

**UNUSUAL  
INTERSECTIONS  
\_2016  
PROGRAM**

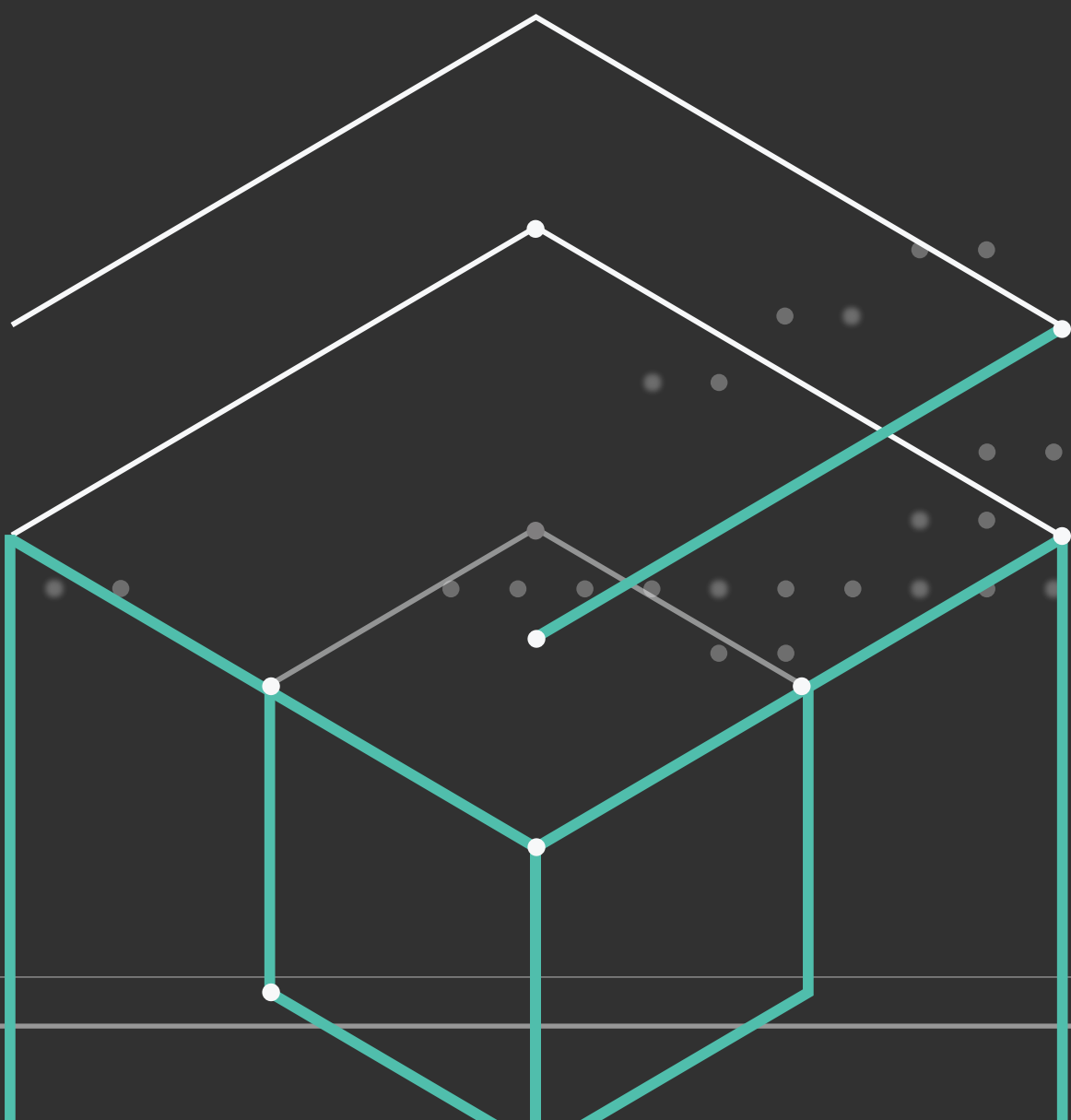
**LOCATION:**

THE BARNs AT WOLF TRAP  
1635 TRAP RD,  
VIENNA, VA, USA

**DATE:**

SUNDAY,  
OCTOBER 2, 2016  
11AM-6PM

"UNUSUAL  
INTERSECTIONS IS  
THE UNCOMMON  
ARRANGEMENT  
OF COMMON IDEAS."



