

# 2017



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# THE SURFACE BENEATH





**This book belongs to**

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# TENISIO SEANIMA

AM GUEST EMCEE

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Tenisio Seanima is a food justice advocate where he strives to create a ripple effect of continual profound positive change in his community and the world at large. As the Farmer Services Coordinator for Georgia Organics, Inc., he provides support for both new and experienced farmers in implementing business systems, enhancing farmer prosperity, increasing the number of new farmers in Georgia as well as increasing the certified organic acreage that exists in the state.

Previously, Tenisio was a professional radio broadcaster, hosting several programs both domestically in the U.S. as well as internationally in Africa. He served as the red-carpet television host for the first annual MTV African Music Awards held in Abuja, Nigeria in November 2008.

Tenisio is Master Gardener Certified, holds a Bachelor of Science in Green and Sustainable Enterprise Management from the University of Phoenix and a FCC Third-Class Broadcasting Certification.



# DANA BARRETT

PM GUEST EMCEE

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Serial entrepreneur and small business advocate Dana Barrett's interests lie at the intersection of business, technology and media. Television, radio and the internet are outlets for her unique point of view.

She is host of the award-winning The Dana Barrett Show, which airs weekdays at 8 a.m. EST on 1190 AM WAFS in Atlanta and livestreamed on Facebook and at [biz1190.com](http://biz1190.com).

Dana began her career in the technology sector eventually serving as a vice president of technology before becoming an entrepreneur. She has owned and operated two ventures and DB Media is her third and current business endeavor.

Dana is recipient of the SBA's Small Business Media Advocate Award and the Technology Association of Georgia's Diversity Game Changer Award.

She was previously host of Atlanta Tech Edge on the Atlanta NBC affiliate, and has had various acting roles on television shows and movies. Dana holds a bachelor's degree from Cornell University.

# TEJAS ATHNI

NEUROSCIENCE EXPLORER



## FIGHTING BRAIN CANCER: NATURE COULD HOLD THE KEY

Tejas Athni is a high school senior at Stratford Academy in Macon, Georgia and a student researcher at Detroit's Karmanos Cancer Institute and Georgia's Fort Valley State University. His research on the effects of certain plant compounds on glioblastoma multiforme brain cancer cells is being readied for submission to peer-reviewed journals.

Tejas' other interests lie in community service and journalism. He founded CPR Education NovoToro, a nonprofit focused on teaching basic life saving skills, and is the editor-in-chief of an international online magazine known as the Publizette.

Tejas' long-term goals include pursuing a career in the medical field, either as a physician or a medical researcher. He is the winner of the 2017 American Academy of Neurology's (AAN) Neuroscience Research Competition.

### Quote

**"THE IMPORTANT  
THING IS NOT TO  
STOP QUESTIONING.  
CURIOSITY HAS ITS  
OWN REASON FOR  
EXISTING."**

— Albert Einstein

### Web

LinkedIn: [linkedin.  
com/in/tejas-athni](https://www.linkedin.com/in/tejas-athni)

### Media

[TejasAthni.com](http://TejasAthni.com)

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# KRZYSZTOF CZAJA

NEUROSCIENTIST



## WHY MANY DIETS FAIL; IT'S NOT WHAT YOU THINK

Krzysztof Czaja's obesity research focuses on changes in the human brain following a Roux-en-Y gastric bypass. His lab at the University of Georgia in Athens, Georgia is investigating the role of neural gut-brain communication in the development of obesity with the goal of finding non-surgical ways to overcome it. His work has been featured in Science 2.0, ScienceDaily, and Quartz.

Krzysztof, an associate professor at UGA's Department of Veterinary Biosciences & Diagnostic Imaging, has authored more than 50 peer-reviewed research papers and several book chapters. He holds a D.V.M. from the Veterinary Medicine College at the Academy of Agriculture and Technology in Olsztyn, Poland and a doctorate in neuroanatomy from the University of Warmia and Mazury in Olsztyn.

