




# **TED<sup>x</sup>**Charleston

**x** = independently organized **TED** event



**April 17, 2024 | Charleston, SC**  
**[tedxcharleston.org](https://tedxcharleston.org)**



## Back for its 10th Year, TEDxCharleston 2024 - Uncharted

Welcome to TEDxCharleston 2024!

This year's theme is **Uncharted**.



As uncertainty permeates seemingly every aspect of our lives, we continue to find ourselves in new and unexplored realities. Distilling truth becomes more challenging in our increasingly uber connected world, while the prospect of artificial intelligence entices and threatens us at the same time. But beacons of hope, honesty and humanity give us hope for the future, a confidence that we will be able to navigate what seem like uncharted waters.

TEDx is a wonderful and impactful platform that's built on the foundation of incredible thoughts, experiences and hopes of the speakers you will see today. From this platform great things can emerge - or re-emerge - if you're willing to take the next step.

Enjoy the event, amplify what you hear, and be inspired to become a TEDx speaker and change agent yourself.

**Mike Sottak**

*TEDxCharleston Organizer & Curator*

## 2024 Program at a Glance

12:00 am	<i>Doors Open</i>
12:30 am	<i>Session 1</i>
2:30 pm	<i>Break</i>
3:00 pm	<i>Session 2</i>
5:00 pm	<i>Reception at ShareHouse</i>

## A few reminders

- *Remember to set your phone to silent – but please feel free to share your #chsuncharted experience on social media.*
- *No video recording is allowed in the theater.*
- *Only leave your seat during designated breaks and return to your seat promptly. Due to filming, if you are late, you will not be able to return to your seat until the session is finished.*



**Join the @TEDxCharleston  
conversation #chsuncharted**





**LB Adams**

**MC**

Back for her 3rd stint as Emcee of TEDxCharleston, LB brings her dynamic style, wit and insights to keep the show moving along. LB was a popular 2019 TEDxCharleston speaker, and spoke most recently at DisruptHR Charleston. She is the CEO of Practical Dramatics, a communication training company that builds better teams by building better conversations.



**Cookie Washington**

**Featured Artist**

Cookie Washington, our 2024 featured artist, is an artist, curator and folklorist. Cookie led a sold-out art quilting presentation at the Smithsonian's National Museum of African American History and Culture in 2023. She has been invited back in March of 2024 to teach two classes at the NMAAHC. In addition to her ongoing studio art practice, she has curated & produced exhibitions.

## **Session 1: 12:30 - 2:30 pm**



**Amber Ludeman - 12:40pm**

***The Unintended Consequences of Remote Work***

Amber Ludeman, co-founder of Matchstick Social, Charleston's leading social marketing firm, believes it's never been more important to strengthen the art of how we relate to one another at work. Her journey as a remote worker pre-pandemic has fueled her desire to help others see what has been lost as in-person work relationships fall to the wayside. She points out that culture can't truly exist when no one is relational. Amber's talk highlights the profound need to master the art of relationships to thrive in every aspect of our lives.



**Ann Marie Adams - 12:50pm**

***Swim in the Digital Ocean Beware of Sharks***

In the 21<sup>st</sup> Century new methods of communication are becoming the norm. An experienced professor, Adams seeks to explain the shifting notions of communications within these new parameters as it relates to a number of issues including free speech, privacy, confidentiality and even national security. Understanding the public forum in today's world and its ever-shifting modalities for communication, speech and human interaction is critical to better understanding of each other in an increasingly fragmented society.

## Session 1: 12:30 - 2:30 pm



**Julie Walker - 1:00pm**  
***From Ancestors Come Answers - Discover Your Cancer Risks***

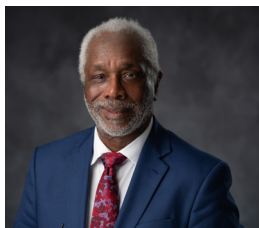
If you found out that you were at a higher-than-average risk for cancer because of your family history, would you do something to reduce that risk? For most people, the answer is a resounding yes. But many people don't know much about their family's cancer history, and even when they do, it's not clear what to do about it. Julie Walker, a genetic counselor and Charleston native, has some answers for you. When you know your risk and act on it, you can stop cancer in its tracks, she says. It's called personalized medicine. Walker will walk you through it. Her hope is that community awareness will lead more people to assess their risks, make necessary changes to their health care and beat cancer in the Lowcountry.



