



First ever global conference by Etsy.com, the world's handmade marketplace. Hello Etsy: A Summit on Small Business and Sustainability.

This September 17th and 18th, Etsy, the world's handmade marketplace, will hold a global small business summit. The event takes place in Berlin, Germany, and partner locations across the United States. "Hello Etsy: A Summit on Small Business and Sustainability" is a hands-on gathering for entrepreneurs who want to connect with their peers, learn new skills, and be part of the movement to build sustainable micro-economies.

Hello Etsy will reach members of our community worldwide through DIY summits taking place in living rooms and auditoriums across the country. Thousands of individual participants will be connected to each other via a live broadcast from the conference in Berlin, which will be hosted in Etsy's Online Labs

<http://www.etsy.com/community/online-labs>. These local groups will explore how they can grow their own micro-enterprises and create community-based economies where they live. In addition, up to five small business start-ups will receive Hello Etsy grants to fund their initiatives.

Berlin is home to Etsy's new European headquarters, run by the marketplace's European Director, Matthew Stinchcomb. He and the other conference organizers have booked a diverse slate of talent. Environmentalist Bill McKibben (350.org) will deliver a talk on the transition from an economy of the big and few to one of the small and many. That speech will be webcast live, and will cap the Sunday talks in Berlin and introduce the conference to the U.S. locations.

We're thrilled to have an incredible group of partners and locations for this event: Etsy Labs in Brooklyn, NY; the Smithsonian American Art Museum in Washington, DC; GOOD in Los Angeles, CA; California College of the Arts in San Francisco, CA; and the Pacific Northwest College of Art in Portland, Oregon. Each of these locations will feature their own live speakers, panels, and workshops.

Stinchcomb, Etsy's European Director, explains, "It is high time for an event like this to happen. The prevalent corporate mentality has left us ever more disconnected from nature, our communities, and the people and processes behind the objects in our lives. The rise of small businesses around the world gives me hope that there are more and more opportunities for us all to help create micro-economies, and most importantly, to contribute to a more permanent future."

Washington, D.C.

When: September 18, 2011

Where: Smithsonian American Art Museum

Web: <http://helloetsy.com/us/washington/>

Hello Etsy D.C. will be hosted by the Smithsonian American Art Museum. John Maeda, President of Rhode Island School of Design, and renowned artist, graphic designer, computer scientist and educator will speak as well as Jenny Hart, founder and owner of the Texas-based embroidery design company, Sublime Stitching. The day will also contain workshops and discussion around local, living economies with Think Local First and business networking with Freelancer's Union.

Among the confirmed speakers throughout the United States are:

Allison Arieff, Contributing columnist for the *New York Times*

Patrick Buckley, Creator, co-founder, and CEO of DODOcase

Matthew Crawford, Philosopher and mechanic, and author of *Shop Class as Soulcraft: An Inquiry into the Value of Work*

Diane Gilleland, Crafty Pod

Jenny Hart, Founder of Sublime Stitching

Sara Horowitz, Founder and Executive Director of Freelancers Union

Grace Kim, Partnership Manager & Strategist, GOOD/Corps

Micki Krimmel, Founder, Neighborgoods.net

Andy Lipkis, Founder and President, TreePeople

Bill McKibben, Author of a dozen books about the environment and founder of the grassroots climate campaign 350.org

John Maeda, President of Rhode Island School of Design

Dana Mauriello, ProFounder Co-Founder & President

Miguel Nelson, CCA alumnus and founder of Woolly Pocket

Rebecca Percy, Owner of Queen Bee Creations

Kate Sofis, Founding Executive Director, SFMade

Duane Sorenson, Founder of Stumptown Coffee

More speakers, including Douglas Rushkoff, Tony Greenham, Judy Wicks, Tom Hodgkinson, Doug Richard and Natalie Chanin, from the Berlin event, will be broadcast in Etsy's Online Labs

<http://www.etsy.com/community/online-labs> .

Visit <http://www.HelloEtsy.com> for more information.

For more information, please contact Adam Brown at adam@etsy.com

More information on the web at <http://www.helloetsy.com>