### Quote

**"IF YOU LIMIT YOUR CHOICES ONLY TO WHAT SEEMS POSSIBLE OR REASONABLE, YOU DISCONNECT YOURSELF FROM WHAT YOU TRULY WANT, AND ALL THAT IS LEFT IS A COMPROMISE."**

— Robert Fritz

### Web

[vet.uga.edu/vbdi/programs](http://vet.uga.edu/vbdi/programs)

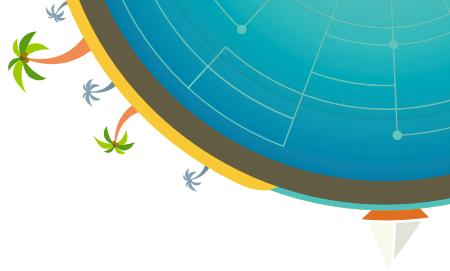
LinkedIn: [bit.ly/KCzajaProfile](https://bit.ly/KCzajaProfile)

### Media

Research:  
[bit.ly/KCzaja](https://bit.ly/KCzaja)

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# SIANA ALTIISE

SENSORY ARTIST



## PERFORMANCE

Music is color for Siana Altiise. Patterns, depth of tones, shapes and their thickness are her “sheet music.”

Siana uses her extrasensory condition known as synesthesia to compose songs according to their vivid color patterns and tones and to give life to emotions that music evoke through her paintings. An Atlanta resident, Siana has created experiential, interactive spaces for Synesthetes and non-Synesthetes alike in the United States and Asia.

Siana holds a Bachelor of Science degree in Experimental Psychology from Florida Atlantic University and was previously an English language instructor in Asia.

**Web**

[Altiise.com](http://Altiise.com)

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# DANA KANZE

RESEARCHER



## GENDER BIAS AND VENTURE FINANCING

Former startup CEO Dana Kanze's research interests lie at the intersection of implicit gender bias, investor and entrepreneur behavior and the impact on startup funding, growth and survival outcomes.

Dana is a doctoral fellow at Columbia Business School. Findings from her work has been featured in The Academy of Management, The Harvard Business Review, The Wall Street Journal, Bloomberg, BBC News, Entrepreneur, Fortune, Inc., TechCrunch and Quartz. She graduated magna cum laude from The Wharton School and began her career as an investment banker and strategic consultant with Citigroup and the Winterberry Group.

### Quote

**"WHEN YOU LEARN,  
TEACH, WHEN YOU  
GET, GIVE."**

— Maya Angelou

### Web

[Danakanze.me](http://Danakanze.me)

LinkedIn: [linkedin.  
com/in/danakanze](https://www.linkedin.com/in/danakanze)

### Media

[bit.ly/DanaHBR](https://bit.ly/DanaHBR)

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# RICKEY BEVINGTON

JOURNALIST



## THE FUTURE OF NEWS MEDIA IS IN ALL OUR HANDS

Atlanta native and two-time Emmy Award recipient Rickey Bevington believes the contract between the news media and the people, is broken. To restore this contract, we, the people must become savvier consumers of news.

Rickey is Georgia Public Broadcasting's Senior Anchor/Correspondent, and local host for NPR's nationally syndicated "All Things Considered" during afternoon drive. Her work has been recognized by journalism organizations including the Southeast Emmy Awards, RTDNA's Edward R. Murrow Awards, Georgia Association of Broadcasters, the Associated Press and Society of Professional Journalists. Rickey was the only Georgian awarded a Marshall Memorial Fellowship by the German Marshall Fund of the United States in 2014.