**Emily Curtis - 1:20pm**  
***Sandcastles - What did I Build It For?***

Emily Curtis is a soulful singer-songwriter with a captivating southern flair. Since bursting onto the local music scene in 2015, she has enchanted audiences with her guitar skills and smooth vocals, following in her father's footsteps. With a crowd-funded EP and a collection of singles under her belt, Emily's tracks have been signed to sync catalogs for prestigious publishers including Concord Music Publishing and Koze Music.

Emily wowed audiences at the Charleston Spiegeltent alongside Grammy winning artists Charlton Singleton and Quiana Parler, and performed at the Riverfront Revival music festival curated by Darius Rucker in October 2023. Her all-female band caught the attention of Garden and Gun Magazine, leading to a feature in the magazine's online performance series, "Back Porch Sessions".



**Herb Frazier - 1:30pm**  
***Truth, Knowledge - Ukweli***

As a writer and Charleston native, Herb Frazier believes that spreading *ukweli* – the Swahili word for truth – about the Black experience is the only path to racial healing. For the last two years, he's been spreading *ukweli* through talks at colleges, church-

es, libraries and civic organizations across South Carolina. What he's witnessed is that audiences become more sympathetic and less resistant to social change once they learn the truth about what it means to be a Black person in America today. Building on his experience in traveling the world, Frazier wants to amplify his and others' learnings so that racial healing can happen here in Charleston.

## Session 1: 12:30 - 2:30 pm



**Dr. Jon Pangia - 1:40pm**

***AI: Poison or the Pill To Heal Healthcare?***

Artificial Intelligence (AI) promises to dramatically impact every aspect of our lives. But Dr Jon Pangia wonders when and how it will have a meaningful impact on the world of medicine and health care. As a practicing physician and AI engineer, he has a unique perspective to offer people on what's to come and what to expect in the near future. As AI changes the nature of health care and the providers who deliver it, people will need to understand these changes and the problems they're solving in order to trust them and the clinicians using them.



**Nina Cano Richards, Esquire - 2:00pm**

***Lost in Translation: Building Bridges to Language Access***

Building bridges to enable and engender inclusion for the Latinx community is key to the better cross-cultural understanding and acceptance into our country. Language barriers, difficulty in navigating American culture and finding ways to benefit from services are part of Charleston attorney Nina Cano Richards' goals. Her own family challenges with integration, combined with her involvement in the Latinx community and its 300% increase in the Charleston area in the past 20 years or so has prompted her to work on those goals.



**Ben Towill - 2:10pm**

***Finding Your Own Ocean***

Ben Towill is co-founder of a major hospitality group in Charleston and a passionate promoter of food education and equal access to farm fresh food. But that's not all he wants to talk to you about. His

message is about seizing the moment and taking the crucial first steps toward accomplishing something you can always be proud of. Towill will weave together his ideas about food, community and life's adventures in a story about a 3,000-mile trans-Atlantic rowing race that he and the executive chef at one of his restaurants completed in 2022.

> **Intermission Break:** 2:30 - 3:00 pm

## Sponsors



## Session 2: 3:00 - 5:00



### Taiko Charleston - 3:00pm *"Taiko Charleston"*

Since 2009, when the first group of student drummers gathered under the direction of Tracy Bush, a diverse group of members have come together within Taiko Charleston and close friendships have developed. As Taiko has grown in popularity in Charleston and the southeast, it has been rewarding to keep up with the interest within the area and numerous requests for performances, workshops, residencies and artistic collaboration.



