



Contact: Kim Cook  
Communications Manager  
kcookcan@gmail.com  
510-543-5357

For Immediate Release

September 22, 2005

---

**1stACT (arts/creativity/technology) Announces:  
Creativity Matters Conference  
- Inspiring Leaders to Act**

San Jose, CA – The **Creativity Matters Conference** will take place on Thursday and Friday, October 6 & 7, 2005 at the Westin Santa Clara Hotel. Organized by **1stACT** and sponsored by American Leadership Forum (ALF), Adobe Systems, Inc., the California Arts Council, and Arts Council Silicon Valley, the **Creativity Matters** conference is the place to share a baseline of common knowledge and align goals for the creative and economic well-being of Silicon Valley.

Special features of the **Creativity Matters** conference include announcing the results of the 2005 Creative Community Index, commissioned by Cultural Initiatives Silicon Valley, and presentations on both days by keynote speaker **Charles Landry**, author of, “*The Creative City: An Urban Innovators Handbook*”. Landry is considered to be the foremost authority on creativity in communities. Additional featured speakers are **Author Daniel Pink**, and **Katherine Marshall, Special Advisor to the President of the World Bank on Faith, Ethics, and Values in Economic Development.**

The conference is funded in part by the Packard Foundation, Adobe Systems, Inc., Arts Council Silicon Valley, and Community Foundation of Silicon Valley. 1stACT’s founding CEO network, Bruce Chizen, Ned Barnholt, Tony Ridder, Hsing Kung, and Greg Avis, recognize that a creative environment is key in fostering an innovative workforce, and actively support both the Creativity Matters conference and the work of 1stACT.

Thursday October 6<sup>th</sup> will take a global view on creative economies, exploring models and hearing from representatives of North American cities like: Austin, TX; Seattle, WA; and Minneapolis, MN. Friday October 7, will both celebrate Silicon Valley's creativity *and* challenge those in attendance to develop new and innovative methods for enhancing creativity through-out the region. Included in Friday's activities is attendance at the ABBYs, Silicon Valley's annual Arts and Business Leadership awards luncheon -- followed by a TGIF conclusion with performances and exclusive announcements about successes and upcoming projects.

Inspired by the June 2004 Art Summit and initially capitalized by a \$100,000 donation from Adobe Systems, Inc., 1stACT is a regional web of cross-sector leadership that is creating a movement to: strengthen our economic, social and cultural vitality; fuel an environment where creativity thrives; propel the next wave of innovation; and call leaders into action. 1stACT's mission is: ***Bringing leaders together to unleash the creative power of Silicon Valley.*** 1stACT is guided by its founders: Rich Braugh, Senior Vice-President Investments, UBS; Bruce Davis, Executive Director, Arts Council Silicon Valley; 1stACT Project Manager Laura Esparza; Roy Hirabayashi, Managing Director, San Jose Taiko; Raul Lozano, Executive Director, Teatro Vision; Connie Martinez, Executive Director, The Children's Discovery Museum; and Ann Skeet, CEO, American Leadership Forum – Silicon Valley.

**WHAT: Conference: Creativity Matters – Inspiring Leaders to ACT**

**WHO: 1stACT**

**WHERE: Westin Santa Clara Hotel  
5101 Great America Parkway  
Santa Clara, CA 95054**

**WHEN: Thursday - Friday, October 6 & 7, 2005  
8:30 a.m. to 5p.m. both days (Reception on Thursday evening)**

**CONTACT: 1stACT - Communications Manager  
kcookcan@gmail.com c. 510-543-5357**

###