

TED^x

ManhattanBeach

x = independently organized TED event



Building Stronger Communities

Saturday February 27, 2010

Building Stronger Communities

Today TEDx Manhattan Beach has gathered together a diverse group of speakers to talk about Building Stronger Communities. Our goal for today is to create a stimulating environment in which ideas will be shared, connections will be made and new projects will emerge.

In the spirit of “ideas worth spreading,” TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDx Manhattan Beach, where x = independently organized TED event. At TEDx Manhattan Beach, TEDTalks video and live speakers will, we hope, combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

The team behind TEDx Manhattan Beach is composed of a diverse group of volunteers, of which many are graduates from Leadership Manhattan Beach. We hope that this event will form the foundation for future TEDx Manhattan Beach events. If you would like to help in the future we would welcome your support.

This event would not have been possible without the generous support of our speakers, sponsors and volunteers. Please support and thank them.

We hope you enjoy the day and are inspired to help build stronger communities.

John Marston

TEDx Manhattan Beach Curator

TEDxManhattan Beach

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Schedule

Introduction

TED Talk
John Marston

9:00 a.m. - 9:20 a.m.
Introduction to TEDx
Curator's Welcome and Introduction

Learning

TED Talk
Michael Shore
Idris Al-Oboudi
Samuel Holtzman

9:20 a.m. - 10:40 a.m.
Schools Kill Creativity, Ken Robinson
What is Fun?
Parks Make Life Better
A Taxonomy of Ignorance

Morning Break

Creating

Linda Reinstein
Ethel Pattison
Russ Lesser
Charlotte Lesser
TED Talk
Susan Burden

11:20 a.m. - 1:00 p.m.
Turning Anger into Action
A Gem at LAX
Creating the 10K
Creating Neighborhood Watch
How to Live to be 100+, Dan Buettner
A Creative Organizational Model to Strengthen
Our Community

Lunch

Sustaining

Gretchen Renshaw
TED Talk
Kaye Gagnon Sherbak
Andy Cohen

2:00 p.m. - 3:20 p.m.
Sustainable Gardens & Sustainable Gardeners
The Seas of Plastic, Charles Moore
Sustaining a Concept
Sustainable Architecture and Design

Afternoon Break

Leading

Rod Uyeda
Blair Taylor

TEDTalk
Jay Conger

4:20 p.m. - 5:40 p.m.
The Little Engine that Could
Innovating in the Social Sector:
A 21st Century Imperative
Teaching Kids to Take Charge, Kiran Bir Sethi
Leveraging the Spotlight on Your Leadership

Cocktail Social

6:00 p.m. - 7:00 p.m.

Dine-Around

7:00 p.m. - 9:30 p.m.

Speakers



Idris Al-Oboudi

Talk title: **Parks Make Life Better**

Idris Al-Oboudi is a nationally recognized Recreation and Parks professional and public speaker. He has been working in the field of recreation for the past 28 years. He is currently the Manager of Parks and Recreation for the City of Manhattan Beach, California. In February 2008, Idris, received the Professional Distinguished Service Award, the highest award bestowed by the NRPA Pacific Southwest Regional Council. It recognizes professionals in the region who have consistently given outstanding service to the park, recreation and conservation movement at the state, national and, in the case of Idris, the international level.



Susan Burden

Talk title: **A Creative Organizational Model to Strengthen Our Community**

Susan M. Burden is CEO of the Beach Cities Health District (BCHD) which serves Redondo, Manhattan and Hermosa Beach. She provides strategic leadership and direction to all functions of the South Bay's premier preventive health organization. Ms. Burden oversees core prevention services that span a healthy life, from infancy through older adulthood. Prior to BCHD, Ms. Burden served as an executive with Aspen Education Group in Cerritos, California. Aspen Education Group is a national leader in service for youth at risk. Ms. Burden has served in hospital management and has overseen large community clinic systems. She is a strong advocate for preventive health care as the foundation for all health care reform.