### Quote

**"THE FREEDOM OF THE PRESS WORKS IN SUCH A WAY THAT THERE IS NOT MUCH FREEDOM FROM IT."**

— Grace Kelly

### Web

Twitter/Instagram:  
[RickeyBevington](#)

### Reading List

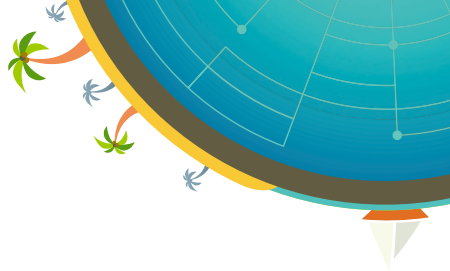
[Timewellspent.io](#)

### Media

[bit.ly/RickeyPodcast](#)

**SECOND CHANCES**

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# LOUISE WASILEWSKI

CRIMINAL JUSTICE REFORMER, ENGINEER



## A NEW APPROACH TO OVERCOMING PRISON OVERCROWDING

Louise Wasilewski is an accomplished business leader who believes in second chances. She is co-founder of Acivilate, which seeks to overcome recidivism with technology that facilitates information sharing and coordination among caseworkers, probation officers and ex-offenders. A sought after expert on criminal justice rehabilitation, Louise has spoken at events hosted by the American Correctional Association and the American Probation and Parole Association. She serves on committees of the DeKalb County Reentry and Recidivism Task Force, the Greater Gwinnett Reentry Alliance and the Integrated Justice Information Systems Institute.

Louise holds a bachelor's degree in Aerospace Systems Engineering from the University of Southampton and an MBA from Emory University. She holds four patents.

### Quote

**"IT IS AMAZING WHAT YOU CAN ACCOMPLISH IF YOU DO NOT CARE WHO GETS THE CREDIT."**

— Harry Truman

### Web

[themarshallproject.org](http://themarshallproject.org)

[acivilate.com](http://acivilate.com)

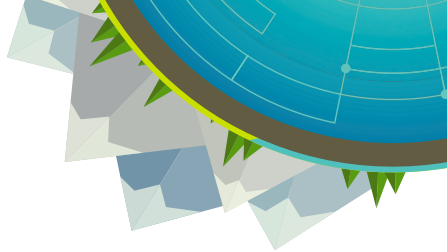
Twitter:  
[LouWasilewski](#)

Facebook: [Acivilate](#)

### Reading List

The New Jim Crow,  
Michelle Alexander

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# JASON MARTIN

PUBLIC EDUCATION ACTIVIST



## TEACHING OUTSIDE THE BOX

Award-winning teacher and school turnaround expert Jason Martin wants to bring science, technology, engineering, art, and math education to every child regardless of where they live. As founder and executive director of nonprofit Community Guild, he created STE(A)M Truck, a mobile makerspace to achieve this.

Launched in 2014, the program reaches more than 4,000 elementary and middle school students across Georgia annually. It has been featured on CNN, WABE 90.1 FM and at the SXSWedu conference. STE(A)M Truck was awarded the Center for Civic Innovation's Civic Impact Award in 2015.

Jason holds degrees from Columbia and Rutgers universities. He began working in public education after serving as a Teach For America corps member.

### Quote

**"A SHIP IN HARBOR IS SAFE, BUT THAT IS NOT WHAT SHIPS ARE BUILT FOR."**

— John A. Shedd

### Web

[steamtruck.org](http://steamtruck.org)

LinkedIn:  
[bit.ly/JasonLinked](https://bit.ly/JasonLinked)

Twitter:  
[gosteamtruck](https://twitter.com/gosteamtruck)

### Reading List

Not a Box,  
Antoinette Portis

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# SUSAN SPARKS

PASTOR, COMEDIAN, ATTORNEY



## LAUGHING OUR WAY TO WORLD PEACE ONE JOKE AT A TIME

A trial lawyer who became a standup comedian and Baptist minister, Susan Sparks is America's only female comedian with a pulpit. She is the first female senior pastor of New York City's Madison Avenue Baptist Church and a professional comedian. Susan tours nationally with a rabbi and a Muslim comic in the Laugh in Peace Tour.

