

TED^xCornellU

x = independently organized TED event

**Creating Communities that are Socially Just
and Ecologically Sound**

In keeping with Cornell University's mission as a land grant institution—a university dedicated to enhancing the lives and livelihoods of people in New York State and around the world—this TEDx event celebrates the many ways in which knowledge is put to work in pursuit of economic vitality, ecological sustainability, and social well-being.

**November 17, 2013
1:00pm–6:30pm
Barnes Hall Auditorium, Cornell University**

SCHEDULE

Kirby Edmonds '99, Senior Fellow, Dorothy Cotton Institute
HOW WE CAN ELIMINATE STRUCTURAL POVERTY

Bill Myers '73, Office of Small Credit Union Initiatives, National Credit Union Administration
FINANCING CHANGE

TED VIDEO—**Majora Carter: 3 Stories of Local Eco-Entrepreneurs**

Natalie Bridgeman Fields '99, Accountability Counsel
DARE TO DEMAND JUSTICE

Lauren Braun '11, Alma Sana
CONSCIENTIOUS INNOVATION

Ben Justus '08, EGBOK Mission
HOSPITALITY DREAMS

INTERMISSION 3:00–3:30

Liz Ngonzi '98, Amazing Taste
WANT YOUR ENTERPRISE TO CHANGE THE WORLD? START WITH YOURSELF!

Rob Garrity '05, Finlo Solar Powers
NEW WORLD(VIEW) NOW POSSIBLE

Meredith Ramirez Talusan PhD Candidate, Ricefield Collective
KEEP YOUR HAT ON TO MAKE A DIFFERENCE

TED VIDEO—**Mallika Sarabhai: Dance to Change the World**

Lily Yeh, Barefoot Artists
FROM BROKEN TO WHOLE

RECEPTION 5:00–6:30

SPEAKERS



 @almasanaproject

LAUREN BRAUN is the President and founder of Alma Sana Inc., a 501(c)3 social enterprise dedicated to increasing timely vaccination rates through the use her patented vaccine reminder bracelet. Lauren came up with the idea of using bracelets to remind mothers of their children’s immunization appointment dates during her 2009 summer internship in a public health clinic in Cusco, Peru. Over the next three years, Lauren developed and presented her business plan to execute her idea, for which she won awards in local, national, and international social enterprise competitions. After receiving a Gates Foundation grant in November 2012 to implement the project, Lauren left her corporate job at Humana, a Fortune 79 health insurance company, to pursue Alma Sana full-time. She is currently piloting the bracelet’s use in Peru and Ecuador with a team of 20 people. Lauren graduated in 2011 with a BS in Human Development and two minors in Inequality and Global Health, and she is planning to pursue a Master’s degree in Public Health next year. She is passionate about reducing inequality, particularly among women and children, and is looking forward to exploring the potential of business and public–private partnerships to empower women and enable people to thrive economically.



KIRBY EDMONDS is the managing partner of TFC Associates, a human relations training and consulting firm based in Ithaca. Kirby is a management consultant, mediator, and trainer with experience in the areas of team-building, supervisory issues, building and valuing diversity in the workplace, cultural competence, as well as managing conflict and stress in the work environment. He has several years’ experience working on diversity in corporate, higher education, and public school environments. He has been a consultant to public–private partnerships throughout the country, a mediator and trainer of mediators for over 30 years.

He has helped design and facilitate the “Talking Circles on Race and Racism” which are dialogues for racial understanding, healing, and reconciliation offered through the Multicultural Resource Center in Ithaca. He has trained over 35 volunteer Talking Circles facilitators. Kirby is also a Senior Fellow and Program Coordinator for Dorothy Cotton Institute, a project of the Center for Transformative Action. In that capacity, he manages and delivers programs on human rights education to public school educators and community youth workers and develops programs on civic engagement.



 @nataliebridgema

NATALIE BRIDGEMAN FIELDS founded Accountability Counsel in 2009 with an Echoing Green Fellowship for social entrepreneurship in order to support the environmental and human rights of communities harmed by internationally financed development projects. Previously, she served as a consultant on accountability to the European Bank for Reconstruction and Development and the World Bank. As a lawyer at a large firm and later through her own law office, she litigated corporate, human rights, and environmental cases in US courts, including representing victims in the first case in US history to render a jury verdict on a crimes against humanity claim. In 2011, the Daily Journal named Natalie one of the ‘Top 20 Lawyers in California Under 40,’ and in July 2012, she received a Genius Award from Elle magazine. In 2013, she was named one of the ‘Top Women Lawyers in Northern California’ by her peers. Natalie is a graduate of Cornell University, where she received a Udall Fellowship and the Michael Schwerner Activist Award. She received her law degree from UCLA School of Law’s Program in Public Interest Law and Policy, where she was Editor-in-Chief of the UCLA Journal of International Law and Foreign Affairs.



 @rob Garrity

ROB GARRITY is the founder of Finlo Solar Powers, a company that front burns solar energy development by combining best-in-class components, system designs, legal counsel, and innovative financing. Through his company and beyond, Rob’s number one goal is to serve the world in the biggest way possible. He aims to do this by facilitating the emerging worldview movement of interconnection and fair resource distribution. He views solar as one venue through which he can put this view into practice using new economy business forms.

