

WorkSafeBC writes up hundreds of violation rules every year; one company has been gi

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COLUMNISTS

Jonathan Manth Craig McInnes Douglas Todd

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Mike Singh and his compan broken the rules and says h

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Liberals, NDP kick off campaigns for the May 1

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weater-causing asbestos building materials. Since the beginning of 2010, Work-SafeBC has issued nearly 2,500 orders - the majority of them in the Lower Mainland - against construction to companies that violated regulations 1 designed to protect workers for

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TED2013

Canada preps to host global ideas crowd

Tourism leaders head to Long Beach to figure out ways of replicating success in Vancouver

JEFF LEE

The TED conference, the most powerful and influential ideas transfer conference in the world, starts today in Southern California, for the last time in its nearly 30 year history. This time next year it will be open-ing under the roof of the cav-ernous Vancouver Convention ing under the root of the cav-ernous Vancouver Convention Centre, a bold and risky exper-iment in broadening a global brand already so powerful that the mere word "TED" sets peo-ple talking of breaking science and dreaming of startling social discoveries.

discoveries. And both watching over and And both watching over and participating in these proceed-ings at the Long Beach Conven-tion and Entertainment Center is a small vanguard of Canadi-ans preparing to help TED'S once-improbable exodus from a state considered both the bed-rock of American technological innovation and the birthplace of TED'S innovative brand for putting ideas in front of the people with the power to make them happen. There are folks here from the

them happen. There are folks here from the Canadian Tourism Commis-sion, Tourism Vancouver, the Vancouver Convention Cen-tre, Mayor Gregor Robertson's office, even hoteliers whose ringside five-star hotels will host attendees whose names are synonymous with power host attendees whose names are synonymous with power, influence and change. Over the next five days these visi-tors will try to figure out how to capture the magic of an inti-mate theatre setting TED con-cocted to make that idea trans-fer hornom

cocted to make that idea trans-fer happen. "Our relationship with TED is a partnership. We didn't just buy a conference, we didn't just lure a conference to Van-couver, we developed an align-ment of our brand of Vancou-wer and Cancela with bis heread ver and Canada with the brand called TED," said Greg Klassen, senior vice-president of mar-keting for the Canadian Tour-

Learning from pros

"This is about knowing what "This is about knowing what the expectations are, not hav-ing any illusions of what things are, and taking everything that TED and Long Beach have done extremely well and build on that. We don't want to be trying to guess. It is about min-imizing hiccups," explained Tourism Vancouver CEO Rick Antonson.

Antonson. There are other Canadi-ans here, too. Invited speak-ers like freshman university students Miranda Wang and Jeanny Yao, whose discovery of Fraser River microbes capable

The Vancouver Sun's Jeff Lee will report all week from the TED2013 conference in Long Beach, California, and blog daily at vancouversun

> CLAIRE SMITH VICE-PRESIDENT, VANCOUVER CONVENTION CENTRE capable of paying the astro-

of breaking down plastics has turned heads sideways. Van-couver architect Michael Green, whose argument that tall wood skyscrapers offer a partial solution to climate change, has craned heads upwards. TED "fellows" like Genevieve von Petzinger, whose research into the geometric shapes of the world's oldest prehistoric art, has turned heads to look behind us.

behind us. Big TED, as the Long Beach conference has become known amid the proliferation of fran-chised and licensed TEDx events around the world, is as stage. The talks ultimately aren't the

events around the world, is as big as they come. A congress powered by the biggest names, big money and even bigger ambitions and ideals, it has for 29 years sought to share, as it says, "ideas worth spreading." Every year its organizers based in both New York and Vancou-ver, seek out the best under-The talks ultimately aren't the private domain of industrialists and philanthropists. With little regard to proprietary license TED'S owner, the non-profit Sapling Foundation, unleashes them on the world through social media, YouTube, Net-flix and a powerful array of selected media. They're avail-able for people to watch, poke, prod and ruminate over all on their own. Since TED began in toof its talks online, they have been viewed more than a billion in both New York and Vancou-ver, seek out the best under-reported and potentially trans-formative ideas in the world. For five days they then place those ideas and their authors in front of 1,400 or more business, political and entertainment elite for short-burst talks. The attendees are those