A cancer survivor, Susan's work on humor and healing has been featured in such media outlets as O, the Oprah Magazine, the New York Times, CBS, CNN, and ABC. A blogger for Huffington Post and Psychology Today, her book, "Laugh Your Way to Grace," was named a best spiritual book and was featured in USA Today.

She holds a law degree from the Wake Forest University School of Law and a Master of Divinity from Union Theological Seminary in New York City.

### Quote

**"GOD IS A COMEDIAN  
PLAYING TO AN  
AUDIENCE WHO IS  
AFRAID TO LAUGH."**

— Voltaire

### Web

[SusanSparks.com](http://SusanSparks.com)

Twitter/Facebook:  
[revsusansparks](https://twitter.com/revsusansparks)

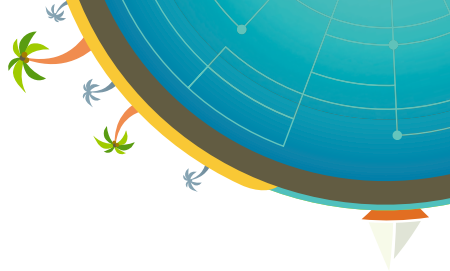
### Media

Madison Baptist  
Church Podcast:  
[bit.ly/revsparks](http://bit.ly/revsparks)

Laugh Your Way  
to Grace [2010]



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# BILL NUSSEY

TECHNOLOGIST, CLEAN ENERGY ADVOCATE



## THE FUTURE OF ENERGY IS LOCAL

Serial CEO Bill Nussey has created thousands of jobs and billions of dollars in value throughout his career. Learning that the cost of solar and wind-generated energy was now competitive with fossil fuels led to an epiphany.

In 2016, Bill founded the Freeing Energy Project to accelerate the shift to cleaner and cheaper energy. His book, which outlines his findings following more than a year of research and interviews with top energy experts, is slated for publication in 2018. He plans to turn his attention toward a small set of companies that will further the Freeing Energy mission.

Bill received a bachelor's degree in Electrical Engineering from North Carolina State University, worked as a venture capitalist with Greylock, and received his MBA from Harvard Business School.

### Quote

**"THE BEST WAY TO  
PREDICT THE FUTURE  
IS TO INVENT IT."**

— Alan Kay

### Web

[Freeingenergy.com](http://Freeingenergy.com)

Twitter:  
[FreeingEnergy](https://twitter.com/FreeingEnergy)

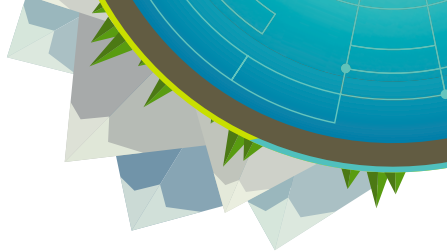
### Media

Behavioral  
Marketing: Delivering  
Personalized  
Experiences at Scale  
[2015]

The Quiet Revolution  
in Email Marketing  
[2004]

**STEP FORWARD**

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# JUSTIN DANIELS

ATTORNEY, CYBERSPACE CONNECTOR



## WHY YOU HOLD THE KEY TO CYBERSECURITY

Justin Daniels believes government-private collaboration and public debate about balancing innovation versus security are imperative in the face of persistent and sophisticated cyber threats. He is the founder of Atlanta Cyber Week, a week-long series of events organized by members of the Atlanta cybersecurity ecosystem to connect business leaders, innovators, policymakers, and academics. Justin is a shareholder at law firm Baker Donelson Bearman, Caldwell & Berkowitz, PC, and creator of its Cybersecurity Accelerator, which facilitates the growth of emerging domestic and international cybersecurity companies.

Justin holds a bachelor's degree from Virginia Tech and an MBA and a law degree from Duquesne University in Pittsburgh.

