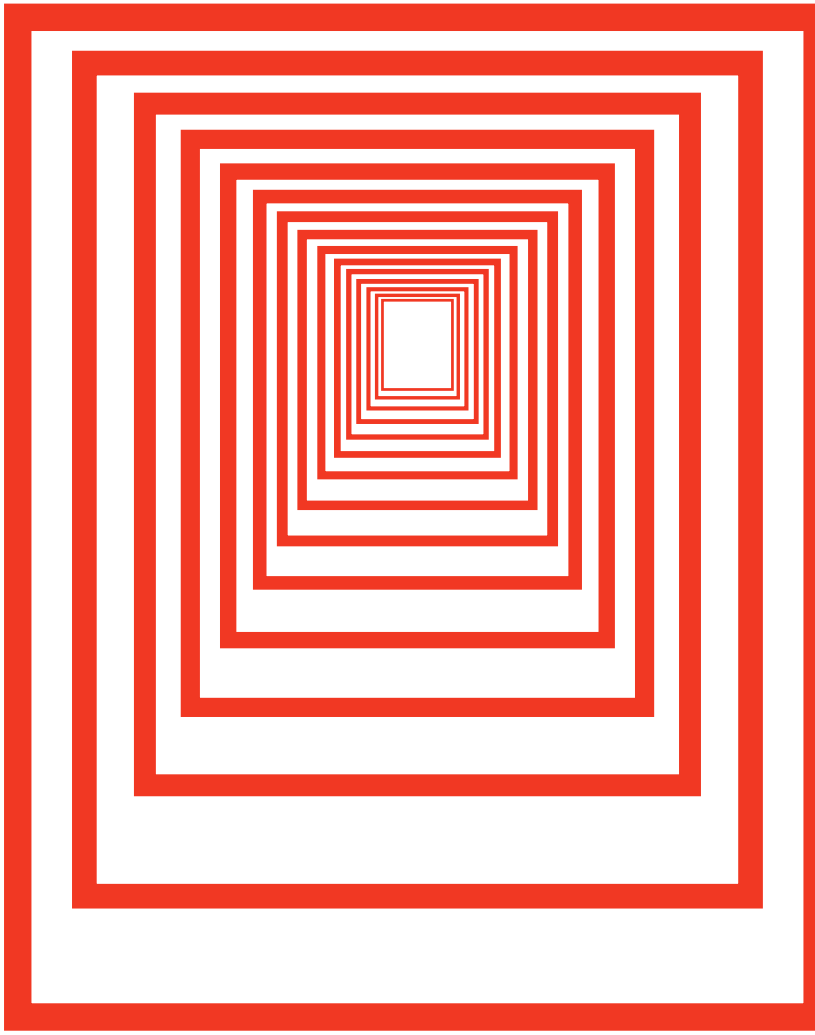


TEDx ElPaso 2018

THE FUTURE YOU

THE FUTURE YOU

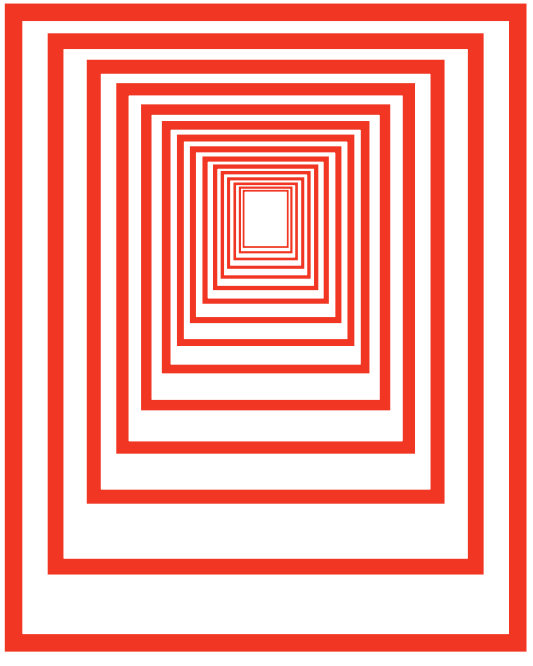
Welcome to TEDxElPaso 2018.

