

PEBBLE BEACH*
AUTHORS &

Ideas
FESTIVAL

at Stevenson
School

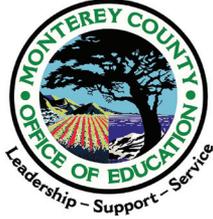


10TH ANNUAL


SEPTEMBER 23RD – 25TH

2016

*PEBBLE BEACH® IS A TRADEMARK OF PEBBLE BEACH COMPANY; USED BY PERMISSION.



September, 2016

An extraordinary weekend is ahead as you engage with nationally renowned authors and innovators whose accomplishments are thought provoking and intriguing.

Thousands of Monterey County students have been able to participate in the Student Ideas Festival, for nine years, thanks to the tremendous generosity of The Carmel Ideas Foundation. What makes the Festival powerful for students is that it continues when the students return to their classrooms and engage in dialog to further explore subjects presented. The Festival sparks higher-order thinking and creative imagination.

The Festival 2 Schools program is focusing on the pervasive issue of bullying, cyberbullying in particular, through assembly programs for students, parents, and school leaders. All of this is offered at no cost, thanks to the support of The Carmel Ideas Foundation.

Enjoy the enriching experience of the Pebble Beach Authors & Ideas Festival!

Sincerely,

A handwritten signature in black ink that reads "Nancy Kotowski". The signature is fluid and cursive, with the first name "Nancy" being larger and more prominent than the last name "Kotowski".

Nancy Kotowski, Ph.D.

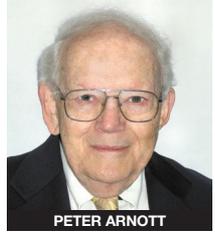
Monterey County Superintendent of Schools

S P E A K E R S

CARA HALE ALTER, founder of SpeechSkills, has provided training to the world's leading companies and top-100 law firms. Her critically acclaimed book, *The Credibility Code: How to Project Confidence and Competence When It Matters Most*, brings the key concepts of her signature workshops to the printed page.



PETER ARNOTT has been the founding Creative Director of an American ad agency in Tokyo, the co-owner of a film and video production company, a communications consultant, and a writer-performer of corporate musical biographies. Those in attendance at the 2010 *Festival* continue to rave about his memorial talk and workshop "How to Get Started on Writing your Hit Play."



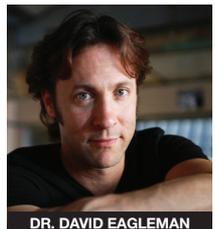
DAN BUETTNER has identified the five places in the world – called "Blue Zones" – where people are healthiest and live the longest. His articles, "The Island Where People Forget to Die" and "The Secrets of Living Longer," are must reads. He has dramatically improved the health of more than 5 million Americans to date. His new book, *The Blue Zones Solution: Eating and Living Like the World's Healthiest People*, is a NY Times bestseller. Dan also holds three Guinness Book of World Records in distance cycling.

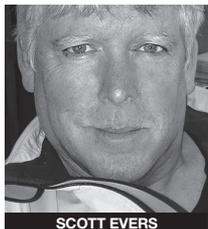


KATHLYN (KARA) COONEY produced and hosted the comparative archaeology television series *Out of Egypt*, which aired in 2009 on the Discovery Channel and is available online via Amazon. As an archaeologist who spent years at various excavations in Egypt, she draws from the latest field research to fill in the gaps in the physical record of Hatshepsut.

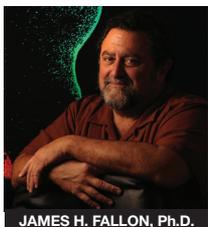


DR. DAVID EAGLEMAN is a neuroscientist and a NY Times bestselling author. He is the writer and presenter of *The Brain*, an international 6-hour television series that asks what it means to be human from a neuroscientist's point of view. He is the author of several books, including *The Brain: The Story of You*, *Incognito: The Secret Lives of the Brain* and *Wednesday is Indigo Blue: Discovering the Brain of Synesthesia*.





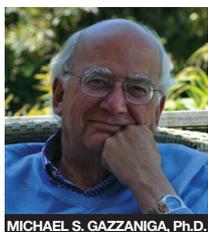
SCOTT EVERS is an award-winning writer and director of documentary films. He is the recipient of the George Foster Peabody Award and an Emmy for films about America's social ills like youth violence, poverty, and HIV/AIDS. He is the founder of the Amitist Organization, a coalition focused on media campaigns to educate youth about health and well-being. His current work includes countering messages of violent extremism and radicalization in the United States and the United Kingdom.