### Quote

**"IT IS NOT THE CRITIC WHO COUNTS. THE CREDIT BELONGS TO THE MAN WHO IS ACTUALLY IN THE ARENA, WHO SPENDS HIMSELF IN A WORTHY CAUSE; WHO AT THE BEST KNOWS IN THE END THE TRIUMPH OF HIGH ACHIEVEMENT, AND WHO AT THE WORST, IF HE FAILS, AT LEAST FAILS WHILE DARING GREATLY..."**

— Teddy Roosevelt

### Web

[atlcyberweek.com](http://atlcyberweek.com)

LinkedIn:  
[linkedin.com/in/justinsdaniels](https://www.linkedin.com/in/justinsdaniels)

### Reading List

Lights Out,  
Ted Koppel

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# JASMINE CROWE

ANTI-HUNGER ACTIVIST, ENTREPRENEUR



## HUNGER IS A QUESTION OF LOGISTICS; NOT SCARCITY

Jasmine Crowe is a docu-series producer and entrepreneur whose projects addressing hunger and poverty, and access to quality education have positively impacted vulnerable communities in more than 20 U.S. cities, the United Kingdom, and Haiti. Specifically, the Sunday Soul Homeless feeding initiative has successfully fed more than 50,000 and led to the founding of social technology enterprise Goodr in 2016. Under Jasmine's leadership, Goodr has redirected more than 100,000 pounds of excess prepared foods — in addition to fresh fruits, vegetables, and other supplies — to communities in need since 2016.

Jasmine holds a bachelor's degree from North Carolina Central University and a master's degree from Arizona State University.

**STEP FORWARD**

### Quote

**"EVERY GREAT DREAM BEGINS WITH A DREAMER. ALWAYS REMEMBER, YOU HAVE WITHIN YOU THE STRENGTH, THE PATIENCE, AND THE PASSION TO REACH FOR THE STARS TO CHANGE THE WORLD."**

— Harriet Tubman

### Web

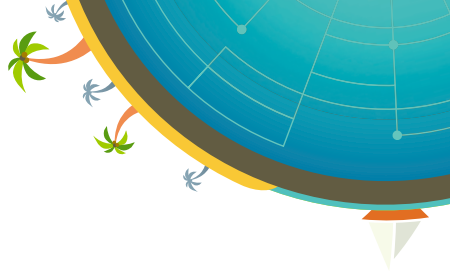
goodr.co  
Twitter/Instagram:  
JasmineCrowe

### Reading List

Waste: Uncovering the Global Food Scandal,  
Tristram Stuart

[www.refed.com](http://www.refed.com)

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# JAMES BECKERMAN

CARDIOLOGIST



## GIVING TO HEALTH

As cardiologist and medical director of the Providence Heart Institute's Basecamp Cardiac Prevention + Wellness initiative in Portland, Oregon, James Beckerman collaborates with the community to create free programs such as Play Smart Youth Heart Screenings and Heart to Start, a multi-state exercise program.

He is the team cardiologist for the Portland Timbers Major League Soccer franchise and is a member of the American College of Cardiology's Leadership Council on Sports and Exercise, WebMD's Clinical Advisory Board, and the Ironheart Foundation's Board of Directors.

James holds degrees from Harvard University and Harvard Medical School and completed his internal medicine and cardiology training at Massachusetts General Hospital and Stanford University.

**STEP FORWARD**

### Quote

**"THERE IS NO  
EXERCISE BETTER  
FOR THE HEART THAN  
REACHING DOWN AND  
LIFTING PEOPLE UP."**

— John Andrew  
Holmes

### Web

welcometobase  
camp.org

Twitter:  
jamesbeckerman

LinkedIn:  
linkedin.com/in/  
jamesbeckerman/

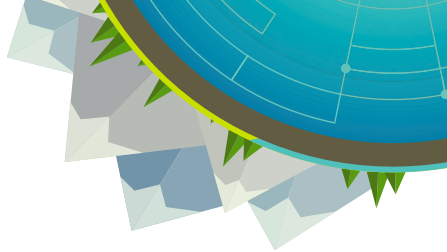
### Media

Heart to Start  
[2015]

The Flex Diet:  
Design-Your-Own  
Weight Loss Plan  
[2010]



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# ERICH NETHERTON

SOUND DESIGNER



## THE MUSIC OF THINGS

Award-winning sound designer and audio engineer, and session drummer Erich Netherton is known for pulling unexpected sounds and textures from his instruments and unsuspecting objects. He has designed sound for commercials, movies and video games, including Activision's hugely successful Call of Duty – Black Ops, 2, and is a recipient of the American Advertising Awards' Addy for his commercial work.

