



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."

Portland, OR

When: September 17, 2011

Where: Pacific Northwest College of Art (PNCA)

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

Hello Etsy Portland will be hosted by the local I Heart Art Program. I Heart Art: Portland's <http://iheartartpdx.com/> mission is to support, educate and advocate for Portland's vibrant community of makers by offering professional development workshops, networking opportunities, resources and community-building activities founded upon a dedication to accessible, open-source information and collaborative engagement. It will be held in partnership with Pacific Northwest College of Art (PNCA) and Museum of Contemporary Craft. The day will feature workshops on small business financing, envisioning

growth, and discussion on embracing the uglier side of your business. The Portland keynote will be a lively discussion between Duane Sorenson of Stumptown Coffee and Rebecca Percy of Queen Bee Creations to discuss their business growth, moderated by Diane Gilleland of Craftypod.com.

Speakers

Diane Gilleland runs the popular craft podcast and blog, CraftyPod.com, which is devoted to making things. Diane ran the Portland, OR Chapter of the Church of Craft where she was known as Sister Diane. This name has stuck and today she's still known as Sister Diane to many. In addition to being "married to crafts" she is also well versed in social media, blogging and marketing and teaches online classes and has Ebooks on these subjects. She has written the book *Kanzashi in Bloom: 20 Simple Fold-and-Sew Projects to Wear and Give*. In her spare time, which is hard to believe that she has any, she makes craft videos on her site, CraftyPod featuring herself and her various creative passions.

Rebecca Percy started her company, Queen Bee Creations, as a one-woman show working out of her bedroom. Since then she has expanded to include Chickpea Baby and Rebecca Percy Textiles in her family of product lines. All of the company's bags, accessories, and housewares are hand made in Portland, OR.

Duane Sorenson spent years in pursuit of the best quality coffee, which has revolutionized the coffee business and grown into the Stumptown Coffee empire. With numerous coffee shop locations, Sorenson spends considerable time visiting farms in person and is willing to pay high prices for coffee he deems worthy—occasionally three or four times fair trade prices - to turn out an exceptional cup of coffee. He has offered atypical perks to his employees such as paying for a compilation album to be produced of their various bands and hiring a full-time on-staff massage therapist. To continue taking his business to the next level Sorenson has recently taken on an investor, but he is still very much in charge of the company.

Other 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, 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>