JAMES H. FALLON, Ph.D. is a Subject Matter Expert in the field of “cognition and war” for the Pentagon's Joint Command. Fallon's lab was the first to find how to mobilize massive numbers of adult stem cells to reverse the deficits in models of chronic stroke and Parkinson's disease, which was recently heralded as one of the top seven breakthrough findings of the decade.



PROFESSOR ANDREW FRAKNOI is Chair of the Astronomy Department at Foothill College. He is heard regularly on national radio programs, explaining astronomical developments in everyday language. His new book *Solar Science* helps teachers explain the Sun, Moon, eclipses, seasons and calendar to students. Asteroid 4859 is now named Asteroid Fraknoi to recognize his contributions to the public understanding of science.



MICHAEL S. GAZZANIGA, Ph.D. is the Director of the Sage Center for the study of Mind at the University of California, Santa Barbara. He has established Centers for Cognitive Neuroscience at Cornell Medical School and Dartmouth College and the Center for Neuroscience at UC Davis. His new book, *Tales from Both Sides of the Brain*, is a 50 year perspective on a life in science.



JOHN L. HENNESSY's 16-year term as president of Stanford University is being hailed as transformational. He remade the university from the inside out. It's a hard act to follow, but this month he became the founding director of the Knight-Hennessy Scholars Program, designed to lure the absolute best students in the world to Stanford for graduate education with the goal “to do good for the world”. It will be the largest fully endowed scholarship program in the world.

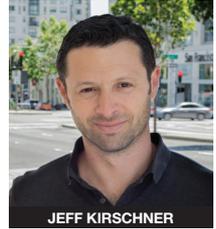


SCOTT JAMES is an author and veteran journalist. He has received three Emmy awards for his work in television news, but is probably best known as a contributor to *The New York Times*, where he wrote a weekly column about San Francisco. Scott is also the author of two bestselling novels, *SoMa* and *The Sower*, which he wrote under the pen name Kemble Scott.



SCOTT JAMES

JEFF KIRSCHNER created *Litterati*, a social movement aimed at cleaning the planet one piece of litter at a time. Just this year, he accepted an invitation to be a TED Resident in New York, to speak on his Litterati work. He is on the faculty of the *Student Ideas Festival* and *Festival 2 Schools*.



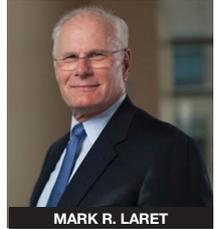
JEFF KIRSCHNER

DAN KLEIN is an improviser and spends his time sharing, coaching, facilitating and playing games. His mission is to spread the Improviser's Mindset around the world. On Friday, Dan engaged several student sessions during our *Student Literary Days* at Santa Catalina School.



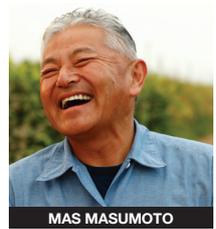
DAN KLEIN

MARK R. LARET is president and chief executive officer of UCSF Health and UCSF Benioff Children's Hospitals. He joined UCSF in 2000, is a 30-year veteran of health care management and a national leader in health care reform.



MARK R. LARET

MAS MASUMOTO is an organic peach and grape farmer and the author of ten books. His latest bestselling book, *Changing Season, A Father, A Daughter, A Family Farm*, was published in 2016. His feature documentary about the theme of succession on a family farm has been nationally broadcast and featured at film festivals this year.



MAS MASUMOTO

PROFESSOR ABBAS MILANI's expertise is U.S.-Iran relations as well as Iranian cultural, political, and security issues. *Culture and Politics in Contemporary Iran* is his most recent book. He has also translated numerous books and articles into Persian and English and has published more than 200 essays and book reviews.



PROF. ABBAS MILANI





VIVIENNE MING

VIVIENNE MING, named one of “10 Women to Watch in Tech in 2013” by Inc. Magazine, is a theoretical neuroscientist, technologist and entrepreneur. She has developed a predictive model of diabetes to better manage the glucose levels of her diabetic son, and systems to predict manic episodes in bipolar sufferers.



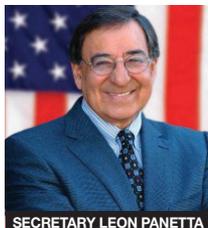
GEORGE MOORE, Ph.D.