◆ CONTENT ◆

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- AGENDA
- GET SOCIAL
- ABOUT UNUSUAL INTERSECTIONS
- THEME: CONNECTING THE DOTS
- UNUSUAL MANIFESTO
- ABOUT THE ICONIC VENUE
- MEET THE FOUNDER
- UNUSUAL SUSPECTS

STORYTELLERS *IN PRESENTING ORDER*

- DR. GAUTAM GULATI
- BRAD GROSSMAN
- SUSANNAH FOX
- PETER MCGRATH
- LEEROM SEGAL
- YARROW KRANER
- RIVES
- BROOKS KRAFT
- MICHAEL CASCIO
- DR. STEVEN EISENBERG
- CHRISTIAN LONG
- YANIK SILVER
- COURTNEY FERRELL

SUPPORTING PARTNERS & FRIENDS OF UNUSUAL  
THANK YOU!

AGENDA

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11:00AM-11:30AM	MEET AND GREET
11:30AM-1:00PM	FARM TO TABLE BRUNCH
1:00PM-4:00PM	STORYTELLING SPEAKER SESSIONS

MINDFULNESS OPENER  
CHRISTINE KRAFT

INTRODUCTORY REMARKS  
DR. GAUTAM GULATI

1ST HALF  
BRAD GROSSMAN  
SUSANNAH FOX  
PETER MCGRATH  
LEEROM SEGAL  
YARROW KRANER

PRE-INTERMISSION  
ENTERTAINMENT  
RIVES  
PERFORMANCE POET &  
STORYTELLER

2ND HALF  
BROOKS KRAFT  
MICHAEL CASCIO  
DR. STEVEN EISENBERG  
CHRISTIAN LONG  
YANIK SILVER  
COURTNEY FERRELL

SPEAKER SESSION CLOSING  
REMARKS

4:00PM-5:00PM	SELF-ORGANIZED BREAKOUTS
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5:00PM-6:00PM	COCKTAIL HOUR
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LIVE ACOUSTIC ENTERTAINMENT BY  
JOCELYN OLDHAM

**GET SOCIAL!**

**UNUSUALINTERSECTIONS.COM**

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**@WEAREUNUSUAL**

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**@UNUSUALINC**

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**www.facebook.com/unusualinc**

**HASHTAG**  
**#THINKUNUSUAL**

**WIFI**

**NETWORK:**  
**SPECIAL EVENTS WIFI**

**PASSWORD:**  
**2016Fun@WT**

**CONNECT WITH GAUTAM AT**  
**drgautamgulati@gmail.com**

# ABOUT UNUSUAL INTERSECTIONS

**“Helping creators connect ideas that matter.”**

Unusual Intersections is a 1 day gathering of unlikely minds to break down silos and inspire innovative problem solving across diverse industries.

We believe most leaders of organizations fail to recognize their full innovative potential. This is oftentimes a factor of groupthink where we are silo'd in our thinking and only surround ourselves with people and ideas that are most familiar to us.

Unusual Intersections is designed to challenge that preconception by creating an intimate and productive gathering that gets us out of our comfort zone and into a wilderness of the unknown. In our experience as innovators, leaders, and entrepreneurs we know that some of the best ideas come from exploring the unexpected intersections between divergent industries.

What most fail to realize, is that although you think your business problem or challenge is unique, odds are there is some other person in some seemingly random industry that has tackled that similar issue successfully – or at least in a creative way that can help spark new ideas.

As far as we know, there is no other event that addresses this core innovative challenge. And so we set out to create one for you. We hope you enjoy it and would love your input.

# THEME: CONNECTING THE DOTS

Re-imagining the future will require an understanding of how disparate industries converge... how the dots between different ideas and perspectives connect. Understanding how the dots connect is the difference between those who consume the future vs. those who create the future.

Unusual Intersections provides it's festival goers with a front row seat amongst those who are shaping our world's future. What are the cultural drivers that will shape the experiences of tomorrow? We believe the intersection of these ideas will create a re-imagined future that will help define our lives.

ON THE CREATIVE HUSTLE

ON EMPATHY

ON COLLABORATION

ON DISRUPTING BUREAUCRACY

ON A CULTURE OF LEARNING

ON WONDER & CURIOSITY

ON ICONOGRAPHY

ON A CONNECTED LIFE

ON PURPOSE & MEANING

ON EXPERIENCE DESIGN

ON HIDDEN WISDOM

# THE UNUSUAL MANIFESTO

**The age of average is over.** We believe the future belongs to those with grit. To those willing to break out of their **shell** and experience **something different, something unusual.** We believe the unusual inspires a sense of **wonder** and new **perspectives.** Perspectives that help us venture into the **unknown**, explore the **impossible**, and make us continuously ask “what if?” We believe that within the unusual, we will find extraordinary thinking powered by **curious people...** People who possess the ability **to see what others do not.** People courageous enough to do what’s right, regardless of the uncertainty ahead. They **go against the grain, create their own rules,** have disdain for the ordinary, and are **fearless in challenging the status quo.** We believe in celebrating the unusual ideas that make us **unique.** We believe in the force of these unusual people to **change the world.**

**We are unusual.**

**[www.unusualintersections.com](http://www.unusualintersections.com)**

# ABOUT THE ICONIC VENUE



## THE BARNs AT WOLF TRAP

The Barns at Wolf Trap is owned and operated by the Wolf Trap Foundation, which is committed to creating an artistic lineup as diverse and discerning as the audiences that attend year round.

