder of Sagatica - Theme: Inner Empowerment
- Xavier Leonard, Civic Technologist | Designer - Theme: Civic Collaboration
- David Miyashiro, Superintendent, Cajon Valley Unified School District - Theme: Education
- Torrie Dunlap, Chief Executive Officer, Kids Included Together - Theme: Education
- Lambert Nintemen, Captain, SDSU X-Team - Theme: Entrepreneurship
- Jeff Adler, CEO, Dlush - Theme: Entrepreneurship

• Education

• Entrepreneurship
To join the conversation on transformation, follow TEDxAmericasFinestCity on Facebook, Twitter, and Instagram, @TEDxAFC, visit www.tedxamericasfinestcity.com, and collaborate with us on October 11, 2014. Tickets available here: http://www.eventbrite.com/e/tedxamericasfinestcitytickets12678173759?aff=press

About TEDxAmericasFinestCity

TEDxAmericasFinestCity is a local, independently organized TEDx event operated under a license from TED, the globally influential nonprofit organization devoted to ideas worth spreading. Since holding its first event in 2011, TEDxAmericasFinestCity has hosted over 2,500 attendees and garnered over 250,000 video views. Their mission has always been to find compelling local speakers and to create a platform for the community and the world to hear their ideas. TEDx’s growing brand means TEDxAmericasFinestCity can bring San Diego’s unique voice to a worldwide forum, so that local speakers’ visions can be added to the chorus of ideas that power and shape our collective, global future.

About the College of Extended Studies, San Diego State University

SDSU’s College of Extended Studies reaches out to the greater San Diego community, the nation, and the world with a wide variety of lifelong learning opportunities, and more than 50 certificate programs designed for career advancement and personal enrichment. Course topics range from lean enterprise, health care, construction, and the business of craft beer; to human resources, public administration, and marketing and digital media. And many programs are available online. The CES also offers one of the largest ESL programs in the U.S. to international students through the American Language Institute; and university-quality courses to students age 50 and better through the Osher Lifelong Learning Institute. Other opportunities include seminars, study abroad, corporate education and access to regular SDSU classes through Open University. For more information or to register, call (619) 265-7378 (SDSU) or log on to neverstoplearning.net.

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, TED Talks 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 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia, along with the TEDActive simulcast event in nearby Whistler. The annual TEDGlobal conference will be held this October in Rio de Janeiro, Brazil. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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For additional information please visit:

http://www.tedxamericasfinestcity.com