



## **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."

### **San Francisco, CA**

When: September 18, 2011

Where: California College of the Arts

Web: <http://helloetsy.com/us/san-francisco/>

Hello Etsy San Francisco takes place at California College of the Arts' San Francisco campus on Sunday, September 18, 2011, from 11am to 5pm. This event is free and open to the public. It will be a hands-on gathering for people to connect with their peers, learn new business skills, and join the movement to build sustainable micro-economies.

CCA is pleased to welcome Allison Arieff, contributing columnist to the *New York Times*, who will lead the keynote panel discussion, "From Prototype to Product," in conversation with Miguel Nelson, CCA alumnus and founder of Woolly Pocket; Kate Sofis, founding executive director of SFMade; and Patrick Buckley, creator, cofounder, and CEO of DODOcase.

Other talks will be lead by: retail strategist for creative businesses, Rena Tom; CCA faculty member Sanjit Sethi; CCA alumna and founder of Little Paper Planes, Kelly Lynn Jones; CCA faculty member Lynda Grose. The local Etsy contingent—I Heart Art: San Francisco <http://iheartartsf.blogspot.com>—will host a live "making station" on-site, so participants can come away with a handmade piece inspired by small business and sustainability.

## Keynote Speakers

**Allison Arieff** is a contributing columnist for the *New York Times*. She consults on design, sustainability, and food, most recently for GOOD, Build a Better Burb, frog design, Urban Revision, and IDEO. She is chairman of the board of the Food & Environment Reporting Network (FERN) and serves on the advisory boards of Design Ignites Change and the Food Systems and Urban Agriculture Program at SPUR (San Francisco Planning and Urban Research). Arieff was the founding senior editor of *Dwell* magazine and from 2002 until 2006 served as editor in chief. She is author of the books *Prefab and Trailer Travel: A Visual History of Mobile America*. She began her editorial career in book publishing with stints at Random House, Oxford University Press, and Chronicle Books, where she edited numerous titles on design and culture, including *Airstream: A History of the Land Yacht*, *Cheap Hotels*, and *Hatch Show Print: The History of a Great American Poster Shop*. She has been featured as an expert on sustainable design for two seasons of the Sundance Channel series *Big Ideas for a Small Planet* as well on KALW's *99% Invisible*, CNN, NBC News, NPR, Marketplace, and KCRW's *Design+Architecture*. She received her BA in history from UCLA and her MA in art history from UC Davis, and she completed her PhD coursework in American studies at New York University. Arieff lives in San Francisco and has a 500-square-foot urban farm in her backyard.

**Patrick Buckley** Creator, cofounder, and CEO of DODOcase. Patrick Buckley is the cofounder of DODOcase and coauthor of *The Hungry Scientist Handbook*. He is a graduate of MIT and has worked at Lawrence Livermore National Laboratories as a mechanical engineer. When not tinkering or inventing, he can be found kiteboarding, paragliding, or training for triathlons. He loves collecting free yachts and converting old DHL vans into cryogenic ice cream trucks. He and Craig Dalton, the other cofounder of DODOcase, met while training for an Iron Man triathlon in 2006. The DODOcase philosophy is to manufacture things locally and help keep the art of bookbinding alive by adapting it to a world of e-readers and tablets. Each DODOcase has its own unique character and is handmade in San Francisco using bookbinding techniques developed hundreds of years ago. DODOcase launched with the iPad in April 2010 and has steadily expanded its product portfolio, including a case for the Kindle 3, collaborations with the artists Rex Ray and Jenny Beorkrem, and most recently an exclusive case design in partnership with J.Crew.

**Miguel Nelson** is an accomplished artist, event space owner, and cofounder and CEO of the Los Angeles-based Woolly Pocket and Woolly School Garden Program. Nelson is serious about inspiring the world to be creative and have more fun with plants. His most recent project, *Dudley and Omar's Moving Garden*, is a children's book and activity designed to encourage parents and children to garden together. Nelson has an MBA from the Haas School of Business at UC Berkeley and an MFA from California College of the Arts.

**Kate Sofis** is the founding executive director of SFMade, a San Francisco-based nonprofit founded in 2010. SFMade is the only organization of its kind, focused on building San Francisco's economic base by developing the local manufacturing sector, specifically companies producing locally made products. SFMade supports entrepreneurship and innovation, and creates employment opportunities for a diverse local workforce, seeking

to develop a model that can be replicated in other major urban centers. Sofis's experience integrates a rich background in entrepreneurship, business management, operations, supply-chain strategy, and urban economic development, with a specialty in artisan/craft manufacturing industries. Throughout her career she has worked with companies that design, manufacture, and distribute products in a wide range of industries, including tile and stone, green building products, furniture, medical devices, and computers. She is a former COO of VIDA, which designs and produces artisan furniture and other sustainably harvested wood products for the commercial market. As statewide director of business advising at Pacific Community Ventures, she led a California-wide small business economic development practice, helping more than 200 companies grow and provide quality jobs to more than 2,500 Californians. Sofis serves on the board of directors of City CarShare. She holds an MS in city design and social policy from the London School of Economics, and an AB in economics from Harvard University.

**Other confirmed speakers throughout the United States are:**

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

Rebecca Percy, Owner of Queen Bee Creations

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](mailto:adam@etsy.com)

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