### Stephanie Mackara - 3:10pm *Rethinking Money: A Pathway Towards Financial Wellness*

Originally from Philadelphia, Stephanie Mackara has lived in Charleston for 13 years and is the owner of Charleston Investment Advisors, LLC where she helps clients build healthier financial habits and stay accountable to their goals. Drawing from her own personal struggle with financial scarcity, Stephanie's insights challenge us to flip the script and rethink our relationship with money, advocating for a holistic integration of financial health into our overall well-being.

## Session 2: 3:00 - 5:00



### **Kubby Culbreth - 3:20pm** ***Joy vs. Happiness: Get What You Really Want***

Kubby Culbreth, founder of Stop Light Observations and Wide Awake Life Coaching, has lived a life many only dream of. As a young musician, he performed to sell-out crowds nationwide, collaborating with stars like Ed Sheeran. But he still searched for happiness. He also experienced a profound journey into mental health advocacy following a personal tragedy, which inspired his exploration into the radical difference between joy and happiness. He has learned that becoming comfortable with the uncomfortable is essential and challenges us with the notion that replacing one simple word can empower and motivate modern youth in this comparison-driven digital age.



### **Dr. Jeannelle Perkins-Muhammad - 3:30pm** ***Racism's Impact on Black Intimacy***

Dr. Jeannelle Perkins-Muhammad, a Licensed Marriage and Family Therapist Supervisor with two decades of experience addressing the systemic racism that impacts the mental and emotional health of Black couples. She holds a BA in organizational communications, a Masters degree in marriage and family therapy, and a Ph.D. in counselor education and supervision. The author of, Into-Me-See, her work navigates the complexities of the psychological effects of racism, offering insights and solutions for overcoming the challenges that contribute to high divorce rates among Black families.



### **Peter Kfoury - 3:40pm** ***"Mussawat"***

Peter Kfoury has brought the concept of the American melting pot to life through his music. Of Lebanese descent, Peter immersed in his songs the influences of jazz, pop, blues and even funk along with his Middle

Eastern/North African roots. At TEDxCharleston, Peter will play "Lucia" one of his original compositions that honors an Italian immigrant friend that lived to be 100 years old. Peter will perform on the oud, an instrument that is regarded as the grandfather of the guitar and that is still the principal instrument in many countries. In addition, TEDxChalreston will be the world premiere of his new music video Mussawat which honors women's equality and equality in general. Featuring Jamaican American singer Audrey Martells, this song and video help us to see the beauty of the human experience.



## Session 2: 3:00 - 5:00



**Dr. Melissa Milanak - 3:50pm**  
***Sleep: NOT the Impossible Dream***

Dr. Melissa Milanak knows about the importance of a good night's sleep. With over 70% of Americans struggling to do what the body is designed to naturally and use incorrect strategies that make sleep worse, she has researched better approaches to improve insomnia and sleep problems. Melissa has transitioned from her career as a licensed clinical psychologist specializing in stress, trauma, and sleep into a business innovator who helps improve workplace effectiveness and optimize performance through better sleep. Her mantra: Fix your sleep and you improve your life.



**Dr. Adam Tanious - 4:00pm**  
***Medical Ethics, Business, and Coffee***

Innovative medical technology can allow doctors to offer patients less invasive therapies than traditional surgery. But to do that, surgeons need to have an ongoing dialogue with the for-profit medical industry that develops those technologies. As a surgeon at the Medical University of South Carolina and an entrepreneur, Dr. Adam Tanious says the physician-industry connection is critical. But he says doctors must be careful not to let that relationship sway their decisions about what's best for patients. Tanious wants to start a community conversation about how to establish rules for that critically important physician-industry link to ensure that



**Vikki Matsis - 4:10pm**  
***Is the News Required to Tell the Truth?***

As a co-founder of the non-profit Media Reform, SC, which was the driver behind local community radio station Ohm Radio, Vikki Matsis has a front row seat on the challenges presented in today's ever shifting media landscape. Vikki believes a change in how we consume information is needed in this era of increasingly unregulated news in order for increased tolerance and understanding in our society. Her talk will look at emerging concepts like filter bubbles and media literacy strategies to help better understand what we are consuming.

