



MiniTrends 2012

A Conference on Translating Emerging Trends into Business Opportunities

October 17-18, 2012
 Omni Austin Hotel Downtown
 Austin, Texas, U.S.A

DISCOVER, EVALUATE, PROFIT!

Join us in Austin, the place *Forbes'* calls the "Best Big City for Jobs," to listen and participate as business leaders and forward thinkers discuss starting new ventures or growing established organizations through attention to MiniTrends—emerging trends that will soon become important, but are not yet widely recognized. Find out what future trends and convergences they see on the horizon and how you can find profitable emerging trends of your own!

Achieving and sustaining success in the current environment of unprecedented marketplace innovation means being constantly alert to new and exciting MiniTrends that provide business and technological opportunities. MiniTrends offer great opportunities to those alert enough to recognize them, perceptive enough to appreciate them, and clever enough to take advantage of them.

Austin is a growing entrepreneurial hub that offers a culture built on collaboration, innovation, and creativity. What better place to find out how you, too, can develop a MiniTrend Mindset?

YOU SHOULD ATTEND IF YOU ARE:

- An **Entrepreneur** wishing to identify, assess, and exploit attractive new business opportunities
- An **Executive, Director, Manager, or Professional** seeking to take advantage of important emerging trends
- An **Innovative Thinker** interested in gaining recognition for your originality and perceptiveness
- An **Investor** interested in uncovering attractive new investment opportunities
- A **Job Seeker** wishing to define emerging employment possibilities

VENUE

The Omni Austin Downtown Hotel is located in the heart of Austin's famous Sixth Street entertainment district at 700 San Jacinto at 8th Street, Austin, Texas 78701, (512) 476-3700. Also nearby are Town Lake's hike and bike trails, the Austin Convention Center, the State Capitol, Bob Bullock Museum, Governor's Mansion, University of Texas Campus, LBJ Library, and other sites.

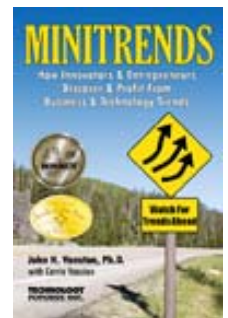
Please contact the hotel directly to book sleeping rooms. There are also other hotels within walking distance of the venue. For more information about Austin, please visit Austin 360 or Austin Chamber of Commerce.



Austin's 6th Street
 (photo: Larry D. Moore)

WHAT YOU WILL GAIN:

- A creative mind-set and resources for finding and taking advantage of emerging trends and opportunities relating to your own area of expertise and interest
- A preview of MiniTrends that thought-leaders see developing
- Experience, knowledge, and wisdom from innovative leaders sharing how they use emerging trends to start new ventures or grow established organizations
- Tactics to identify untapped business opportunities from converging trends
- Interaction with speakers and fellow participants to learn, mix, and share ideas
- Strategy and insights to create or grow your organization and, in the process, find your bliss!
- An opportunity to enjoy the Live Music Capital of the World!
- **BONUS!!** Copy of award-winning book **MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends.**



REGISTRATION

MiniTrends 2012 Conference

Wednesday, October 17,

1:30 p.m.–5:30 p.m. and

Thursday, October 18,

8:30 a.m.–5:30 p.m

Followed by Conference Reception until 7:15pm (Onsite at Omni Hotel)

Register now at

www.minitrends.com/minitrends-conference

Early Registration Fee: \$395.00
 until October 3 (then \$495.00)

CONTACT INFO

Carrie Vanston, Conference Director, cvanston@tfi.com

Helen Mary V. Marek, Conference Administrator, hmvmarek@tfi.com

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DAY ONE: Wednesday, October 17, 2012

1:30–2:20 pm Succeeding in the InfoMagination Age with MiniTrends: How you can use a MiniTrends Mindset to imaginatively take advantage of the enormous, ever-increasing volume of information available to all.

—**Dr. John Vanston**, Chairman, Technology Futures, Inc.; Author, *MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends*

2:20–3:20 pm Opening Keynote Speaker: Welcome to the “New Normal”—A Strategic Assessment of the Next Ten Years

—**David Pearce Snyder**, Consulting Futurist, The Snyder Family Enterprise; Contributing Editor, *The Futurist*

3:20–3:40 pm Networking Break

3:40–4:35 pm Expert Panel One: Scanning the MiniTrends World: Social, business, and technical trends that can help you target your minitrends searches.

—**Christopher Justice**, Chief Executive Officer at Sparksight, Inc.; Founder, Justice Pest Services

—**Lani Rosales**, Chief Operating Officer, AGBeat.com

—**David Smith**, CEO, HBMG Inc.

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

4:35–5:30 pm A Practical Exercise for Uncovering Attractive MiniTrends

—**Carrie Vanston** Media & Marketing Director, Technology Futures, Inc.; Co-Author, *MINITRENDS*

—**Participants**

DAY TWO: Thursday, October 18, 2012

8:30–9:10 am How and Where to Search for MiniTrends: Approaches and sources for finding minitrends for new ventures and established organizations.—**Dr. John Vanston**, Chairman, Technology Futures, Inc.; Author, *MINITRENDS*

9:10–10:05 am Expert Panel Two: Taking the Plunge: What you can learn from those who have initiated or helped initiate new ventures.

