



**For Immediate Release**  
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*News Release*  
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## ***Creating Ways: A Conference on San Antonio's Creative Economy***

**The City Of San Antonio Presents a Free Conference for Creative Business  
Wednesday, November 7, 2007, 8 – 3:30 pm  
At the Henry B. Gonzalez Convention Center  
200 East Market Street  
San Antonio, TX  
Rooms 006-008**

San Antonio's cultural plan, "The Cultural Collaborative," (TCC) was developed and adopted by the City of San Antonio in 2005 as an outcome of the 2003 "Finding Ways" creative economy conference with keynote speaker Richard Florida. This year's conference, ***Creating Ways: a Conference on San Antonio's Creative Economy***, will again bring together the creative business community to be inspired and create ways for the future of San Antonio's creative economy. The day's events will update the community on TCC implementation progress, announce a new arts and culture marketing campaign, discuss key creative economy initiatives, and educate the community with talks by Sir Ken Robinson and Lionel Sosa, two highly regarded leaders in the area of creative community construction. The conference is free of charge and is open to the public with advance registration.

### **Highlights include:**

- Talks by **Lionel Sosa** and **Sir Ken Robinson**
- An update on **The Cultural Collaborative**, a Plan for San Antonio's Creative Economy
- Breakout sessions with local experts
- Performances and a film screening
- Meals and networking
- Launch of a **new city-wide arts marketing campaign**
- Creative Exchange/Information Fair highlighting the creative sector
- State-level advocacy

**Lionel Sosa**, Business Innovator/Artist, will give a keynote address on the importance of creativity and culture in building strong communities and businesses. Sosa is CEO of the grassroots online think tank Mexicans and Americans Thinking Together (Matt.org) as well as founder of Sosa, Bromley, Aguilar and Associates, now Bromley Communications, the largest Hispanic advertising agency in the US. Lionel was named “One of the 25 most influential Hispanics in America” by *Time Magazine* in 2005 and is a member of the Texas Business Hall of Fame. He is the author of *Think and Grow Rich, a Latino Choice* published in 2006 by Random House, and *The Americano Dream: How Latinos Can Achieve Success in Business and in Life*. He has been Hispanic Media Consultant in six Republican presidential campaigns beginning in 1980, including President George W. Bush. Currently, Sosa serves on the board of directors of PBS and QuePasa.com, the largest bi-lingual online community in the country and serves on Eastman Kodak’s External Diversity Advisory Panel. In the spring of 2001, Lionel was a Fellow at the Institute of Politics at Harvard University. He was awarded an honorary Ph.D. in Humanities from the University of the Incarnate Word and the Lifetime Achievement Award from the National Association of Hispanic Journalists.

The guest speaker for the conference is **Sir Ken Robinson**, an internationally recognized leader in the development of creativity, innovation and human resources. He will discuss the importance of arts education in the building of a creative workforce. Now based in Los Angeles, Robinson has worked with national governments in Europe and Asia, with international agencies, Fortune 500 companies, not-for-profit corporations and some of the world’s leading cultural organizations. In 1998, he led a national commission on creativity, education and the economy for the UK Government bringing together leading business people, scientists, artists and educators. His report, *All Our Futures: Creativity, Culture and Education* (The Robinson Report) was published to huge acclaim. He was also the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland, working with the ministers for training, education enterprise and culture. The resulting blueprint for change, *Unlocking Creativity*, was adopted by politicians of all parties and by business, education and cultural leaders across the Province.

Books by Mr. Sosa and Sir Ken will be available for purchase the day of the event (cash or check only) and the speakers will have a short book signing session as part of the conference.

Local creatives presenting during the conference include **Ted Flato**, Partner, Lake/Flato Architects; **Bill Lewis**, President, San Antonio Arts Education Task Force, **Marise McDermott**, CEO Witte Museum; **Ernest Bromley**, CEO Bromley Communications, **Deborah Vallejo**, Vice-President, Bromley

Communications; **Tom Frost III**, Chairman of the Mayor's Implementation Committee; and **Terry Burke**, Texans for the Arts. San Antonio's public art master plan consultant team of **Freeman/Whitehurst Group** and **Gail M. Goldman Associates** will also be featured.

Performances during the conference will include award-winning student performers, as well as noted local professionals in a variety of disciplines. **Ray Santisteban's** will preview his short film on San Antonio artist Vincent Valdez, ***Vincent Valdez: The Art of Boxing***. **Bett Butler**, winner of the 2006 International Song Writing Competition (Jazz Category), will perform jazz piano and vocals. Other performances will be announced shortly.

**Creating Ways** is presented by the City of San Antonio's Office of Cultural Affairs and the Economic Development Department. Advance registration for **Creating Ways** is required and is available online at [www.sanantonio.gov/art/website/creatingways](http://www.sanantonio.gov/art/website/creatingways).

For a full listing of conference events and more information on OCA and TCC visit [www.sanantonio.gov/art](http://www.sanantonio.gov/art). For information on the City of San Antonio's Economic Development Department, visit [www.sanantonio.gov/edd](http://www.sanantonio.gov/edd).

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