## IS IT REALLY A BARN?

Yes. Actually, it's 2 adjacent 18th century barns refurbished and refined with superb acoustics and amenities. The Barns were donated in 1981 by Wolf Trap founder Catherine Filene Shouse. Mrs. Shouse had attended a concert in Maine held in a traditional barn and was charmed by the informal and acoustically unique setting. She wanted to replicate that experience at Wolf Trap.

## CREATING THE BARNs EXPERIENCE

Mrs. Shouse commissioned Richard W. Babcock of Hancock, Massachusetts, a master craftsman and barns historian, to identify 2 barns for relocation to Virginia.

Babcock found the barns in upstate New York and restored and rebuilt them on their present site. Babcock used the 18th century "block and tackle" method of construction—gin poles, ropes, and manpower. Both barns are made of hand-hewn beams and posts, and the exterior walls have been reversed to show more than 200 years of patina.

## ONE BARN FOR THEATRE

Built around 1730, the German barn features a large “swing beam,” which reflects the original function: supporting the hayloft above, while below, enabling a team of horses to be turned around into their stalls without obstruction. That design now makes for a perfect theatre, seating 284 on the threshing floor and another 98 in the hayloft.

## ONE BARN FOR GATHERING

The English barn, actually of Scottish design, was built about 1791 and is smaller in size than the German barn. It serves as a lovely reception and gathering area, offering patrons specialty cocktails, artisanal starters, handcrafted paninis, and more before the performance.



DR.

GAUTAM

GULATI

- FOUNDER & CEO  
UNUSUAL, INC.
- @DRGAUTAMGULATI

## MEET THE FOUNDER

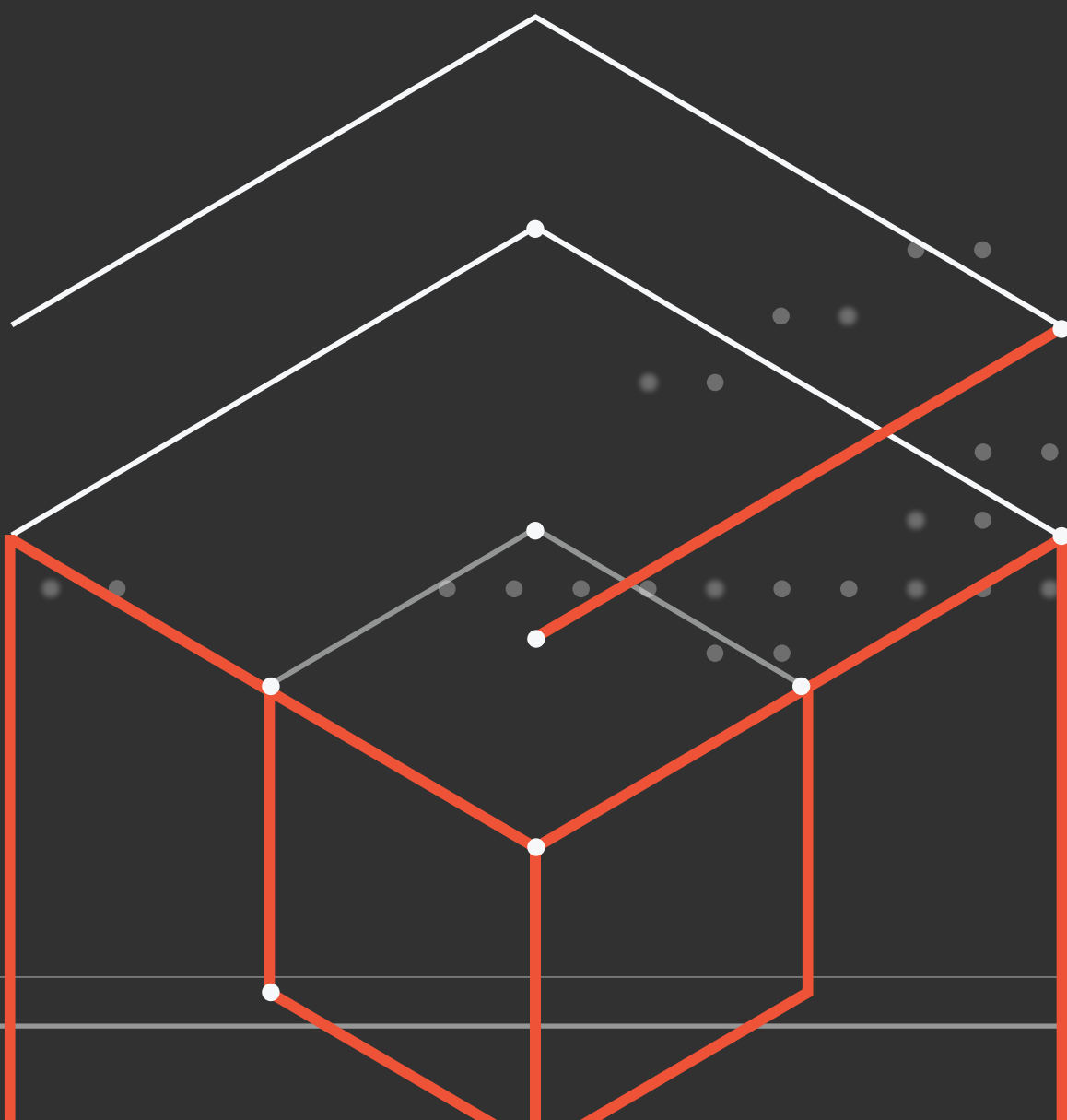
Dr. Gautam Gulati is a globetrotting expert on innovation. While on paper he is typically defined by the two letters that proceed his name “Dr”, he is most valued for his diverse collage of experiences, interests, and skills spanning across a wide range of industries that have come to represent his signature trademark as being simply ‘unusual’.