—**Andy Fish**, President, Formula Austin, LLC; President and CEO at LISA (Legislative Information Services of America)

—**Dr. Luis Medina**, CEO, Tech BA—an Initiative of the Government of Mexico partnering with the IC2 Institute of The University of Texas

—**Charles Studer**, Founder and Chief Technology Officer, Briggo

10:05–10:20 am Networking Break

10:20–10:45 am Featured Speaker: Early Discovery of Attractive MiniTrends: How you can identify minitrend precursors.

—**Rick Smyre**, President, Center for Communities of the Future; Owner, Strategic Concepts, Inc

10:45–11:40 am Expert Panel Three: Keeping the Fire Hot: How you can maintain a MiniTrends Mindset in a growing organization.

—**Michael Bettersworth**, Associate Vice Chancellor for Technology Advancement, Texas State Technical College

—Panelists to be Announced

11:40 am–12:00 pm Featured Speaker: Evaluating an Identified MiniTrend: Determining the value of a minitrend to you and your organization.

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

12:00–1:00 pm Lunch (Provided)

1:00–1:50 pm Keynote Speaker: A More Perfect World: Emerging Trends & the Coming Golden Age of Humanity

—**Byron Reese**, Chief Innovation Officer, Demand Media; Author, *Infinite Progress: How Technology and the Internet Will End Ignorance, Disease, Hunger, Poverty, and War*

1:50–2:45 pm Expert Panel Four: Help is Here:

How and where you can get advice and assistance for translating an uncovered minitrend into a successful business opportunity.

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

—**Dr. Peter Zandan**, Angel Investor, Global Vice Chairman at Hill + Knowlton, Board member at Next Big Sound, Inc., Investor at Klout, Sr. Advisor at Public Strategies Inc., Sr. Advisor/Chairman at EarthSky

—Panelists to be announced

2:45–3:00 pm Networking Break

3:00–3:25 pm Featured Speaker: Exogenous Factors Impacting MiniTrends: How you can identify and evaluate factors that may support or hinder successful application of a minitrend

—**Professor August E. (“Augie”) Grant**, **J. Rion McKissick** Professor of Journalism, University of South Carolina

3:25–4:15 pm Fitting it All Together: How you can integrate the information, the insight, and ideas presented in this conference to assist you in taking advantage of the MiniTrend Concept.

—**Speakers and Participants**

4:15–5:00 pm Making Your Own Personal MiniTrend Action Plan

—**Moderator: David Pearce Snyder**, Consulting Futurist, The Snyder Family Enterprise; Contributing Editor, *The Futurist*

—**Participants**

5:00–5:30 pm Becoming a MiniTrends Master: How you can “Follow your Bliss” by launching your own MiniTrends Adventure.

—**Dr. John Vanston**, Chairman, Technology Futures, Inc.; Author, *MINITRENDS*

5:45–7:15 pm Conference Reception

(on site at Omni Downtown)



Dr. John H. Vanston, *Conference Chair; Chairman, Technology Futures, Inc.; Author, MINITRENDS*

John founded TFI in 1978, building the Austin, Texas-based company into a leading authority in custom research and technology forecasting. His Mini-Trends 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.



David Pearce Snyder, *Keynote Speaker; Consulting Futurist; The Snyder Family Enterprise, Contributing Editor, The Futurist*

David has been in the forecasting business for over 30 years, during which he has built an impressive track record with a wide range of clientele, while compiling a multimillion item data base of trends and projections. He has been Contributing Editor of *The Futurist* magazine for over a quarter century and given thousands of seminars on strategic thinking. David has edited/co-authored five books, and written hundreds of studies, articles and reports on the future impacts of new technologies.



Byron Reese, *Keynote Speaker; Chief Innovation Officer, Demand Media*

Byron brings his vast technical understanding to illuminate how today's technology can solve many of our biggest global challenges. He speaks with the unrivaled authority of an accomplished high-tech trailblazer, inventor, and entrepreneur, and the wisdom of a life-long historian. Reese has served on both public and private boards of directors, has started several non-profit organizations and has just completed the forthcoming book, *Infinite Progress: How Technology and the Internet Will End Ignorance, Disease, Hunger, Poverty, and War*.



Carrie Vanston, *Conference Director; Media and Marketing Director, Technology Futures, Inc.; Co-Author, MINITRENDS*

Carrie has many years of experience in public relations, marketing, and sales at TFI and in the entertainment industry. As co-author of *MINITRENDS*, she brings a distinct real-world quality to the MiniTrends concept, particularly in the media communications and social media areas.



