



MiniTrends 2013:

The Integration of Profit & Social Responsibility

Oct 2-3, 2012, Holiday Inn Town Lake, Austin, Texas

MiniTrends 2013 Schedule

Conference

Day 1: Wednesday, October 2, 2013 8:30 am – 5:30 pm, Reception 5:30 – 7:15 pm

8:30–8:45 — **Introduction**

8:45–9:30 am — **The Importance of MiniTrends and Seven Ways You Can Find Them**

Dr. John H. Vanston, *Chairman, Technology Futures, Inc.*

9:30 am–10:00 am — **Keynote – The Next Generation IT Innovations and What's In It For You**

Dr. Jani Byrne, *Director, Marketing – Global Mid-Market, MSP, Enterprise, IBM*

10:00 am–10:10 am— **Networking Break**

10:10 -10:35 am — **Featured Speaker: Emerging Trends as a Source for a Better Future: Sustainable Solutions from the Finnish Business Environment**

Dr. Tarja Meristö, *Corporate Futurist, Principal Lecturer at Laurea University of Applied Sciences, Finland*

10:35- am–11:00 am — **Featured Speaker: Detecting 10 MiniTrends Using a Tachyon Field**

Jeffrey Fry, *Principal, Help Find Care; Chief Executive, Profit Prophet; Director/CMO, MainGain; Board Member, baqpak; Executive Director, Firefly Funds; Executive Director, SHINE Night; President, SEDA RICO, LLC;*

11:00 am–11:50 — **Expert Panel One: The Integration of Profit and Social Responsibility: How profit and social good combine for the good of all stakeholders**

Ty Rarick, (Moderator) *TSR Consulting*

Paige Davis, *Co-Founder/Chief Inspiration Officer, Blue Avocado*

Elijah May, *Chief Brand Officer & Host, SocialGood.TV*

Cristián Méndez Sábre, *Chief Marketing Officer, Verb Inc. – Dell Education Challenge and Dell Empowering Women Challenge*

Joy Stoddard, *Development & Outreach Director, Whole Foods Foundation at Whole Foods Market*

11:50- Noon— **Individual Work and Partner Discussion**

12:00–1:00 pm **Lunch** (Provided)

1:00–1:50 pm — **Keynote: Making a Difference Through Entrepreneurship, Innovation, and Leadership**

Gary Hoover, *Founder, CEO, Chief Game Designer at Bigwig Games, Inc.; Entrepreneurship Teacher, Hoover Academy; Entrepreneur-in-Residence, School of Information, The University of Texas*

1:50–2:45 pm— **Expert Panel Two: Taking the Plunge: What you can learn from those who have initiated successful, value-driven businesses**

Steve Pearson, (Moderator) *Lead Strategist, Founder, The Pearson Strategy Group*

Andre Angel, *Co-founder/CEO at TangoTab; Co-Founder/Chairman, WorkMeter; Co-founder, Servoyant, LLC; Co-Founder/Chairman, CODEKKO Software*

Jeffrey Fry, *Principal, Help Find Care; Chief Executive, Profit Prophet; Director/CMO, MainGain; Board Member, baqpak; Executive Director, Firefly Funds; Executive Director, SHINE Night; President, SEDA RICO, LLC*

Christopher Justice, *Chief Executive Officer at Sparksight, Inc.*

Stacy Zoern, *CEO, Community Cars*

2:45–2:55 pm— Uncovering Attractive MiniTrends: Exercise Introduction

Carrie Vanston, *Media and Marketing Director, Technology Futures, Inc.*

2:55–3:05 pm—Networking Break into Breakout Groups

3:05 pm-4:00 pm — Uncovering Attractive MiniTrends: Learn to use the power of your breakout group to help uncover your own great minitrend opportunities ~ Exercise

Carrie Vanston, (Moderator) *Media and Marketing Director, Technology Futures, Inc.*

4:00 pm–4:50 pm—Expert Panel Three: Help is Here: How and where you can get advice and assistance for translating an uncovered minitrend into a successful, value-driven business opportunity

Vicki Flaughter, (Moderator) *Digital Strategist, Speaker, and Author of “Famous in Your Niche: Building Your Digital Celebrity For Fun and Profit.”* □

Bijoy Goswami, *Cofounder & Evangelist at ATX Equation, The Bootstrap, Aviri Consulting; Founder, Organizer, Bootstrap Network; CEO, Aviri Inc.*

Joy Miller, *Marketing and Outreach Coordinator, City of Austin Small Business Development Program*

Eve Richter, *VP of Community & Partnerships, door64*

4:50–5:05 pm — Making Your Own Personal MiniTrend Action Plan Commitment: Make a commitment to take home with you, or take the next step and come to Day 2

Carrie Vanston, (Moderator) *Media and Marketing Director, Technology Futures, Inc.*

5:05–5:25 pm — Suggestions for Succeeding with Minitrends

Dr. John H. Vanston, *Chairman, Technology Futures, Inc.*

5:05–5:25 pm — Closing

5:45–7:15 pm — Conference Reception (on site at the Holiday Inn Town Lake)

MiniTrends Master Workshop: How to Discover and Profit From Emerging Trends

Day 2: (Optional) Thursday, October 3, 2013 8:30 am–12:00 noon

8:30-8:45 a.m. Introduction

Carrie Vanston, *Media and Marketing Director, Technology Futures, Inc.*

8:45 – 9:10 am Planning Your MiniTrends Success

Dr. John H. Vanston, *Chairman, Technology Futures, Inc.*

9:10-9:30 a.m. Search Strategies and Research Resources

Carrie Vanston, *Media and Marketing Director, Technology Futures, Inc.*

9:30-9:55 a.m. Monitoring Your MiniTrends for Success

Steve Pearson, *Lead Strategist, Founder, The Pearson Strategy Group*

9:55-10:05 am My Strategies to Find MiniTrends in my Area of Interest

10:05-10:15 am Networking Break

10:15-11:00 am Practical MiniTrends Applications

11:00-11:20 am Analyzing MiniTrends: Drivers & Constraints

Dr. Lawrence Vanston, *President, Technology Futures, Inc.*

11:20-11:45 am Next Steps in My MiniTrends Adventure

11:45-11:55 am Becoming a MiniTrends Master: “Follow Your Bliss” by launching your own MiniTrends Adventure

Dr. John H. Vanston, *Chairman, Technology Futures, Inc.*

11:55-12:00 n. Closing Comments

Carrie Vanston, *Media and Marketing Director, Technology Futures, Inc.*