Andy Cohen

Talk title: **Sustainable Architecture and Design**

As Executive Director of the world's largest global architecture, design and consulting firm, Gensler, Andy is a champion of sustainable design excellence and innovative solutions. Andy has led significant sustainable projects such as the recently completed CityCenter project in Las Vegas, the largest LEED Gold certified project in the world. In addition, Gensler just completed the 60-story Ritz Carlton Hotel & Residences at LA Live and is designing the LEED Platinum headquarters building at the Port of Long Beach, and Shanghai Tower, the second tallest building in the world, which will be one of the world's most sustainably advanced buildings. Andy is a Fellow of the American Institute of Architects.



Jay Conger

Talk title: **Leveraging the Spotlight on Your Leadership**

Jay Conger is the Henry Kravis Chaired Professor of Leadership at Claremont McKenna College in California and a visiting professor at the London Business School. He is one of the world's experts on leadership. You will see him quoted in the Wall Street Journal and other business periodicals analyzing people and trends in the executive suite and in the boardroom. In recognition of his extensive work with companies, Business Week named him the best business school professor to teach leadership and one of the top five management education teachers worldwide. As a management educator and consultant, he has worked with over three hundred companies in his twenty-five year career.

Speakers



Samuel Holtzman

Talk title: **A Taxonomy of Ignorance**

Dr. Holtzman has focused his professional life on helping organizations and individuals make better decisions. At Ayax Systems Inc., he is responsible for designing such public decision systems as Let Simon Decide and private client decision systems. Before joining Ayax, Dr. Holtzman focused on decisions in the pharmaceutical industry. He cofounded and was the chairman, president, and CEO of Rosa & Co. LLC (formerly Rosa Pharmaceuticals, Inc.). Previously, he cofounded and was chairman, president, and CEO of Entelos, Inc. a leader in systems biology for in-silico drug discovery and development. Before Entelos, he was a partner of Strategic Decisions Group (SDG), an international management consultancy, where he worked extensively with pharmaceutical and other R&D-intensive companies.



Charlotte Lesser

Talk title: **Creating Neighborhood Watch**

Charlotte Lesser was the primary founder of the Manhattan Beach Neighborhood Watch program in 1981. It is a major factor in the reduction of residential burglary in the city and is considered one of the best Neighborhood Watch programs in the country. She has also served on the Los Angeles County Commission for Women, and worked with a multitude of other local and national charities and organizations



Russ Lesser

Talk title: **Creating the 10K**

Russ attended Manhattan Beach schools from kindergarten through high school and then graduated from California State University at Long Beach with a degree in accounting. He served in the U.S. Army as a first Lieutenant in the finance corps, then worked as a CPA in the Long Beach-based firm of Windes & McClaughry. He was a partner from 1970 to 1990, and in 1986 he was elected managing partner. In 1990 he became President of Body Glove International.



Ethel Pattison

Talk title: **A Gem at LAX**

Ethel L. Pattison is an Airport Information Specialist for Los Angeles World Airports, the City department which operates Los Angeles International Airport. She is a 54-year veteran of the department, working in the public and community relations divisions. Ethel served for many years as Chief Airport Guide in charge of LAX tours and special events. She was involved in directing student tours, preparing informational materials, responding to media inquiries and assisting the media and public during airport emergencies.



Linda Reinstein

Talk title: **Turning Anger Into Action**

Linda Reinstein became an activist when her husband, Alan, was diagnosed with asbestos-related mesothelioma in 2003. In 2004, she co-founded the Asbestos Disease Awareness Organization (ADAO), where she continues to serve as Executive Director. The mission of ADAO is to be the voice of the victims, uniting individuals and families worldwide who have been affected by asbestos-related diseases.



Gretchen Renshaw

Talk title: **Sustainable Gardens & Sustainable Gardeners**

Gretchen is a founder, past president, and current board member of the Manhattan Beach Botanical Garden. If you go down to the MBBG on a Friday morning to volunteer, she may be the Maintenance Director on duty overseeing the work that day. Gretchen lives in Manhattan Beach with her husband, two children, and two dogs. Both her children currently attend Mira Costa High School. She has lived in Manhattan Beach for most of her life. Past volunteer involvements include Leadership Manhattan Beach class of 1994, Hometown Fair board, Meadows PTA financial secretary, Meadows School Site Council chairperson, Young at Art co-chair at MBMS, MBUSD GATE Advisory Committee, MBUSD Technology Committee, and Cub Scout Den Leader.