By attending TEDxElPaso you join a global community, a community of people from every discipline and culture who seek a deeper understanding of the world. We believe that ideas have the power to change attitudes, and that change in attitudes precede changes in our actions and ultimately our lives. Our objective for TEDxElPaso is not only to contribute to the global clearinghouse of free knowledge, but also to inspire you to make a dent in the universe and leave your own unique footprint.

We hope you enjoy The Future You -- a day devoted to ideas.

David Michael Jerome
Curator

Kassi Foster
Co-Curator



IDEAS WORTH SPREADING

#TEDxElPaso

TEDxElPaso 2018

Program Agenda

#TEDxElPaso

Check In / Networking — 8:00 a.m.

Welcome — 9:00 a.m.
David Jerome, Curator
Kassi Foster, Co-Curator

Will Hurd — 9:15 a.m.
U.S. Representative
Rise Of The Machines: The Age of AI

Beau Perry — 9:35 a.m.
Inventor and Real Estate Developer
Biometry: Seeing Is Believing

TEDx Video Presentation I — 9:55 a.m.
What Will Future Jobs Look Like

Break — 10:10 a.m.

Peter Rotwein — 10:30 a.m.
Physician Scientist With Clinical Training In Internal Medicine And Endocrinology & Metabolism
Through The Looking Glass: Reading Our Future From Our Genetic Past

Mark Cannon — 10:50 a.m.
Digital Entrepreneur and Product Designer
End Of Discussion: Meaning And Structure In A Mobile World

Todd Staples — 11:10 a.m.
President of the Texas Oil and Gas Association
Texas: Fueling Lives Around The Globe

Lunch — 11:30 a.m.

TEDx Video Presentation II — 12:15 p.m.
The Wonderful And Terrifying Implications Of Computers That Can Learn

Leslie Wingo — 12:30 p.m.
CEO Of Sanders\Wingo
Listen. Talk. Connect.

Break — 12:50 p.m.

Cimi Alvarado — 1:10 p.m.
Graffiti Artist
Little Big Paintings On A Wall: Mural Stories

Luke Westerman — 1:30 p.m.
Executive Director Of The Humane Society Of El Paso
The Why Is More Important Than The What

Closing Remarks — 1:50 p.m.
David Jerome

After Event — 2:30 p.m.
INTL. Bar and Kitchen
114 A Mills Ave. 79902

TEDxElPaso Partners

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Our appreciation to these great Partners.

The Future You, the 2018 presentation of TEDxElPaso, would not be possible without the support of companies and individuals who care about our Borderplex community.

Our heartfelt thanks to each of them.

The Organizing Committee extends its sincere thanks to the following:

It's been an honor and our privilege to have such excellent speakers at this event. We are very appreciative of their commitment to TEDxElPaso and for sharing their time and "big ideas" with all of us.

We also thank our Partners, without whom we could not have made this TEDx happen. Their support of the community and for TEDxElPaso demonstrates only the highest levels of leadership and service to our Borderplex region.

To our TEDxElPaso 2018 Host, Bryan Crowe,
thank you for lending your support from day one.

The El Paso Museum of Art has been gracious and helpful;
thanks for providing a "home" to TEDxElPaso.

And finally, thank you to our attendees. Together we are building a community committed to putting our region's ideas on the global mainstage. We look forward to working with you throughout the year to build on the momentum started today.

TEDxElPaso Host

Bryan Crowe

Chief Executive Officer of Destination El Paso, the destination marketing and venue management organization for El Paso, Texas.

Rise Of The Machines: The Age Of AI

Will Hurd

U.S. Representative

Born and raised in San Antonio, Texas, Will is a proud product of the Texas public school system. He attended John Marshall High School and Texas A&M University, where he majored in Computer Science and served as Student Body President.