Rob’s path became clear in 1998, when he won “Most Likely to Save the World” in high school. In the years since, Rob has taught photovoltaics (PV) design and installation, built and led the PV department in an energy consulting and construction company, and completed solar electric projects for Cornell University, Google, and REI, among many others. Most recently, Rob spoke at the UN on the mechanisms and opportunities for community-owned solar. Through it all, Rob has remained dedicated to creating synergies and combining efforts to achieve mutual goals for everyone’s benefit.



 @egbokben

BEN JUSTUS visited Cambodia in 2006 and was struck by the warmth and hospitality of the country’s people. During his travels he recognized that, despite Cambodia booming in tourism and economic growth, deep down it is a country rebuilding itself from the Cambodian genocide. During his travels, he began to ask himself how a developing country like Cambodia can utilize this growing hospitality industry to alleviate poverty in local communities. Ben realized that he and others could use their backgrounds in hospitality to make a difference for the underprivileged young adults in Cambodia.

A year later, while still a student at Cornell University’s School of Hotel Administration, Ben founded EGBOK (Everything’s Gonna Be OK) Mission, an international nonprofit organization alleviating poverty by enabling underprivileged young adults in Cambodia to be self-supporting by providing education, training, and employment opportunities in the hospitality industry and utilizing a comprehensive approach with an emphasis on life skills development. EGBOK Mission envisions a Cambodian community where everyone has equal opportunities and has the independence and ability to shape one’s own life. EGBOK Mission’s Cambodia Project utilizes the growing hospitality industry as a sustainable means for young adults to lift themselves out of poverty.



 @runonthebanknet

WILLIAM MYERS is a proficient financial professional and accomplished credit union leader. Myers founded Alternatives Federal Credit Union in 1979 and led the institution until 2007. From its inception, Alternatives successfully focused on serving emerging markets through innovative product design and partnerships. Myers is currently Director of the National Credit Union Administration’s Office of Small Credit Union Initiatives. Prior to joining NCUA, he served as a Senior Fellow at Aspen Institute Economic Opportunities Program, a Field Coach at Real Solutions program of the National Credit Union Foundation, and interim CEO at Santa Cruz Community Credit Union.

He has served on the boards of the National Federation of Community Development Credit Unions, CheckSpring Bank Corporation, the State of New York Mortgage Authority, the Opportunity Finance Network and the Community Foundation of Tompkins County. He is also the founder of Cornell’s Community Development Banking listserve. William Myers is a graduate of Cornell University and subsequently earned the International Credit Union Development Educator (ICUDE) designation.



 @LizNgonzi

LIZ NGONZI is a connector, cultivator, and communicator with over 20 years of experience facilitating strategic relationships, developing and strengthening brands, and inspiring personal transformation. Over ten years ago, Liz founded Amazing Taste, LLC, a boutique consulting firm that leverages her international rolodex and extensive branding and teaching experience to facilitate relationships between nonprofit organizations, corporations, the media, and funders to meet their mutually beneficial strategic objectives through marketing and fundraising campaigns, along with educational activities. Amazing Taste has advised organizations in the US and Africa—focused on gender and human rights, environmental issues, public health, youth development, and education.

A long-time proponent of sustainable living, Liz spent this past summer at an ashram in the Catskill Mountains studying permaculture design, yoga philosophy, and practice to strengthen her understanding of the interconnectedness of the self, community, and the environment and the importance of harmonizing them for our long-term survival as individuals, a people, and a planet. Liz has been an active Cornell alumna, currently serving as the Communications Chair of the President’s Council of Cornell Women’s (PCCW); serving on the Board of Advisors to the Cornell Pillsbury Institute for Hospitality Entrepreneurship from 2010–2012 and as an Entrepreneur in Residence (EIR) from 2011–2013.



 @knit4life

MEREDITH RAMIREZ TALUSAN is the Director of Ricefield Collective, a social enterprise that crafts high-quality handmade knitwear while helping provide a fulfilling means for Philippine indigenous people to stay on their ancestral land. She is also completing her PhD in comparative literature at Cornell, after graduating from the MFA Fiction program in 2008. Prior to this, she received an MFA in Visual Art from the California College of the Arts and a BA in English Literature from Harvard University. She learned about business growing up on a family farm in the Philippines, and has also worked as a technical assistant in a cognitive science lab at MIT, as well as a project manager for the Department of Internet Ministries of the Greek Orthodox Church.



 @Yeh1Yeh

LILY YEH is an internationally celebrated artist, who has developed a unique methodology for using the arts as a medium for personal and social transformation. She is fueled by a belief that art is a human right, and that artists can create a foundation for profound social change. She has worked with communities in Rwanda, China, Ecuador, Haiti, Ghana, Kenya, Syria, Italy, and across the United States. She founded Barefoot Artists and co-founded The Village of Arts and Humanities, a volunteer organization that uses the power of art to revitalize impoverished neighborhoods. She has been given many prestigious awards and six honorary doctorates.

In the spirit of ideas worth spreading, TED has created a program called TEDx.

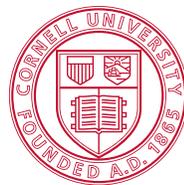
TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx CornellU, where x=independently organized TED event. At our TEDx CornellU event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

This independent TEDx event is operated under license from TED.

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