For decades – whether it be in the form of delivering keynote talks, conceiving innovative products, advising client strategies, or throwing dinner parties – Gautam has been at the forefront of delivering memorable experiences. Along this journey, he has become unusually obsessed with the power of perspective to help reimagine a world of innovative possibilities.

To achieve this lofty goal, he founded Unusual Inc. - a storytelling media expedition celebrating human ingenuity, diversity, and imagination. With a simple mission to help bold change-makers curate and create moments of serendipity using the power of unusual perspectives, Gautam founded Unusual Intersections to help leaders of all industries break free from silo’d thinking and collaborate across organizational lines.

UNUSUAL

SUSPECTS





BRAD

GROSSMAN

• ZEITGUIDE FOUNDER

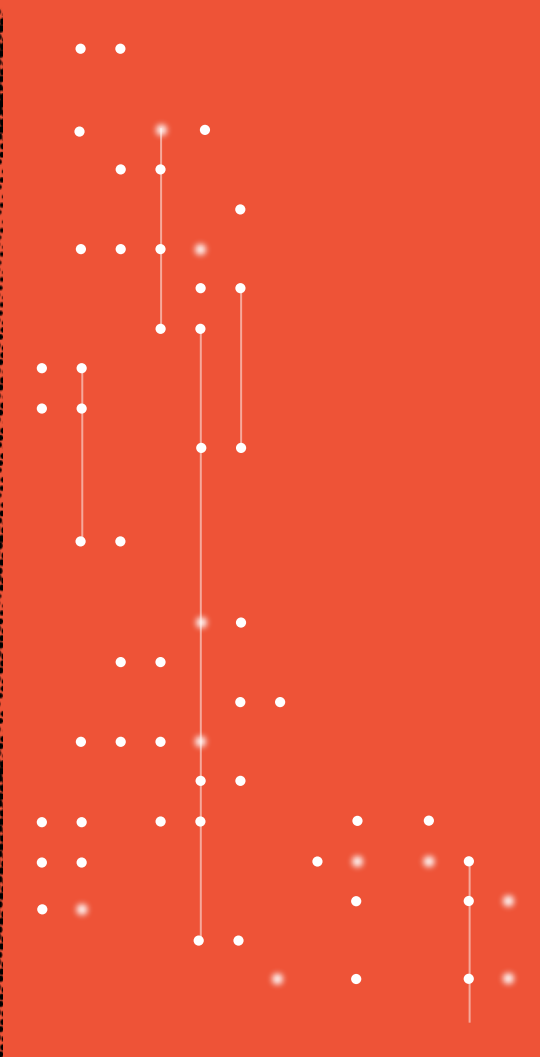
• **TALK TITLE:**  
"HOW COMPANIES  
RESPOND TO RAPID  
CULTURAL CHANGE"

• @BRADGRO

When Fortune 500 CEOs, public figures, and well-established creative leaders need to understand the leading edge issues that will drive and change their industries, they turn to Zeitguide founder and CEO, Brad Grossman. Once called the “Human CliffNotes” by GE’s Senior Vice President Beth Comstock, Grossman draws from a community of hundreds of experts, across every imaginable field, to distill vast quantities of information in a few crucial takeaways. Grossman’s process is the precise antidote for executives and leaders overwhelmed by content and lacking the time to digest it. Grossman doesn’t simply collect data; he tells you what it means for you, your company and your industry. As Oscar-winning film and television producer Brian Grazer says, “Brad Grossman knows the heartbeat of what matters.”