GEORGE MOORE, Ph.D. is a former Fulbright Scholar, a former Atomic Energy Commissioner, a licensed Professional Engineer (Nuclear) and a licensed research reactor operator. He also has a commercial pilot’s license and teaches aviation law at GGU School of Law and has argued cases before the US Supreme Court. He is a world expert on drones and just this week spoke with more than 1,500 students during our *Student Ideas Festival*.



JAMES H. NEWMAN, Ph.D.

JAMES H. NEWMAN, Ph.D., a former NASA astronaut, has logged over 43 days in space, including six spacewalks totaling 43 hours. He is currently a professor of space systems at the Naval Postgraduate School, with an emphasis on using very small satellites in hands-on education and for research projects of national interest.



SECRETARY LEON PANETTA

SECRETARY LEON PANETTA served as the 23rd Secretary of Defense. Before joining the Department of Defense, he served as the Director of the Central Intelligence Agency, White House Chief of Staff, and Director of OMB. Secretary Panetta has dedicated much of his life to public service. The Panetta Institute is a nonpartisan, not-for-profit center that seeks to instill in young men and women the virtues and values of public service.



PETER RICCHIUTI

PETER RICCHIUTI is the business professor you *wish* you had back in college. In 1993, he founded Tulane’s nationally acclaimed Burkenroad Reports student stock research program. Here he leads 200 business students in search of overlooked and underpriced stocks. His program has been featured widely in the *The Wall Street Journal*, *BARRON’S* and *The New York Times*.

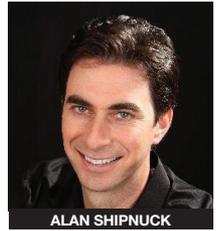


DR. BERNARD ROTH

DR. BERNARD ROTH is the Rodney H. Adams Professor of Engineering at Stanford University. He is a co-founder and the Academic Director of Stanford’s “d.school.” He has published widely in the areas of design, creativity, education, kinematics and robotics, and has many awards for both his teaching and research. His latest book is *The Achievement Habit*.



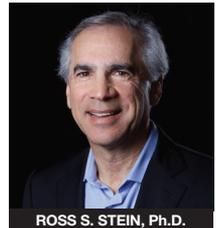
ALAN SHIPNUCK wrote his first *Sports Illustrated* cover story as a 20-year-old intern. Hired straight out of UCLA as the youngest staff writer in the magazine's history, he has won nine writing awards from the Golf Writers Association of America. His national bestseller, *The Swinger*, is a novel that chronicles the rise and fall of a multi-cultural golf superstar whose career is disrupted by a tabloid-fueled scandal.



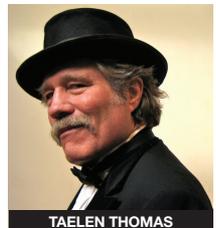
HAMPTON SIDES is best-known for his deeply researched adventure narratives set in war or depicting epic expeditions of exploration, and is the author of the NY Times bestseller *In the Kingdom of Ice*. He is a frequent contributor to National Geographic and his journalistic works have been frequently anthologized and have twice been named Finalists at the National Magazine Awards.



ROSS S. STEIN, Ph.D. cofounded the Global Earthquake Model, a public-private partnership building a seismic risk model for the world. Ross has appeared in the Emmy-nominated documentary, 'Killer Quake' (NOVA, 1995), the 'Great Quakes' series (Discovery, 1997-2001), and 'Earthquake Storms' (BBC Horizons/Discovery, 2003). He appeared in the multiple award-winning 2004 National Geographic IMAX movie 'Forces of Nature,' which he helped to write and animate.



TAELEN THOMAS creates and performs biographical dramas in which he "brings to life" historical personalities including Mark Twain, Jack London, John Steinbeck, and Robert Louis Stevenson. Taelen was officially honored last year as a "Living Legend" in the excellent and well-researched book, *Legendary Locals of Carmel-by-the-Sea*.



TRISH TILLMAN is an arts director. Specializing in Shakespeare, she's brought his plays to thousands of children in underserved communities throughout Monterey County. At this year's *Student Ideas Festival*, for the ninth year, she performed, along with twenty students, a Shakespearean play in 30 seconds.