After college, Will served as an undercover officer in the CIA in the Middle East and South Asia for nearly a decade, collecting intelligence that influenced the National Security agenda. Upon leaving the CIA, he became a Senior Advisor with a cybersecurity firm, covering a wide range of complex challenges faced by manufacturers, financial institutions, retailers, and critical infrastructure owners. He was also a partner with a strategic advisory firm helping businesses expand into international markets.

In 2015, Will was elected to the 114th Congress and currently serves on the Committee of Oversight and Government Reform and chairs the Information Technology Subcommittee. He also sits on the Committee on Homeland Securityand is the Vice Chair of the Border and Maritime Security Subcommittee. In 2017, Will was appointed by Speaker Ryan to serve on the House Permanent Select Intelligence Committee, to replace Representative Mike Pompeo upon his confirmation as Director of the CIA.

He is close to his brother Charlie, sister Liz, mother Mary Alice, and father Bob, who all live in the 23rd District of Texas.

Notes:

Biometry: Seeing Is Believing

Beau Parry

Inventor and
Real Estate Developer

Beau Parry is an accomplished inventor and real estate developer from Cincinnati, Ohio. He holds five U.S. granted patents. As a non-traditional computer science innovator, his self-taught technical skills allowed him to conceive a new foundation for authentication and verification.
A proponent of biometric technologies, Parry has worked tirelessly towards creating a spoof-resistant, camera-based biometric and contextual architecture. He created the BRIVAS “variable secrets” system as a high-speed, cloud-based, spoof-resistant access solution using robust liveness detection and bio-signature key binding.
Before BRIVAS, Parry researched different network access solutions as options for enterprise security. He is the father of 3 daughters.

Notes:

Through The Looking Glass: Reading Our Future From Our Genetic Past

Peter Rotwein

Physician
Scientist with clinical training in Internal Medicine and Endocrinology & Metabolism

Peter Rotwein is a physician-scientist with clinical training in Internal Medicine and Endocrinology & Metabolism. His research focuses on the mechanisms of action of growth factors in human growth and development, and more broadly on the genetic basis of human disease. Rotwein's career has been spent at medical universities.

He started at Washington University School of Medicine in St. Louis, MO (1982-1997). From there, he moved to Oregon Health & Science University in Portland, OR (1997-2014), where he primarily did biomedical research and more recently research administration. Rotwein has received continuous peer-reviewed research funding since 1982, primarily through the U.S. National Institutes of Health. Together, with colleagues, he has published 153 peer-reviewed scientific articles and 39 reviews and book chapters.

Rotwein currently serves as Vice President for Research and as Chair of the Department of Biomedical Sciences at Texas Tech University Health Sciences Center El Paso.

Notes:

Texas: Fueling Lives Around The Globe

Todd Staples

President of the Texas Oil and Gas Association

In 2014, Todd Staples was named President of the Texas Oil and Gas Association (TXOGA), which is the state's oldest and largest trade association. Since then, Staples has focused on expanding TXOGA's presence as the "go-to" source for reliable and credible oil and gas information. In order to continue a positive jobs and growth environment at the Texas capitol, TXOGA must be a modern-day voice for the industry.

Working with the TXOGA Board, Staples developed a strategic communications plan to educate voters and elected officials on the industry's contributions to the state. He has established a Political Action Committee that played a critical role in electing pro-industry lawmakers, and, last session, led a bi-partisan effort to support passage of landmark legislation that provides cities with authority to reasonably regulate surface activity while affirming the regulation of oil and natural production is under the exclusive jurisdiction of the state.

Prior to TXOGA, Staples served as the Texas Agriculture Commissioner, winning two statewide elections. He also served with distinction in the Texas Senate and Texas House of Representatives.

After graduating with honors from Texas A&M University, Staples began his career on the Palestine City Council where he was a successful small businessman and rancher. A proud family man, Todd and his wife Janet split time between Austin and Palestine.