In addition, to running Zeitguide’s insights and consulting team, Grossman publishes two weekly newsletters, #ripouts and The Zeitguide Deep Dive, and the annual Zeitguide Cultural Almanac. Grossman also serves as a Wall Street Journal Leadership Expert.

**My Super Power:** The ability to absorb copious amounts of information at the speed of light.



SUSANNAH

FOX

• CHIEF TECHNOLOGY OFFICER, US DEPT. OF HEALTH AND HUMAN SERVICES

• TALK TITLE: "ON MY HOME PLANET I'M NORMAL"

• @SUSANNAHFOX

Susannah Fox helps people navigate health and technology. She currently serves as the Chief Technology Officer at the U.S. Department of Health and Human Services (HHS) where she runs a watering hole for unicorns (HHS employees who think like entrepreneurs – or want to learn how to). She is also responsible for scanning the landscape surrounding HHS, calling out the location of icebergs, pirates, and treasure islands for the leadership. Susannah is also an expert, thanks to her sons (ages 12 and 15), in food allergy, travel baseball, and local emergency rooms.

**My Super Power:** Empathy.



PETER

MCGRATH

- EVP, CREATIVE STUDIOS AT WALT DISNEY IMAGINEERING

- TALK TITLE  
“IDENTITY:  
CONSCIOUSNESS AND  
CREATIVITY THROUGH  
POETRY”

Peter McGrath is the Imagineering Enrichment Executive responsible for enriching the professional lives of 3000 Imagineers worldwide and has led the Creative Studio of Walt Disney Imagineering as Executive of Creative Development – the creative division of Walt Disney Parks and Resorts worldwide in Glendale, California, bringing more than 25 years of Disney experience to his role. In these roles McGrath has held responsibility for providing creative development and leadership through talent casting, idea generation and sustainment, concept design, creative direction, show producing, dimensional design, pre-visualization and integration of strategic alliance partnerships.

Peter started his career with Walt Disney Imagineering in 1989 in Paris where he was a Project Engineer for “It’s a Small World,” “Dumbo the Flying Elephant,” “Mad Hatter’s Tea Cups” and “Le Carrousel de Lancelot” in Fantasyland. He was involved in the design phase of the originally planned MGM Studios for Paris in 1993 and contributed to the expansion plan for Paris in 1994.

During the design and construction of Tokyo Disney Sea, Peter spent five years in Los Angeles and Tokyo as Director of Design Management and functioned as a Project Manager for four of the Lands at Tokyo Disney Sea through 2001. He spent several years directing the design of Hong Kong Disneyland Resort before rejoining Disneyland Paris in 2004 as Executive Creative Director, leading the Creative Imagineering group in Paris. In 2008 Peter returned to Walt Disney Imagineering, Glendale to lead the Creative Studio providing content to all Walt Disney Parks and Resorts worldwide; through talent casting and creative development management. In 2015 Peter expanded his role to include the Enrichment talent development strategy for all 3000 Imagineers worldwide.

**My Super Power:** Putting strangers at ease.



LEEROM

SEGAL

- CO-FOUNDER & CEO,  
KLICK, INC.

CO-AUTHOR  
THE DECODED COMPANY

- TALK TITLE  
"HOW TECHNOLOGY  
EATS BUREAUCRACY"