PROGRAM SCHEDULE*

FRIDAY, SEPTEMBER 23

3:30-5:00 p.m. Registration

BOOK STORE OPEN

Wine and cheese reception in the Book Store-
Rosen Center

5:15-6:30 p.m. AMPHITHEATER (weather permitting)**

Mark Twain – Author

Presented by the Beall Family Foundation

Chloe Scheib

Presented by Charles and Ann Johnson

Dr. Kevin M. Hicks – President, Stevenson School

Secretary Leon Panetta – World Challenges - ISIS,
Putin, cyber attacks, China and a dysfunctional
Washington.

Presented by Sam and Betsy Reeves

Mark R. Laret – A report from the front: The key
issues that are facing hospitals and physicians
today, and some of the positive and negative
impacts of the Affordable Care Act, affectionately
known as Obamacare.

Presented by Max and Marcia Messmer

6:30 p.m. BOOK SIGNINGS IN THE BOOKSTORE

Secretary Panetta

*Speakers are subject to change.

**If inclement conditions, Festival will move to the Keck Auditorium.



SATURDAY, SEPTEMBER 24

8:00-8:45 a.m. Coffee and muffins

8:15-8:45 a.m. BOOK SIGNINGS IN THE BOOK STORE

9:00-11:00 a.m. KECK AUDITORIUM

Nancy Kotowski - Superintendent of Schools,
Monterey County.

Presented by the Pigott Family

Professor Andrew Fraknoi - The Sky Event of the Decade: The All-American Total Eclipse of the Sun (Aug. 21, 2017), when the shadow of the Moon will sweep across the U.S. in a spectacular eclipse, the first occurrence since 1918. Find out the best places to be, how to view it safely, and what we can learn from it about our star, the Sun.

Presented by Judy C. Miner

James H. Fallon, Ph.D. – The Psychopath Inside: A Neuroscientist’s Personal Journey into the Dark Side of the Brain.

Presented by Stuart Francis and Diana Stark

Cara Hale Alter – Code of Conduct: What it takes to carry yourself like a leader, identifying the specific “codes of conduct” – for posture, gestures, vocal skills, eye contact and more – that influence the perception of credibility.

Presented by Jane and John McCoy

Professor Abbas Milani – Radical Islam has become a major strategic challenge of our time. What are the theological and historical roots of this rise? Is radicalism limited to only one school of Islam? What role did the West play in this rise?

Presented by James and Karen Tyler

Dan Buettner – To find the path to long life and health, let’s look at the world’s “Blue Zones,” communities whose elders live with vim and vigor to record-setting age, and learn the 9 common diet and lifestyle habits that can keep you spry past age 100.

Presented by Linda and Randall Charles



SATURDAY, SEPTEMBER 24 continued

11:00-11:30 a.m. Intermission

BOOK SIGNINGS IN THE BOOK STORE

Cara Hale Alter
Dan Buettner
James H. Fallon, Ph.D.
Professor Andrew Fraknoi

11:30-12:30 p.m. ROSEN AMPHITHEATER (weather permitting)**

Dr. Bernard Roth – How to use ideas from design thinking to have a better life.

Presented by Beverly and Lyman Hamilton

John L. Hennessy – Education in the 21st Century.

Presented by the Landreth Family

Alan Shipnuck – How technology (and especially social media) has changed journalism.

Presented by Ken and Donna Derr

12:30-1:00 p.m. Lunch (Box lunches may be taken to breakout rooms)

BOOK SIGNINGS IN THE BOOK STORE

Dr. Bernard Roth
Alan Shipnuck

1:00-1:40 p.m. BREAKOUT SESSIONS – ROSEN CENTER (pick one)

Presented by Dick and Daphne Bertero

Cara Hale Alter – Visible Credibility — How to project confidence and competence when it matters most.

Dan Buettner – What should you be doing to live a longer life?

**If inclement conditions, Festival will move to the Keck Auditorium.



James H. Fallon, Ph.D. – Why the world needs psychopaths.

Mark Laret – Healthcare Reform; Easy to say, hard to do.

Professor Abbas Milani – How the Shah of Iran helped Radical Islam.

Alan Shipnuck – A gossipy discussion and Q & A about modern professional golf.

2:00-4:00 p.m. KECK AUDITORIUM

Peter Ricchiuti – What’s really up with the economy? Hint: It’s not what the media is telling you--it’s much better and Wall Street knows it.

Presented by Rose Marie and John L. Hendry, III

James H. Newman, Ph.D. – An astronaut’s reflections on human space flight and repairing the Hubble Space Telescope.

Presented by Carol and Ned Spieker

Mas Masumoto – Sense of place and the faces we wear - how the stories we tell create our identity. A farmer grows more than just peaches.