Networking

"It is not just about going and seeing speakers, it is about the breaks in between when you go and talk to other people attend-ing and talk about what you are learning," said Green, who developed and makes freely available under a Creative Commons license a new form of technology for building tall wood buildings. "That's the really exciting part of bout this (conference). You have to have the people who can make this real. Boy, when you look at the guest list, when you look at the guest list, when you look at the guest list, when you see who's there besides the CEO of Apple, who is not there, don't know who else you could add to the list who is influen-tial, other than the President. Now, what organization in the capable of paying the astro-nomical entrance fee of \$7,500 a ticket and meeting a vet-ting process through a written essay. Throughout the confer-ence there are special invita-tion-only dinners and events where these ideas are probed, prodded, challenged, defended and sometimes acted upon. There's also "TED University", a morning session of farm team speakers who hope to be some-day invited to talk on the big stage.

tial, other than the President. Now, what organization in the world can bring together that kind of audience? Or that range of influence?" This year the tag line for this last Long Beach conference is "The Young. The Wise. The Undiscovered." In addition to identifying speakers through its normal channels, TED held our industry

a talent search in 14 countries last year. It received 293 sub-missions from those events, including 21 in Vancouver last May. Of the 78 speakers on TED's main stage this year, 33 came from the talent search. Three come from the Vancou-But it is still the boots on the ground, the handshakes at dinner, the eyeball-to-eyeball conversations that can make conversations that can make the ideas germinate and pro-duce, says Green, who has spoken both at a TEDx event and at the TED talent show in Vancouver.

TED's main stage this year, 33 came from the talent search. Three come from the Vancou-ver event. Wang and Yao, who gradu-ated from Magee secondary school in Vancouver last year, are part of that young set TED wants to show off. They're join-ing other young innovators like 15-year-old Jack Andraka of Maryland, who developed and patented a paper cancer detec-tor with a stunningly high rate of success. Green is part of the undiscovered, those whose ideas are new and innovative, but which perhaps haven't yet achieved broad social accep-tance. And people like Whole Earth Catalogue founder Stew-art Brand, a 'de-extinction pio-neer'' from whose long work in DNA collection could lead to repopulating earth with ani-"It is not just about going and

DNA collection could lead to repopulating earth with ani-mals once considered extinct, represent the wise. "TED has changed the nature of meetings and conventions because they have changed the way content is delivered and repurposed," said Claire Smith, a vice-president at the Vancou-ver Convention Centre. "The whole sense of small inspira-tion and thought-provoking delivery of sessions in short bites, to me, has revolutionized our industry."

Ken Coach, a Vancouver media trainer and presentation coach who uses TED talks in his work. "The price charged means that

The price charged means that 90 per cent who want to go, can't. That's the definition of ellists. But i would say it isn't a bad thing. It is still democratic in that it puts its material out for the world to see. Because it is ellists, it allows a lot of us to be exposed to idea sthat we other-wise would not see. Green says TED suffers from the penchant for people to not revel in others' success.

Is TED elitist? Yes,

Not everyone likes TED's idea of keeping conference fees high and selecting which videos it posts online. The cries of elltism have even caused TED to post a defence entitled "Is TED elltist" on its website, with the predict-

able answer that no, it isn't.

When TED announced two weeks ago that it was moving to Vancouver, one Vancouver

columnist opined the confer-ence was more likely to descend

into "new-agey mumbo-jumbo futurism" than be a forum for exploring ideas.

believe that while TED may be elitist, it is so only in the effort to achieve a broader public goal.

"TED is of course an elitist organization, no doubt about it," says

But there are also those who

but that's OK

"We see that in our actors and in our musicians. We let them get big and then we find reasons to criticize them," he said, "With TED, I think that's what happens. They've become a very success-ful organization doing some-thing really meaningful for the world and now people want to find the counterpoint."

This is not the TED Conference of the Canadians, yet. But not far of the Canadians, yet. But not far of the lips of many of the 1,200 attendees will be the question the Canadian vanguard knows is being asked: Just why the heck Vancouver, and why does TED have to move in the first place? After three increasingly com-fortable decades in California, TED and its powerful attendees needed an international kick in the pants, TED'S curator Chris Anderson obliquely suggested.

Anderson obliquely suggested. "In Vancouver, we found a special combination of things we didn't find anywhere else and it got us really excited. It is an amaz-ing city which is reflective of the values people hold? Anderson said. "There is a feeling of looking forward, a commitment to excel-lence, of innovation and sustain-bility. Just a burgting exercise." ability. Just a bustling energy, which is thrilling.



Mark VAM MARKEN/PHG Michael Green, a Vancouver architect who specializes in building with wood, is one of two Canadians speaking at the TED Conference in Long Beach, Calif., on Wednesday. He'll be speaking about wooden skyscrapers.

TED has

changed the nature of meetings and conventions