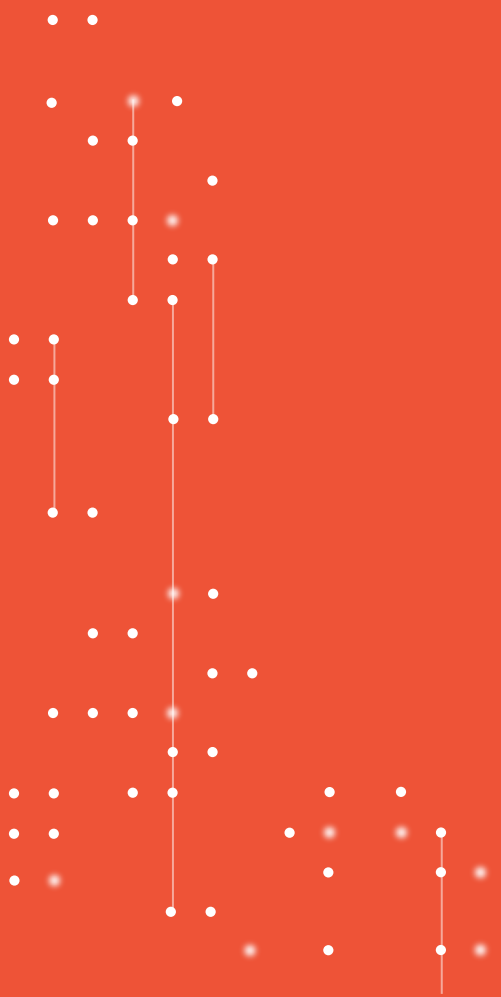
- @LEEROMSEGAL

Leerom Segal is CEO of Klick Inc. and Klick Health, the world's largest independent health agency, which he co-founded in 1997.

Known for his unconventional approach to business, Leerom launched his first company at age 12 and co-wrote the New York Times Bestseller THE DECODED COMPANY (Portfolio/Penguin). He was named One of the 100 Most Inspiring People in Health for the last four years, an EY Media & Technology Entrepreneur of the Year, a Globe & Mail Top 40 Under 40, and was inducted into PROFIT Magazine's Hall of Fame as the Youngest CEO ever to lead a PROFIT 100 company.

Leerom has spoken at TEDGlobal, Harvard University, Wharton, Google, Twitter, and Cannes Lions Health Creativity Festival. He is a Clinton Global Initiative University Mentor and serves on many advisory boards, including Google Health, World Economic Forum Global Growth Companies, and Dream, Canada's largest Industrial real estate investment trust.

**My Super Power:** Being able to decode companies in a single bound!



# YARROW KRANER

- FOUNDER, HATCH
- TALK TITLE:  
"YOU'LL SEE IT WHEN  
YOU BELIEVE IT"
- @YARROWKRANER

Yarrow Kraner is Founder of HATCH, a Director, an Aspen Institute Fellow, and also named 2015 top 100 creatives in the U.S. by Origins Magazine. He is also featured in the recently released book Talent for Humanity. Yarrow was also the Founder of Superdudes / Supernation, a pioneer social networking site, founded in 1999, sold to Fox in 2004. Yarrow’s current focus is on growing the global HATCH network, HATCHedu, and HATCH Labs to HATCH a better world.

**My Super Power:** Seeing it to believe it. Manifesting dream to reality.



## RIVES

- PERFORMANCE POET AND STORYTELLER
- TALK TITLE: "CONCOCTING THE DECKS"

Rives is a poet from LA by way of NYC. He is a regular on the TED stage, HBO's "Def Poetry Jam" and four-in-the-morning eateries around the globe. Rives likes what everybody likes: wordplay, romance, motorcycles and the National Register of Historic Places.

**My Super Power:** Trespassing.



**BROOKS**

**KRAFT**

• **OWNER, BROOKS KRAFT PHOTOGRAPHY**

**TALK TITLE:**

• **"ON ICONOGRAPHY: WHAT BINDS POLITICS IN DIVERGENT TIMES"**

• **@BROOKSKRAFTFOTO**

Born in New York City, Brooks Kraft graduated from Wesleyan University with a degree in photography and film. Early in his career, Kraft spent a year as an apprentice to photographer Irving Penn and traveled with Nelson Mandela during the historic South African Presidential election of 1994.

Immersed in editorial and commercial photography for over 30 years, Kraft has become one of the world's most well-known and accomplished photojournalists. His work has appeared across the globe in thousands of publications and his iconic images have graced the covers of numerous magazines, including over 25 covers of TIME Magazine.

As a White House photographer with TIME for ten years and a veteran of seven presidential campaigns, Kraft traveled with the president on Air Force One throughout America and to more than fifty countries. He is currently a Contributing Photographer for Politico Magazine, where he is covering the 2016 campaign.

Kraft's work has garnered numerous awards and his critically acclaimed images have been featured in countless exhibitions and displayed at the Newseum in Washington, DC. In 2013 he was named International Photographer of the Year.

