Second year of TEDx talks asks, ‘More?’

Local version of popular TED conferences set for this weekend

By JOHN BECK
FOR THE PRESS DEMOCRAT

When the TEDxSonomaCounty organizing committee began brainstorming a theme for this year’s conference, they started with more than a hundred ideas.

The roundtable of mostly parents and teachers from Sonoma Country Day School, where the series takes place every year, ranged from cheesemaker and winemaker to former Yahoo exec and current Autodesk exec.

They thought about riffing on the previous year’s theme, “Sense of Place,” which led them to “Sense of Purpose,” “Common Sense” and “Sense of History.” But nothing stood out.

The inaugural 2012 TEDxSonomaCounty had staged a poet (Dana Gioia), an astronaut (Joseph Allen) and a YouTube musical duo (Pomplamoose), among others. More than 300 people showed up.

Inspired by the worldwide success of TEDx, however, they settled on “More.”

The Bay Area band Pomplamoose, Nataly Dawn and Jack Conte, was among those talking (and performing) at the 2012 TEDx talks at the Sonoma Country Day School.