With his latest musical invention, Erich was a finalist in the 2017 Guthman Musical Instrument Competition, an annual event which recognizes the next generation of musical instruments from around the globe. He currently plays drums for critically-acclaimed Atlanta-based band Oryx & Crake.

### Quote

**“IN THE BEGINNING,  
THERE WAS NOISE.  
NOISE BEGAT  
RHYTHM, AND  
RHYTHM BEGAT  
EVERYTHING ELSE.”**

— Mickey Hart

### Web

[erichnetherton.com](http://erichnetherton.com)

Instagram:  
[yesnethertron](https://www.instagram.com/yesnethertron)

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# LONNIE JOHNSON

INVENTOR



## THE FUTURE OF ENERGY TECH

Lonnie Johnson is a nuclear engineer and prolific inventor widely known for his invention of the Super Soaker® water gun. A pioneer in energy tech, he holds more than 100 patents. As president and founder of Johnson Research and Development Co., Inc. and its sister companies, Lonnie's rechargeable battery technology and thermodynamic energy conversion technology, respectively, are poised to change technology mobility and the global energy industry. His work has been featured in media outlets including Time, Forbes and Popular Mechanics.

Lonnie has received multiple achievement awards for his work in spacecraft system design at NASA's Jet Propulsion Laboratory where he worked on the Galileo mission to Jupiter, the Mars Observer project and the Cassini mission to Saturn. He received the prestigious Air Force Achievement Medal and the Air Force Commendation Medal on two occasions while serving in the United States Air Force.

He holds a Bachelor of Science, a master's in Nuclear Engineering, and an honorary doctorate in Science from Tuskegee University.

### Quote

**"ONE OF THE  
TOP 10 NEW  
WORLD-CHANGING  
INNOVATIONS."**

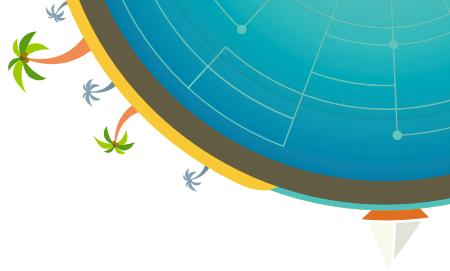
— Popular  
Mechanics Magazine

### Web

[johnsonems.com](http://johnsonems.com)  
[bit.ly/Lonniewikipedia](http://bit.ly/Lonniewikipedia)

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# JUANA MENDENHALL

BIOCHEMICAL ENGINEER



## THE FUTURE OF CARTILAGE REGENERATION COMES IN A SYRINGE

Juana Mendenhall, an associate professor of chemistry at Morehouse College in Atlanta, Georgia, leads its MART Therapeutic Biomaterials Research Lab, which is charged with creating solutions to treat osteoarthritis. The National Science Foundation recently funded the lab's work on the 3D printing of smart therapeutic biomaterials as injectable hydrogels for tissue engineering and as bio-inks for cellular therapies.

Juana earned her bachelor's degree from North Carolina Agricultural & Technical State University and her doctorate degree from Clark Atlanta University. Prior to her appointment at Morehouse, she did her postdoctoral work at Emory and Cornell universities. She is president and founder of TheraVisc™, LLC, a company focused on injectable gels to treat osteoarthritis.