**My Super Power:** Imagery.



**MICHAEL**

**CASCIO**

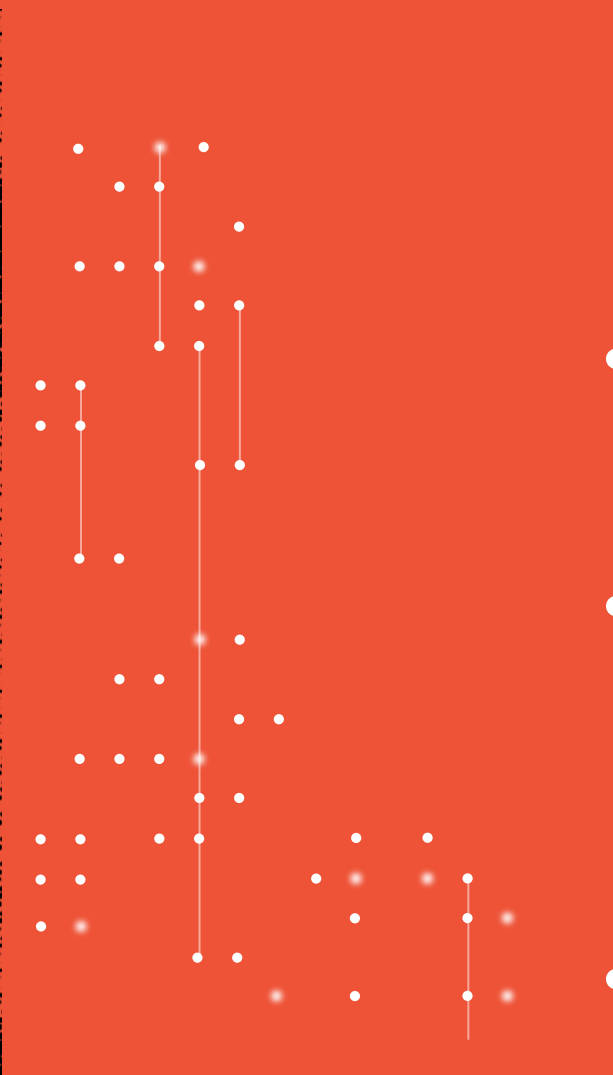
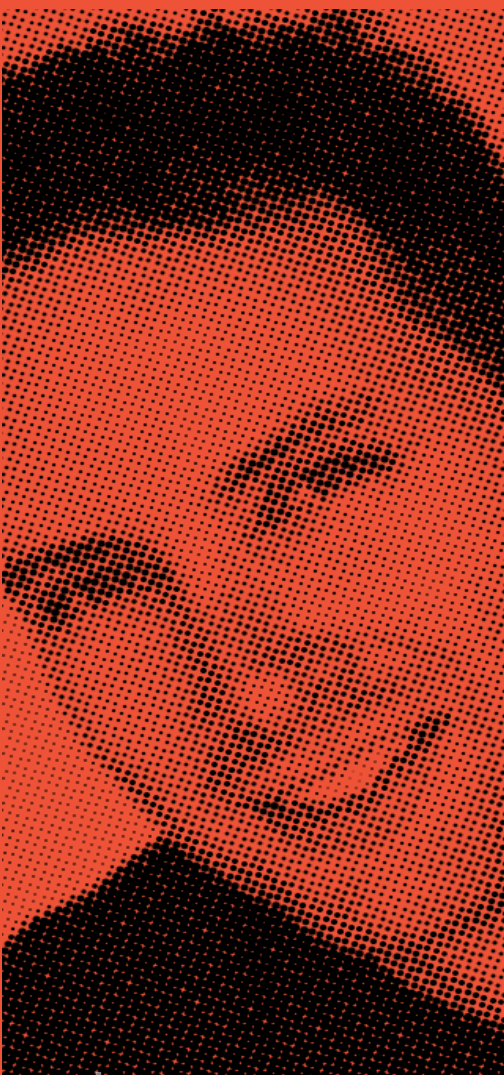
- **CEO / PRESIDENT,  
M&C MEDIA LLC**

- **TALK TITLE:  
“GARBAGE JUICE,  
REALITY TV AND ME”**

Michael Cascio created M&C Media after a career of usual and unusual intersections: Wolf Trap janitor, CIA clerk, TV producer, documentary executive. As SVP/EVP at A&E, Animal Planet, MSNBC and National Geographic Channel, he created and supervised many award-winning and popular programs: Brain Games, Biography, American Justice, Dog Whisperer, Doomsday Preppers, and landmark specials Inside 9/11, The '90s: The Last Great Decade?, Restrepo, The Farm and Titanic: Death of a Dream. He has four Emmys, two Oscar nominations and a “Producer of the Year” award, with additional experience in news, marketing, writing and public affairs. His current documentary, Munich '72 and Beyond, is making global headlines.

M&C Media advises selected media and production partners, including Food Network, National Geographic Channel, Nutopia, Towers Productions, Burson-Marsteller, Wolf Trap Park for the Performing Arts, AccuWeather, and many others. He's proud of being cited in the Entertainment Weekly “It List” as one of the most creative people in the entertainment industry, and interviewing Dick Cheney for a retrospective series on The 2000s.