Presented by Barbara W. Boswell

Hampton Sides – Hampton Sides on Ice: The acclaimed narrative historian discusses how he crafts his epic works— including his latest, *In the Kingdom of Ice*, a true-life Arctic thriller from the age of Polar Fever.

Presented by Ann and Sam Ginn

Dr. David Eagleman – The Brain: The Story of You.

Presented by the Shenandoah Foundation

4:00-4:30 p.m. BOOK SIGNINGS IN THE BOOK STORE

Dr. David Eagleman
Mas Masumoto
Peter Ricchiuti
Hampton Sides



SATURDAY, SEPTEMBER 24 continued

4:30-5:15 p.m. **BREAKOUT SESSIONS – ROSEN CENTER (pick one)**

Dr. David Eagleman – The Ulysses Contract: The brain science of how we make decisions...and how we can make better ones.

Professor Andrew Fraknoi – Martians we have known and loved: Mars in science and Mars in science fiction.

Mas Masumoto – The power of stories: How to write your six word memoir.

James H. Newman, Ph.D. – Single planet species don't survive.

Peter Ricchiuti – Following the head has never produced exceptional investment returns.

Dr. Bernard Roth – Taking command of your life.

Hampton Sides with Scott James – Hampton Sides Unthawed: In conversation with the bestselling narrative historian.



SUNDAY, SEPTEMBER 25

8:00-8:45 a.m. Coffee and muffins

8:15-8:45 a.m. BOOK SIGNINGS IN THE BOOK STORE

9:00-11:00 a.m. AUDITORIUM

Ross S. Stein, Ph.D. – We cannot predict earthquakes, but we can foresee where and why the seismic hazards are high, and construct buildings that can withstand anything the faults can hurl at them.

Presented by Honest Engine Films, Joanne Storkan

Dr. Michael S. Gazzaniga – Splitting minds and other secrets of life; the evolving story on how to think about the biological basis of mental life.

Presented by Vance and Arlene Coffman

Peter Arnott – Your audience doesn't care how important a 3-minute long distance call used to be when they're casually talking across continents for hours.

Presented by David and Joan O'Reilly

Kathlyn (Kara) Cooney – A woman's power in the ancient world (and perhaps even today) was always compromised from the outset, and we'll discuss the root causes of this social inequality.

Presented by Robin and Peter Barker

Vivienne Ming – Gender transition is not about gender; it's about literally making yourself a better person. This is a story of profound failure and a life redeemed.

Presented by John Hanna

George Moore, Ph.D. – We will explore how drone use is affecting many areas of society, focusing particularly on privacy issues. We will also consider the newly enacted rules covering commercial and recreational use of small drones.

Presented by Chrissi and Mike Morgan



SUNDAY, SEPTEMBER 25 continued

11:00-11:30 a.m. Intermission

BOOK SIGNINGS IN THE BOOK STORE

11:30-12:15 p.m. **BREAKOUT SESSIONS – ROSEN CENTER** (pick one)
Presented by Sam and Mary Jane Armacost

Kathlyn (Kara) Cooney – When women ruled the world; Women and power in the ancient world.

Dr. Michael S. Gazzaniga – Brains, ethics and everyday experience; Thoughts on the desire to know the why of daily decisions.

Vivienne Ming – Five inventions to recover the value of a human life.

George Moore, Ph.D. – Drones--good or evil? Let's talk further about your interests in drones.

Ross S. Stein, Ph.D. – Ask me anything about earthquakes.

Taelen Thomas aka Mark Twain – How young Samuel Clemens learned to become a Mississippi riverboat pilot in the 1850's, and how he became "Mark Twain".

12:15-1:00 p.m. **BOOK SIGNINGS IN THE BOOK STORE**





Santa Catalina School

Santa Catalina School is pleased to once again partner with the *Pebble Beach Authors and Ideas Festival* and to host its student programs. At Santa Catalina, we provide opportunities for our students to gain a wide range of perspectives to enhance their educational experience and critical thinking skills. With its history of bringing together talented authors with different points of view, and with a passion for sharing their ideas, the *Pebble Beach Authors and Ideas Festival*, in many ways, reflects the basic tenets of our educational philosophy. For this reason, we are happy to welcome 2,000 local students to our campus to take advantage of this unique learning opportunity.

We hope that you enjoy this wonderful event and the natural beauty of the Monterey Peninsula.