### Quote

**"GIVING UP IS [WAY]  
HARDER THAN  
TRYING."**

— Kanye West

### Web

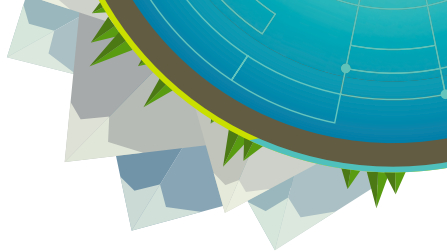
[theravisc.com](http://theravisc.com)

Twitter:

[ProfJMendenhall](https://twitter.com/ProfJMendenhall)

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# MATT MEISTER

RESEARCH ENGINEER



## THIS IS UNCOVERING THE SECRETS OF THE ANTARCTIC. TOMORROW...?

Matt Meister is an explorer at heart. He is the lead engineer of Icefin, a NASA-funded project at the Georgia Institute of Technology's School of Earth and Atmospheric Sciences. Icefin is designed to survey and map the sub-ice environment in polar regions such as Antarctica's Ross Ice Shelf (RIS).

Matt developed Icefin's initial mechanical design while still an undergraduate and was part of the Antarctic team deployed in 2014. Results from this expedition were covered by CNET.com, Bloomberg.com, NBCNews.com, Space.com and WABE 90.1 FM. Learnings from this and other expeditions will eventually be applied toward exploring the existence of life in our solar system and beyond.

Matt holds a bachelor's degree in Mechanical Engineering from Georgia Tech.

### Quote

**"THE UNIVERSE IS A PRETTY BIG PLACE. IF IT'S JUST US, SEEMS LIKE A PRETTY AWFUL WASTE OF SPACE."**

— Carl Sagan

### Web

[schmidt.eas.gatech.edu](mailto:schmidt.eas.gatech.edu)

LinkedIn: [bit.ly/MeisterProfile](https://bit.ly/MeisterProfile)

Twitter: [IcefinRobot](https://twitter.com/IcefinRobot)

### Media

[solarsystem.nasa.gov/planets/europa](https://solarsystem.nasa.gov/planets/europa)

[bit.ly/Jupitermoon](https://bit.ly/Jupitermoon)



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# PART





NERS



The Advanced Technology Development Center (ATDC) is Georgia's technology incubator. Powered by Georgia Tech, ATDC works with entrepreneurs to help them learn, launch, scale, and succeed. Founded in 1981 and one of the longest-running and largest university-based startup incubators in the country, ATDC works with more than 800 technology startup entrepreneurs each year across Georgia. It has graduated nearly 170 companies from its core ATDC Signature program. Collectively, ATDC graduates have generated more than \$12 billion in revenue in Georgia and have received \$3 billion in capital from angels and other investors. ATDC is a unit of the Enterprise Innovation Institute, Georgia Tech's chief outreach and economic development arm.

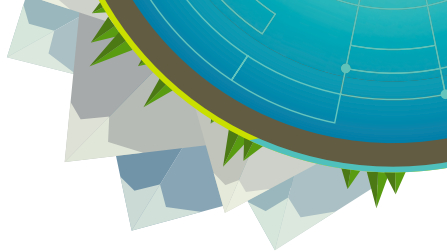


Piksel has been building successful online video businesses for over a decade. Our service offering is underpinned by the Piksel Palette's SaaS-based infrastructure. This recipe, combined with our commitment to creating mutually beneficial partnerships enables our clients to prosper in today's video market. Piksel's unrivaled expertise is in designing, building and managing online video solutions for media companies like AT&T, Discovery, and Sky, and enterprises like Delta Air Lines, Volkswagen, and Barnes and Noble.



For over 5 years, we've been helping clients create ideas built on their company's essence or brand purpose. We then seed the ideas in the consumer's mind, using advertising, public relations, graphic design, digital and social media. Together, let's grow your company's brand like wildfire.

