

# MiniTrends 2013: The Integration of Profit & Social Responsibility

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

## Keynotes & Featured Speakers:



### Keynote:

**Dr. Jani Byrne**

Director, Marketing – Global Mid-Market, MSP, Enterprise at IBM

A visionary who marries deep technological innovations and insights with a profound understanding of human and market psychology ... an extraordinarily passionate thought leader who can also simply “get stuff done.” In addition to her distinguished career at IBM, Jani is a Board Member of The Seton Fund at the Seton Family of Hospitals and Board Member of Austin Chamber of Commerce Technology Partnership.



### Keynote:

**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

Gary Hoover is an entrepreneurial whiz renowned for founding BOOKSTOP, the leading-edge book superstore that revolutionized the nature of bookshopping, and Hoover's, the world's largest Internet-based provider of information about enterprises. He recently founded his fifth startup, Bigwig Games, and is the author of “The Art of Enterprise.”



### Keynote & Conference/ Master Workshop Chair:

**Dr. John H. Vanston**

Chairman, Technology Futures, Inc.

John founded TFI in 1978, building the Austin, Texas-based company into a leading authority in custom research and technology forecasting. His MiniTrends concept, designed to increase creativity, innovation, and success, is summarized in *MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*. The book has received several Best Business Book awards and excellent reviews and endorsements.



### Featured Speaker:

**Dr. Tarja Meristö**

Corporate Futurist, Principal Lecturer at Laurea University of Applied Sciences, Finland

Tarja has extensive experience in combining futures studies with innovation with innovation, citizens' well-being, and sustainability and has executed over 300 scenario and foresight projects. At her invitation, Dr. John Vanston, Chair, *MiniTrends 2013* and Chairman, Technology Futures, Inc. was honored to Keynote at the 2012 International Foresight Forum for SMEs in Finland. We are honored to have her now participate in our *MiniTrends 2013*.



### Featured Speaker:

**Jeffrey Fry**

Principal, Help Find Care; Chief Executive, Profit Prophet; Director/CMO,

ManeGain; Board Member, baqpak; Executive Director, Firefly Funds; Executive Director, SHINE Night; President, SEDA RICO, LLC;

Jeffrey has launched a new type of in-home healthcare service that empowers healthcare service professionals to go into business for themselves while better connecting in-home healthcare needs. Riding the minitrend of baby boomer parents needing innovative ways to care for their parents, this model empowers all stakeholders and drives the cost of home healthcare down. Jeffrey also has been involved in several startups and plays roles in several civic programs.



### Conference/Master

### Workshop Director:

**Carrie Vanston**

Media and Marketing Director, Technology Futures, Inc.  
As co-author

of *MINITRENDS: How Entrepreneurs & Innovators Discover & Profit From Business & Technology Trends*, she brings a distinct real-world quality to MiniTrends activities, particularly in the media communications and social media areas. Carrie has many years of experience in public relations, marketing, and sales at TFI and in the entertainment industry.



### Workshop Speaker:

**Steve Pearson**

Lead Strategist, Founder, The Pearson Strategy Group

Steve's passion is accelerating innovation and R&D by identifying emerging, adjacent and disruptive technologies. Companies ranging from Fortune 500s to small startups rely on Steve and his analysts to provide Competitive Intelligence, Innovation Support and Informed Strategic Development. He works with high-tech, electrical, mechanical, energy, construction and transportation industries.



### Workshop Speaker:

**Dr. Lawrence Vanston**

President, Technology Futures, Inc.

Larry is an expert on the future of telecommunications and its significance to organizations and people. Since 1985, he has been the director and principal author of ongoing reports commissioned by the Telecommunications Technology Forecasting Group (TTFG), presently comprised of AT&T, CenturyLink, Verizon, and Windstream. Larry directs TFI's popular *TFI Communications Technology Asset Valuation Conference*, now in its 9th year.

## Panel Speakers:



**Andre Angel**

Co-founder/CEO at TangoTab; Co-Founder/Chairman, WorkMeter; Co-founder,

Servoyant, LLC; Co-Founder/Chairman, CODEKKO Software

Based in Dallas, Andre is a serial entrepreneur with global experience. His latest venture, TangoTab, is a real-time, online social enterprise business that offers diners discounts at participating restaurants, and donates a meal to the community each time you use the service. “When you eat, they eat.” Prior to Tango Tab, he co-founded, grew and sold numerous high-tech companies including CODEKKO, Experticy, NTR, Elastic Edge, and WorkMeter. Earlier, he was Global Vice President of Sales at Nortel Networks.

**TECHNOLOGY  
FUTURES INC.**

(512) 258-8898

www.tfi.com • www.minitrends.com

*Continued on back*

**Paige Davis**

Co-Founder & Chief Inspiration Officer, Blue Avocado  
BlueAvocado creates lifestyle products that make it easy

reduce and recycle waste. Paige Davis brings her strategic perspective and background as a sustainability consultant and social media entrepreneur to her work at Blue Avocado. Through collaborative partnerships, Paige assures the BlueAvocado business model inspires engagement marketing and sustainability awareness into all aspects of the business and communication efforts.