Notes:

End Of Discussion: Meaning And Structure In A Mobile World

Mark Canon

Digital Entrepreneur and Product Designer

Mark Canon is a digital entrepreneur and product designer. He has operated at or near the center of the commercial Internet since its earliest days more than twenty years ago.

As an entrepreneur and executive, Canon built and/or managed digital groups and companies in the U.S. and overseas including YELL, Switchboard, AOL Search, Autobytel, and boomtime. As a strategist and theorist, he has developed products used by tens of millions of consumers and businesses.

Canon's current focus revolves around creating and managing long form "conversational architectures" between organizations and the people they hope to understand and influence across a wide range of commercial, governmental, and non-profit organizations.

Notes:

Listen. Talk. Connect.

Leslie Wingo

CEO of Sanders\Wingo

Leslie Wingo heads up Sanders\Wingo. Her unrelenting attitude and her propensity for success make Wingo an integral principal in the company's growth and success.

Under her leadership, the Sanders\Wingo team, located in both Austin and El Paso, TX, emphasizes (1) understanding humans, (2) understanding the (irrational) choices humans make and (3) giving clients quality, viable, right-on marketing strategies through the magic of storytelling.

Notes:

Little Big Paintings On A Wall: Mural Stories

Jesus “Cimi” Alvarado

Graffiti Artist

Jesus “CIMI” Alvarado is an El Paso, Texas native who began his artistic career experimenting with graffiti art. Following his studies under Gaspar Enriquez at Bowie High School, Alvarado delved into public art projects, which often included educational components and community involvement.

His efforts have included an intensive, ongoing mural education program in Dallas, Texas; two full-scale murals created with students from the El Paso, Texas Juvenile Detention Center; and two large murals depicting the history and culture of El Paso, Texas. Alvarado’s recent public works involved community brainstorming, input, and inspiration through both community meetings and written, anonymous surveys.

Alvarado’s artwork has been featured in shows in Mexico City and Buenos Aires, Argentina; at the El Paso Museum of Art and the University of Arkansas at Little Rock; and in Ciudad Juarez, Mexico at the “Binational Art Exhibit” Instituto Nacional de Bellas Artes.

Notes:

The Why Is More Important Than The What

Luke Westerman

Executive Director of the Humane Society of El Paso

Luke Westerman is the Executive Director of the Humane Society of El Paso. He is a former Wall Street investor turned award-winning social entrepreneur and venture capitalist. In 2016 Westerman was named the Ohio Business Person of the Year by Ohio State University. He has funded, acquired, founded or co-founded over 25 companies in the past fifteen years – with an emphasis on companies that solve societal problems in addition to generating revenue.

Westerman has a long track record of animal advocacy and has co-founded two organizations that successfully lobbied the state legislature in Ohio to repeal breed discriminatory legislation and make animal abuse a felony.

In 2017 he was honored with the “Advocates We Love” award from the Humane Society of the United States for his work fighting puppy mills and the businesses that perpetuate them. He has also long advised animal rescues and shelters on how to effectively save lives while maximizing resources through his family’s philanthropic arm, The Westerman Family Foundation.

Westerman came to El Paso to take the Executive Director job at the Humane Society in order to help make El Paso the largest No-Kill City on the planet by collaborating with the City shelter and other animal welfare organizations. He believes this is not only wonderful for animals, but has widespread positive implications for the people of El Paso as well.

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2018 TEDxElPaso Organizers

Planning and producing a successful TEDx event takes a lot of effort and coordination, and it doesn't happen without the help of many people. A big thank you to our volunteers — the backbone of independently-organized TEDx events.

David Jerome
Curator
TEDxElPaso

CEO
El Paso Chamber

Kassi Foster
Co-Curator
TEDxElPaso 2018

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Eric Smith

Thank you for your interest in TEDxElPaso.
Hope to see you next year!

TEDx ElPaso

x = independently organized TED event

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