Speakers



Kaye Gagnon Sherbak

Talk title: **Sustaining A Concept**

Kaye Gagnon Sherbak is the President and co-founder of Volunteers and Organizations Improving the Community's Environment (VOICE), a nonprofit environmental education group. The purpose of VOICE is to stimulate community environmental awareness and to motivate individuals and organizations to work cooperatively toward creating a sustainable world. VOICE began its efforts in 1989 by helping the City of Manhattan Beach make their new residential recycling program one of the best in the country. VOICE holds meetings which are open to the public and features speakers who share information about individual and group actions which can improve our environment. VOICE and the City of Manhattan Beach co-host an annual Earthday Concert and Celebration.



Michael Shore

Talk title: **What is Fun?**

Michael Shore, Ph.D. is currently Vice President of Worldwide Consumer Insights at Mattel Inc. Prior to joining Mattel, Michael worked as an Insight Consultant specializing in children's trends and development. His clients included Kellogg's, Electronic Arts, Activision, advertising agencies as well as television/film studios. Since starting at Mattel, over 15 years ago, he has had responsibility for investigating kids', parents' and adults' attitudes towards toys and play across all categories including dolls, action figures, vehicles, board games, digital (Web/video/PC games), plush, sports, craft activities, construction, and infant/preschool products.



Blair Taylor

Talk title: **Innovating in the Social Sector: A 21st Century Imperative**

Blair Hamilton Taylor is the President and CEO of the Los Angeles Urban League, an affiliate of one of the nation's leading civil rights organizations with offices in more than 100 cities. With a staff of over 300 and a budget in excess of \$25 million, the 88-year-old Los Angeles Urban League is one of America's largest civil rights entities. Taylor is a visionary leader, community servant and coalition builder with more than twenty years of public and private sector business experience. A native of New York and the third of five children, Taylor learned the value of higher education at a young age. Taylor most recently served as the Executive Vice President of College Summit, a national college access initiative with a track record of nearly doubling the college enrollment rates of low income students in the communities it serves. During his tenure, College Summit achieved the fastest growth in the organization's history, quadrupling its student outreach to more than 6,000 students in 2005.



Rod Uyeda

Talk title: **The Little Engine That Could**

Rod Uyeda is Chief of Police at the Manhattan Beach Police Department, and has been for over 4 years. He was born and raised in East Los Angeles. He started with the Pasadena Police Department in 1976 as a police cadet and was promoted to police officer in 1978. For nearly 30 years, Rod continued to serve the City of Pasadena with distinction, rising through the ranks of Police Agent, Sergeant, Lieutenant and Commander. Rod worked patrol, vice, narcotics, training, traffic and detectives, where he worked the assaults/homicide desk. Among Rod's accomplishments at the Pasadena Police Department, he successfully completed an undercover assignment at John Muir High School at the age of 23, posing as 17-year-old senior. Rod also served as a Field Training Officer.

Leadership Manhattan Beach

This event was produced by a team of volunteers who mostly graduated from Leadership Manhattan Beach (LMB). LMB was founded in 1992 with the mission of “Developing and Uniting Community Leaders.”

Every year a class of around 25 adults and high school juniors learns about leadership, how the community operates, meets leaders within all areas of the community and completes a project.

The project is selected by the class and past classes have renovated the pier lifeguard tower and clock, contributed pet waste management solutions, provided survival kits to the city’s elderly residents, and placed the “BigBelly” solar trash compactors at Polliwog Park. This years project, “Signs of the Sea” looks to upgrade the signage at the Roundhouse Aquarium.

The program has graduated close to 400 community members. Among LMB’s graduates are commission members, service organization officers, city council members, as well as past mayors.

If you are interested in learning more please come to the information session:

Leadership Manhattan Beach Info Night
Wednesday March 31, 2010
6:30 p.m. to 7:30 p.m.
Manhattan Beach City Council Chambers
1400 Highland Avenue, Manhattan Beach

Or contact James Gill, Recruiting Director at Recruiting@LeadershipMB.org or (310) 947-1195.

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We look forward to welcoming you to the next TEDx Manhattan Beach