

For immediate release

Community Thinkers and Visionaries Invited to Spark, Inspire, Change at Local TEDx

Lafayette, Indiana – Surf around YouTube long and you're bound to run into a 12-18 minute TED Talk video that's gone viral. Now considered "the world's biggest stage," TED events have gained international notoriety for delivering award-winning talks on topics ranging from technology and entertainment to science and global issues.

On November 22, Greater Lafayette will host TEDxLafayette, an independently organized TEDx conference highlighting local thought leaders and community activists.

Ten presenters will stimulate creative and innovative ideas related to technology, community, and education in the Greater Lafayette area and worldwide. The theme for the day is "Spark. Inspire. Change." Each presenter is given 12-18 minutes to convey his/her perspective and spark further conversations. Presentation topics are intentionally kept secret until the day of the event.

TEDxLafayette presenters are:

Zachary Baiel is the Director of Customer Relations at Spensa Technologies. As an assiduous citizen, he serves on the New Chauncey Neighborhood Leadership Team; the City of West Lafayette Housing and Maintenance Appeals Board, the West Lafayette Friends of the Library, and the WLPL Foundation board.

David Bowker is the Director of the Office of Future Engineers at Purdue University. He directs recruiting for the College of Engineering and teaches Academic & Career planning.

Beth Carroll is an Instructor of Entrepreneurship and Innovation at Purdue University, former small business owner and creator of Small Shopper.

Ed Finkler is a Developer at LegalServer and has served as web lead and security researcher at The Center for Education and Research in Information Assurance and Security (CERIAS). He is co-host of the Development Hell podcast.

Joe Ruhl is a Golden Apple Award-winning Teacher of Biology, Genetics, and Science Research courses at Jefferson High School. He was honored at the White House as Indiana's recipient of the Presidential Award for Excellence in Science Teaching.

Ashley Scott is Operations Manager & Community Curator for MatchBOX Coworking Studio.

Kris Taylor is founder of Evergreen Leadership and author of *The Leader's Guide to Turbulent Times*. In addition to her coaching and leadership development work, she teaches entrepreneurship at Purdue.

Keith Watson is Information Security architect for Purdue University, a host on the *Eyes on Privacy* podcast and co-author on *A Guide to Facebook Security*.

Double Helix Collective, an interdisciplinary new media collective that explores the visual poetics of the intersection of technology, sound, music, live-drawing, video, shadow and ritual. The collective features Sabrina Lastman (vocalist, songwriter, voice educator & Guild Certified Feldenkrais Practitioner) & Petronio Bendo (intermedia artist & Associate Professor of Visual Communications Design at Purdue University).

Briagha McTavish, a singer/songwriter earning award recognition on NPR's "In Search of Song" competition and the SAMI Shirley Martin Scholarship for Young Songwriters and Blooming-Tunes Songwriting Competition.

"We are ecstatic to see such a great diversity of speakers and performers sharing their stories and experience related to science, technology, art, diversity and business," said Joe Seaman, President and CEO of Greater Lafayette Commerce. "There are so many fascinating visionaries, thinkers, and teachers in our community. The TEDx event is the perfect venue to cast a spotlight on their work in our community."

The speakers were carefully selected by a volunteer committee led by Nelu Lazar, community activist founder of Lafayettech and K12TECH, engineering lead, technology evangelist and developer, and Executive Director of TEDxLafayette.

"We've invited local thought leaders and performers to share their diverse perspectives. Sparking engaging conversation and inspiring positive change is the goal of our first TEDx event in Lafayette," said Nelu. "We're excited to highlight amazing local talent and

offer the opportunity for us to see and hear about wonderful ideas and powerful actions that take off and grow from within our community to better educate and change the world as we know it,” he added.

TEDx organizing committee members are Adi Ben-Yehoshua, Brian Bettag, Matthew Brown, Kitty Campbell, Nicole Gebhardt, Nelu Lazar, Kevin Maxwell, Joanna Retherford, Julie Rubsam, Koa Spencer, Marci Spitznagle, Michael Wilson. Sponsors include Greater Lafayette Commerce, Lafayette Urban Enterprise Association, ISPhotographic, Time Keepers Productions, C-Factor Marketing, Creative Inc, MatchBOX Coworking Studio, and All Fired Up.

TEDxLafayette will begin at 1:00 pm on Saturday, November 22, 2014 at The Civic Theatre in downtown Lafayette immediately followed by a surprise-filled After Party at the MatchBOX CoWorking Studio.

Tickets are all-inclusive \$45 each and may be purchased online at www.tedxlafayette.com. Student prices and VIP Passes are also available. Conference attendance is limited to 100 people. Ticket price includes access to the TEDx conference and the super After Party. Both events will feature engaging entertainment, food and beverages.

For a full list of speakers, latest news, and to reserve your spot at the event, go to www.tedxlafayette.com.

###

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

About Civic Theater, the hosting venue

Civic Theatre of Greater Lafayette is an 83 year old community theatre. Performances are at the Historic Monon Depot Theatre, located in the heart of Downtown Lafayette. In addition to multiple thrilling productions annually, Civic Theatre has an extensive education and outreach program. More information on all of Civic Theatre's programs can be found at lafayettecivic.org

For more information, contact sources:

TEDxLafayette Organizing Committee, hello@tedxlafayette.com

Nelu Lazar, TEDxLafayette Executive Director, contact@nelulazar.com, 765-532-0672

Other quotes from few of the members of TEDxLafayette Organizing Committee:

Joanna Retherford: "I am excited about the TEDx talks because as a creative thinker and learner, I am always looking for new and exciting topics to learn about to expand my thought processes. It helps feed creativity and opens us up to all kinds of new possibilities. I believe Lafayette is taking steps toward forward thinking and planning for

the community. TEDx talks are a great way to get people talking and sharing ideas. The energy that comes from this type of communication can be inspiring to us to take steps toward new ways of thinking. I am excited to be a part of it and excited to see how people react and interact with the information they learn."

Kitty Campbell: "TEDx events are a great way to engage in an informed dialogue about important issues. November's TEDx Lafayette will provide a forum to inspire conversations amongst local residents and further impact how we choose to address global issues to enhance our community and benefit our quality of life."

Adi Ben-Yehoshua: "The sharing of ideas and experiences is vital to the continuation of innovation. I truly believe that events like TEDxLafayette will help our community to create a flow of information that can help everyone."

Julie Rubsam: "It is exciting to be a part of TEDxLafayette. We have so many fascinating people in our community. They have amazing ideas to share. Ideas that can change the way people think about our world. Ideas that can inspire great thoughts and acts. I cannot wait to see what affect these ideas have on our community."

This release prepared by:
Nicole Gebhardt