



## SeedSource 1.0 - June 1, 2008 - Temple SF - Eco-Entertainment Conference

### 6:30 PM - Opening Presentation - Jen Zariat (EcoGatherings / Symbiosis / Cacao Media)

Get the fast facts about the damaging environmental effects of the global entertainment industry. Discover more about the growing support for change from the active LOHAS (Lifestyle of Health and Sustainability) demographic, and find out how we can welcome the evolution.

### 6:45-7:45 - PANEL DISCUSSION : Sources and Solutions

Discover the practical and profitable eco-solutions that are transforming the entertainment industry, from compostable cutlery to tree-free tickets, city-sponsored recycling workshops, and much more.

#### Special Guests:

##### **Robin Schidlowski [SF Dept. of the Environment]**

Zero Waste Program: Commercial Zero Waste Associate

##### **Jocelyn Kane [SF Entertainment Commission]**

Jocelyn Kane is Deputy Director of San Francisco's Entertainment Commission, which is charged with ensuring the health and vitality of all indoor and outdoor entertainment venues in the City. Current projects include facilitating a new amphitheater on Pier 96, permitting (protecting) street performers for the first time in the city's history, and revising San Francisco's outdated sound ordinance to stay current with technologies of the 21st century.

##### **Stephen Weisz [CEO - InTicketing]**

Stephen Weisz is CEO & Founder of In Ticketing. A gifted entrepreneur, Stephen has grown his company from organic roots into a major player in the ticketing industry, selling over a million tickets annually. Steve has been in the music & digital media industries for over 15 years. Prior to launching In Ticketing, Steve founded and operated web development & hosting firms to service entertainment companies and independent record labels in Atlanta and Los Angeles. Steve earned his degree in Industrial Design from Georgia Tech in 1997 with a focus on user centered design. Steve champions sustainable-minded business practices. He has created the only hemp/flax, recycled fiber, soy ink tickets on the market, launched the "Tree Per Ticket" program that has planted hundreds of thousands of trees since its inception, and led the company to be named an official Green Business by Co-op America..

##### **Donnie Oliveira [SF Conservation Corps / Whole Earth Festival]**

Special Events Recycling Specialist

##### **Mike Zuckerman [Sustainability Director - Temple SF]**

Mike on 'Greening' Temple: "We started with consumables, the no brainers. Compostable cups, straws, all corn starch based. We recycle our bottles and we compost our food. The easiest things to implement are the ones with immediate financial returns. We get rebates and receive credits on our waste bills by keeping up good recycling and composting practices. We try to take the decision making out of the parties hands when they get to the venue so all they need to think about is having a good time."





## **8:00-9:30 - PANEL DISCUSSION : Art as Education**

Meet the innovators who are redefining the boundaries between aesthetic and ethical ideals, from temples made of 'trash' to eco-luxury design.

### **Special Guests:**

#### **Shrine [Our Future Now / Burning Man Temple]**

Burning Man 2008 Temple Architect, Lucent Dossier performance troupe, and an extensive global arts career.

#### **Carey Thompson [Our Future Now / Galactivation]**

Creator of the Dimethyl Temple, internationally renowned painter and installation artist. Presenting a special 3D Sneak Preview of the 'Stargate Portal' Eco-Art Installation to be unveiled at Rothbury Festival this summer.

#### **Jonathan Youtt [Sustainable Living Roadshow / CELLspace]**

Community Activist, CELLspace co-founder, Sustainable Living Roadshow co-founder.

#### **Kevin George [Articulate SF]**

Kevin created Articulate Design in 2004 with the intent to connect people and their lifestyle's with consumer brands. A term he describes as a brand experience.

With this idea he recently created and launched Lexus Hybrid Living, a brand experience focused on eco design lifestyle. Hybrid Living celebrates the ethos of luxury eco design: living life with minimal impact on the earth while enjoying maximum luxury, comfort and style. Hybrid Living inspires and educates consumers on eco design through a series of video profiles spotlighting today's leading eco designers working in fashion, architecture, furniture and home furnishings.

Prior to Articulate, Kevin was the lead brand strategist on the Toyota Scion account during his 3 years at the ATTIK design studio. Kevin was responsible for the National Launch of the Scion campaign including non-traditional creative initiatives targeted at the youth market. The Scion launch set new levels in lifestyle marketing for the automotive industry, incorporating a wide mix of non-traditional mediums, and was credited as one of the most effective campaigns targeted at youth.

#### **Jen Zariat [EcoGatherings / Symbiosis / Cacao Media]**

Jen Zariat is a founding coordinator of Symbiosis Gathering and Events, as well as a co-creator of the EcoGatherings project for promoting sustainable practices in event planning. She has pursued a number of eco-conscious initiatives for her design and communications clientele through Cacao Media, including open source technology, carbon-neutral web hosting, and 100% recycled/non-toxic wind-powered printing.

#### **SeaSunz/Ash [Wisdom / Bassnectar / Art In Action / Green For All]**

Ashel Eldridge, a native of Chicago, is currently an Oakland, California based artist and spiritual activist. Ashel (aka Seasunz) performs spoken word, rap and sings nationally with conscious Hip Hop, Dub, Reggae and Electronica bands including Wisdom ([www.wisdomcreations.com](http://www.wisdomcreations.com)) and Bassnectar ([www.bassnectar.net](http://www.bassnectar.net)). He has appeared at Earthdance, the High Sierra Music Festival, Tweeter Center in Philadelphia, House of Blues Hollywood, the historic Fillmore Theater in San Francisco, and the Tabernacle in Atlanta, sharing stages with, Antibalas, Steel Pulse, KRS-One, STS9, Warrior King, Midnite, Anthony B, Ozomatli and more.

He is currently a music and meditation facilitator with Art in Action Youth Leadership Program, where he works to empower low income youth from urban communities. In addition to several past recordings, including Solar Stereo, he is now working on a new recording project linking intergenerational and multi-cultural voices. His work aims to cultivate the links between both local and global movements for social justice, spiritual awakening and ecological healing. Most recently, he is doing outreach and coordination for the Dream Reborn Conference ([www.dreamreborn.org](http://www.dreamreborn.org)) in Memphis, TN April 4-6th 2008 and Green For All ([www.greenforall.org](http://www.greenforall.org)).