Sincerely,

Ms. Margaret K. Bradley
Head of School
Santa Catalina School



Stevenson School is honored to serve as the host location for the 2016 *Authors and Ideas Festival*. At Stevenson, we believe that education is meant to help us discover the world and contribute to its transformation; we believe that one's education is best pursued in the company of others, for others' benefit as well as one's own. In this spirit of our community, we invite you to listen to others with an open heart, to speak spontaneously and succinctly, and to be willing to interrogate your own assumptions about what you hold to be true. Of course, we also invite you to relish our beautiful setting that lends itself marvelously—for our students and you, our guests—to contemplation and fellowship.

Thank you again for being a part of this special event.

Sincerely,

Dr. Kevin M. Hicks '85
President
Stevenson School



EDUCATIONAL PROGRAMS

EDUCATOR SCHOLARSHIPS

At the heart of the *Authors and Ideas Festival* is our enduring commitment to honor and celebrate those who selflessly and tirelessly dedicate their life's work to educate the youth of Monterey County. Over the *Festival's* history, more than 2200 weekend scholarship passes have been awarded to these professionals, knowing they will guide and support the students when they take what they have experienced and learned at the *Festival* back to their classrooms.



STUDENT INTRODUCERS

One of the *Festival's* proudest traditions since its inception ten years ago has been entrusting the important role of introducing our speakers to Monterey County school students. The selected students research and personally interview and introduce speakers at both the *Student Ideas Festival* at Santa Catalina School and at the *Festival* at Stevenson School.

This year we again welcome student presenters representing more than 150 migrant students who participated in Migrant Education Region XVI's annual Speech and Debate Tournament.

These students come from public schools throughout Monterey County, from San Lucas to Castroville. They will introduce many of our Saturday speakers.

STUDENT IDEAS FESTIVAL

On the beautiful campus of the renowned Santa Catalina School over the past two days more than 2,000 students from 25 Monterey County Schools shared presentations by world renowned experts in fields which included human behavior, improvisation, US-Iran relations, space systems and the Shakespearean Theater. Since our first *Student Ideas Festival*, local students have enjoyed a wide variety of engaging speakers, which have included a past Secretary of State, a Supreme Court Justice, United States Ambassadors,



numerous Pulitzer Prize recipients, scientists whose discoveries literally have changed the way we live, a NASA Director exploring Mars, Presidential Advisors, award winning composers and an American astronaut.



FESTIVAL 2 SCHOOLS

Since a limited number of students are able to attend the *Student Ideas Festival*, we reach many more students by sending *Festival* presenters out to Monterey County schools throughout the academic year. And to augment the work of these presenters, the *Festival* donates books which enhance and support the presentations.

Some of the speakers have included National Geographic explorers, newspaper editors, White House advisors, business leaders, an entrepreneur who created an international movement to rid the world of litter via Instagram and his website, and an Hispanic physician who, through education and a determination to improve the harsh world he came from, inspires students by his own example, and many more.

ANTI-BULLYING CAMPAIGN

This year the *Festival* has developed a segment of the Monterey County Public Schools *Anti-Bullying Campaign* through the purchase of the right to thirty screenings of the multi-award winning documentary “A Brave Heart: The Elizabeth Ann “Lizzy” Velasquez Story.” Screenings will include public schools, large community assemblies, and parent and educator trainings. Facilitators will be provided for each screening.

Born with a rare syndrome that prevents her from gaining weight, Elizabeth “Lizzy” Velasquez was first bullied as a child in school for looking different and later online as a teenager when she discovered a YouTube video labeling her “The World’s Ugliest Woman.” The film chronicles unheard stories and details of Lizzy’s physical and emotional journey, up to her multi-million viewed TED talk, and follows her pursuit from a motivational speaker to Capitol Hill as she lobbies for the first Federal Anti-Bullying Bill.



D O N O R S

The Carmel Ideas Foundation recognizes all donors as of September 10, 2016.

STUDENT FESTIVAL

The Pigott Family

STUDENT PROGRAMS

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James and Karen Tyler

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Dick and Daphne Bertero

Barbara W. Boswell

Ann and Sam Ginn

Rose Marie and John L. Hendry, III

Honest Engine Films, Joanne Storkan

Jane and John McCoy

Judy C. Miner

Chrissi and Mike Morgan

Shenandoah Foundation

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We hope you will help us celebrate this weekend and plan to join us again next September for the Pebble Beach Authors and Ideas Festival.

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