## Session 2: 3:00 - 5:00



**Erin Kienzle - 4:20pm**  
***The Secret Power of Introverts***

Introverts are not always what you think: they're not the ultra-shy kid in the corner at the school dance; they're sometimes mildly misunderstood. And who we might think is an introvert just might be wrong. Erin Kienzle, a local TV show hostess and noted auctioneer - not two powers of introverts, challenging the notion that being loud isn't the same as being heard.



**Jordan Benton - 4:30pm**  
***"Freedom"***

Free expression of movement is the hallmark of this Charleston native's contemporary dance which she uses to explore the beauty of the time and place - in a thoroughly modern and urban style. Jordan Benton, a graduate of the School of the Arts and College of Charleston, moves with seeming abandon and obvious joy, reflecting her family's history of music and dance that has influenced her.

## After-Party: 5:00 - 7:00



23 Ann St, Charleston, SC 29403



## Sponsors

We are extremely grateful for our generous sponsors who make TEDxCharleston a success. None of this is possible without the people and organizations who commit their expertise, support and resources. When you partner with TEDxCharleston, you become part of a global force that delivers transformative ideas and inspired actions.

If you would like to learn more about **becoming a sponsor** for the next TEDxCharleston, please visit our website at: [tedxcharleston.org](http://tedxcharleston.org)

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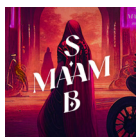


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## Ways to be UNCHARTED

### Get Social

Be part of the TEDxCharleston community and add #chsuncharted to all your social media posts from the day. Share selfies, impressions, favorite quotes and doodles with us by tagging @TEDxCharleston - your photo might get re-shared!

### Meet our Presenters

Get one-on-one time with the day's speakers at break and at the After Party. Ask them what you can do to help spread their ideas far and wide.

### Be sustainable

Help us make this the most sustainable TEDx-Charleston yet. Before you leave today drop your name badge and lanyard into our recycling boxes at the reception.

### Commit to action

As an attendee, we hope you will take an active role in sharing the ideas worth spreading from today. Tell others about the talks and performances you heard today and what inspired you. When videos are online, please share them with others.

### Apply to present

Do you have an idea worth sharing or know someone who does? Help us spread the word when the Call for Ideas goes live later this year at [tedxcharleston.org](http://tedxcharleston.org).

## A Special Thanks



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A6 Productions

The Teams at Charleston Music Hall and The Sharehouse. Edith Howle, who started this whole journey 10 years ago. Chris Rucker and his crew. DR Scrib, and all our great all-volunteer team!

## About TEDxCharleston

As uncertainty permeates seemingly every aspect of our lives, we continue to find ourselves in new and unexplored realities. Distilling truth becomes more challenging in our increasingly uber connected world, while the prospect of artificial intelligence entices and threatens us at the same time. But beacons of hope, honesty and humanity give us hope for the future, a confidence that we will be able to navigate what seem like uncharted waters.

- **Electrify** ideas that inspire creativity, education and engagement within our community and world beyond.
- **Influence** change that connects and understands the many layers of Charleston's people, history and culture for a future of good.
- **Encourage** innovation and new perspectives in the fields of technology, art, business and health that seek positive awareness and exposure.

**Learn more about  
TEDxCharleston events at  
[tedxcharleston.org](http://tedxcharleston.org).**



## About TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

## About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today's leading thinkers and doers. Many of these talks are given at TED's annual conference in Vancouver, British Columbia, and made available, free, on TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

TED's open and free initiatives for spreading ideas include TED.com, where new TED Talk videos are posted daily; the TED Translators Program, which provides subtitles and interactive transcripts as well as translations from thousands of volunteers worldwide; the educational initiative TED-Ed; the annual million-dollar TED Prize, which funds exceptional individuals with a "wish," or idea, to create change in the world; TEDx, which provides licenses to thousands of individuals and groups who host local, self-organized TED-style events around the world; and the TED Fellows program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities.

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