**Vicki Flaughter**

Digital Strategist, Speaker, and Author of "Famous in Your Niche: Building Your Digital Celebrity For Fun and Profit."

Vicki is a content monster and entrepreneur at heart. Her most recent venture is in digital publishing because she loves the power of those crazy interwebs to connect us all and flatten the world. In her consulting, Vicki combines social media, content marketing, and SEO techniques to build your digital reputation and make you famous in your niche.

**Bijoy Goswami**

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

Bijoy is deeply interested in how we steward unique journeys for individuals, organizations, communities and beyond. He sees our unique human capability of building mental models as a vital part of this endeavor. He loves building and sharing simple, yet powerful models, including MRE, youPlusU and Bootstrap.

**Christopher Justice**

Chief Executive Officer at Sparksight, Inc. Christopher co-founded Sparksight® in 2006 and has built the company into a

well-respected design agency that specializes in event management, high definition video production and digital marketing. He recently completed the book "Seven Digits – Zero to One Million Through Faith and Finance." Christopher is a conscious leader that works hard to have a company that benefits all involved.

## MiniTrends 2013: The Integration of Profit & Social Responsibility

www.minitrends.com

**Elijah May**

Chief Brand Officer & Host, SocialGood.TV  
"If you've read the Tipping Point, then you'll understand

what I mean when I say that first and foremost, I'm a connector. I am also a public speaker, a social strategist, and a connoisseur of company culture."

**Cristián Méndez Sábre**

Chief Marketing Officer, Verb Inc. — Dell Education Challenge and Dell Empowering Women Challenge.

Cristián works to empower young social entrepreneurs through innovation competitions. Verb's signature program, the Dell Social Innovation Challenge (DISC) is the largest global competition for student social entrepreneurs.

**Joy Miller**

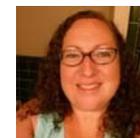
Marketing and Outreach Coordinator, City of Austin Small Business Development Program

Joy is a marketing and outreach professional with over 20 years of leadership experience in process improvement, human resources, and operations. She communicates with and counsels aspiring and existing small business owners in presentations and in personal communications to ensure understanding of City of Austin resources and assistance available to them.

**Ty Rarick**

TSR Consulting  
Ty is a product designer and business development professional with twenty years

of experience designing products and strategies within enterprise, corporate and consumer retail businesses as a consultant, corporate design manager and start-up business owner. In addition to being a valued member of the *MiniTrends 2013* Planning Committee, Ty is also Chapter Founding Member Leader of *Conscious Capitalism Austin*

**Eve Richter**

VP of Community & Partnerships, door64  
Door64 is a huge group community of Science,

Technology, Engineering, and Math (STEM) industries influencers serving more than 30,000 STEM professionals in the Austin Area. Previous to door64, Eve served as the Emerging Technologies Coordinator in the Economic Development Division at the City of Austin, helping businesses, startups, entrepreneurs and individuals in the tech (and other) sectors to grow and be successful in the Austin community.

**Joy Stoddard**

Development & Outreach Director, Whole Planet Foundation at Whole Foods Market

Joy joined *Whole Foods Market* in 2000 and Whole Planet Foundation in 2006. She develops strategic partnerships, fundraises for *microcredit*, and connects Whole Foods Market shoppers, suppliers and team members to Whole Planet Foundation.

**Stacy Zoern**

CEO, Community Cars  
Stacy has Spinal Muscular Atrophy and has never walked. At 20 her memoir

"I Like to Run Too: Two Decades of Sitting" was published. Striving for mobility, when she discovered on the internet a low speed electric vehicle purpose built for people with disabilities, she wanted one immediately. When she learned a Hungarian company had shelved the project for lack of resources, she started her own corporation and raised the funds needed to get the Kenguru vehicle in the marketplace.

---

### Planning Committee

**Helen Mary V. Marek**

VP Operations & Creative Director, Technology Futures, Inc.

**Liz Pedraza**

Social Media Management - Strategy + Content Creation + Reporting

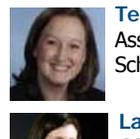
Plus Speakers: **Vicki Flaughter Steve Pearson Ty Rarick, Carrie Vanston, John Vanston**

---

### Advisory Committee

**Laura Alter**

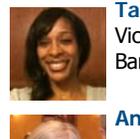
Dir. Mktg & Analytics, YESIMO & Valoran USA, Inc.; Co-Founder, Austin SEO Meetup

**Terry Newman**

Assist. Dean for Fin. Affairs, Jackson School of Geosciences, UT Austin

**Lani Rosales**

COO, AGBeat.com

**Tanisha C. Walter**

Vice President, Wealth Management Banking, Bank of America, N.A.



**Amanda Winters**, Counselor, LCSW

Plus speakers: **Bijoy Goswami, Jeffrey Fry, Christopher Justice, Eve Richter**