WHO I GOT TO KNOW  
**BENEATH THE SURFACE**  
DURING COFFEE, LUNCH OR DRINKS



Name:

Interesting fact:

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# ТНА





# NKS



# PARTNERS

## CORPORATE

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PLATINUM

**wework**

SILVER

**atdc**  
GEORGIA TECH

BRONZE



## IN-KIND

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official conference hotel  
vip reception host



simulcast



visual design



**BOODIGITAL**

video highlights



email tech



composting



# MAKE A LIFE, NOT JUST A LIVING

WeWork provides beautiful workspace, an inspiring community, and meaningful services to help you grow your business. Stop by and scope out our locations in Atlanta.

# XZONE

## TASTING PARTNERS

AVALON  
CATERING

bamboo  
BREWERY & RESTAURANT

1 Buenos Aires  
CAFE

CAJA  
BREWERY

Chai Lane  
LATTES

FRESH  
HARVEST  
TASTE AND SEE

GOATBERRY  
Zolla  
KOMBUCHA TEA  
ATLANTA, GEORGIA

island spiced  
Bakes & Bites  
Atlanta, Georgia

Just  
ADD  
Honey  
The Company

Karmatic  
Kitchen

MONTANE  
SPARKLING SPRING WATER

o'delicious  
BREWERY

REVELATOR  
COFFEE COMPANY

Rebution  
BREWING CO.  
COFFEE

TAPROOM  
COFFEE HOUSE

The Hungry Peach

URBANTREE  
CIDERY

WILD HEAVEN  
BEER  
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hypepotamus

GATHER X GOOD

### ATDC Innovation Companies

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Mark Wasiele  
Mr. and Mrs. Frank Tighe

### Community Partners

Hands on Atlanta  
Central Atlanta Progress

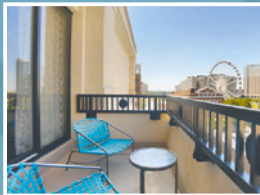
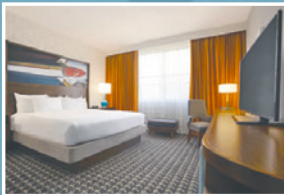
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# LEADERSHIP

**Jacqui Chew**  
chairperson + licensee

**Bill Schnitzer**  
treasurer + co-producer

**Steve Meister**  
director + co-producer

**Joanie Twersky**  
director + speaker coach coordinator

**Christopher Wilson**  
director + general counsel



## **Planning Team**

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Cortlandt Minnich  
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## **Marketing**

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Lauren Patrick  
Rosemary Taylor

## **Speaker Coaches**

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Allison Gars  
Casy Walker  
Dez Thornton  
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Jermail Shelton  
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Neha Ahua  
Pam Leinmiller  
Silviu Raducu  
Tom Nixon

## **Photographer**

Lynsey Weatherspoon



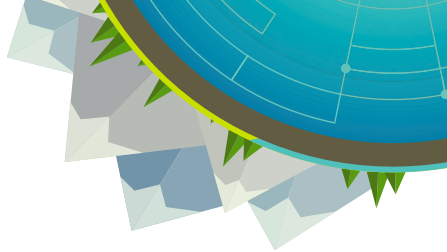


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# BENEATH THE SURFACE



**#TEDxPT | #BeneaththeSurface**

**TED<sup>x</sup>Peachtree**  
x = independently organized TED event



# FRESH HARVEST

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Fresh Harvest is your direct partnership with local, organic farmers in Georgia and the health they can provide you. We simply gather up their produce and deliver it to your door. Baskets are customizable and you can add other local groceries like meat, milk, and eggs.

# SEED FACTORY

**BUILD** big ideas from a company's essence  
**SEED** ideas in the consumer's mind  
**GROW** brands like wildfire.



If we plant great ideas with enough people, all will grow.  
Congrats on being here with an open mind.



**NETWORK**  
TEDxPeachtree

**PASSWORD**  
d33pDive

**TED<sup>x</sup>Peachtree**  
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