Michael Bettersworth, *Associate Vice Chancellor for Technology Advancement, Texas State Technical College (TSTC)*

Michael founded TSTC Forecasting to identify and analyze new technical competencies needed by employers in order to improve student employability through curriculum alignment with market demand. TSTC Forecasting has published many studies on emerging technologies and occupations. New studies are currently underway in big data, unmanned aerial systems, and social media.



Andy Fish, *President, Formula Austin, LLC; President & CEO at LISA (Legislative Information Services of America)*

Andy Fish and Anne Fish started Formula Austin LLC last year to plug visitors into Austin's culture and business scene in the days before and after the U.S. Formula One Grand Prix, now here in Austin. Formula Austin aims to link visitors up with authentic Austin experiences and has partnered with 42 local businesses, professionals and musicians to offer a large variety of activities.



Dr. August ("Augie") Grant, *Featured Speaker J. Rion McKissick Professor of Journalism, School of Journalism & Mass Communications, University of South Carolina*

Augie is a technology futurist who specializes in research on new media technologies and consumer behavior and market opportunities for emerging technologies. He is Editor of *Communication Technology Update and Fundamentals*, now in its thirteenth edition, which is used extensively in industry and has become one of the top-selling textbooks in the field.



Christopher Justice *Chief Executive Officer at Sparksight, Inc.; Founder, Justice Pest Service*

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. Combining wisdom and humor with common sense, Chris is a master at building better businesses through a combination of face-to-face and online marketing techniques.



Dr. Luis Medina, *CEO, Tech BA—an Initiative of the Government of Mexico partnering with the IC2 Institute of The University of Texas*

Luis has an extensive career as an entrepreneur in the business world as well as in academia both in Mexico and the US. As CEO of Tech BA he has interviewed, selected, trained, and helped many Mexican technology companies define and successfully implement their business plan to enter the US market in a variety of segments.



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.

More speakers on next page



Lani Rosales, Chief Operating Officer, AGBeat.com, AGBeat is one of the fastest growing digital magazines in the industry. Lani became the Editor-in-chief of AGBest in 2010, and was recently promoted to COO. AGBeat condenses news information on technology, business, social media, startups, real estate, economics and more, so the reader doesn't have to. Formerly focused strictly on marketing, Lani was named one of Real Estate's 100 Most Influential as well as 12 Most Influential Women in Blogging.



David Smith, CEO, HBMG Inc. As a noted futurist, technologist, and business leader, David brings more than 30 years of experience in digital convergence, strategic planning, and emerging technologies. He has assisted in creating and implementing plans for Fortune 100, emerging companies, universities, and government agencies. David is responsible for the global strategic planning, product development, and business execution at HBMG.



Rick Smyre, *Featured Speaker*; President, Center for Communities of the Future; Owner, Strategic Concepts, Inc. Rick is an internationally recognized futurist. Over the last fifteen years he has pioneered the concept of "community transformation" and has keynoted and presented at over three hundred events in the US, Scotland, England and Canada. His present focus is on developing networks of people and organizations interested in the emerging concepts of Transformational Learning, Master Capacity Builder, and Creative Molecular Economy.

More speakers to be announced soon!



Charles Studer, Founder and Chief Technology Officer, *Briggo* Addressing the need for convenience in a fast-paced world along with social awareness, Charles converged robotics, mobile apps, and cloud computing to create a technology that enables customers to store favorite coffee recipes in the cloud, remotely order, and have those drinks produced with robotic precision. Using an ethically source organic Peruvian bean, the first Briggo kiosk was deployed at the University of Texas last fall with plans to extend fully automated kiosks across the country.



Dr. Lawrence Vanston, *Featured Speaker*; 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, presently comprised of AT&T, CenturyLink, Verizon, and Windstream. Larry directs TFI's popular *TFI Asset Valuation Conference*, now in its 7th year.



Dr. Peter Zandan, Angel Investor; Global Vice Chairman at Hill + Knowlton; Board member at Next Big Sound, Inc.; Investor at Klout; Sr. Advisor at Public Strategies Inc.; Sr. Advisor/Chairman at EarthSky As an angel investor, Peter serves as an advisor and strategic investor in early-stage companies. At H+K Strategies, Peter helps direct strategic initiatives and is the worldwide research practice group leader where he provides assistance for clients in the financial services, energy, technology, healthcare and retail industries. His experience as a successful CEO/ Chairman/founder of a public company, IntelliQuest, helps inform the advice and counsel he provides.

ADVISORY COMMITTEE



Laura Alter, Online Marketing Manager, AllClear ID; Co-Founder, Austin SEO Meetup



Luis Cabeza, Consulting Engineer, Austin Energy



Howard Smallowitz, Manager, ISM Application Architecture, IBM



Henry Baird, Associate Dean, General Studies, ITT Technical Institute—Seattle



Susan Davenport, Sr. VP, Global Technology Strategies, Austin Chamber of Commerce



Barbara Springer, International Business Development at UT Austin



George Bounacos, Chief Operating Officer, Silver Beacon Marketing



Terry Newman, Assist. Dean for Financial Affairs, Jackson School of Geosciences, UT Austin



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

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