**My Super Power:** Enjoying the thought process.



# DR. STEVEN EISENBERG

- LISTENER, ONCOLOGIST, LOVE-LOVER, CANCER-HATER.
- TALK TITLE: "BETTER: BECAUSE EMPATHY TOTALLY TRANSFORMS EVERYONE'S REALITY"
- @DRSEISENBERG

Dr. Steven Eisenberg completed a medical oncology and hematology fellowship at Georgetown University Medical Center, Vincent T. Lombardi Comprehensive Cancer Center. After training, he co-founded cCARE, California’s largest medical oncology practice.

Dr. Eisenberg is triple-board-certified (Internal Medicine, Medical Oncology and Hematology) and sees patients in San Diego. He’s had numerous hospital best bedside manner wins and he was the first recipient of the Dr. Emanuel Fliegelman Humanitarian Award for the doctor exhibiting highly compassionate care.

He is the co-founder and Chief Medical Officer of Workup, a startup in the oral chemotherapy adherence space. Also known as the singing oncologist, Dr. Eisenberg co-writes songs with amazing individuals living with cancer through Lyrical Life, a passion project of his that was featured on the TODAY show.

**My Super Power:** Ask Me.



CHRISTIAN

LONG

CO-FOUNDER,  
WONDER BY DESIGN

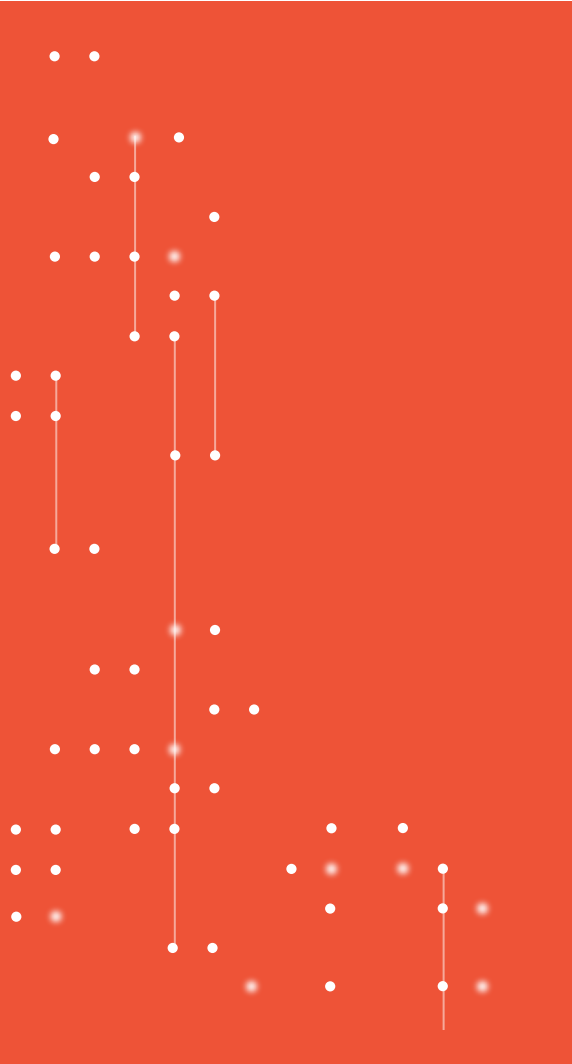
TALK TITLE:  
“CREATING THE CONDITIONS  
FOR WONDER: A LEARNING  
AND DESIGN EXPEDITION”

@CHRISTIANLONG

A much older version of Christian Long – many years into the future can be found in semi-retirement at a tree-covered summer camp where he’ll continue to marvel first-hand at the shared joy of children and adults alike. Prior to that imagined professional shift, he feels blessed to spend his days as a merger between “papa”, educator, designer, school planner, plausible futures dabbler, and an unapologetic advocate for wonder and curiosity as the roots of all learning worth done.

Christian is the co-founder of *WONDER (by Design): A Learning and Design Expedition*, a collaborative multi-disciplined venture that explores the future of learning through a human-centered design lens. He is also the proud founder of *Prototype Design Studio*, an on-going experimentation in social-driven design done in partnership with students, teachers, professional creatives, and community leaders around the world.

**My Super Power:** Being madly curious at the edges of things.



**YANIK**

**SILVER**

**ENTREPRENEUR,  
AUTHOR, ADVENTURER  
& DARING DOODLER**

**TALK TITLE:  
"ON MEANINGFUL  
IMPACT"**

**@YANIKSILVER**

Yanik Silver redefines how business is played in the 21st century at the intersection of more profits, more fun and more impact. He is the author of Evolved Enterprise and founder of Maverick1000, a global collective of the top entrepreneurs and industry innovators.

Yanik serves on the Constellation board for Virgin Unite, the entrepreneurial foundation of the Virgin Group and Branson family. And his lifetime goal is to connect visionary leaders and game changers to catalyze business models and new ideas for solving 100 of the world's most impactful issues by the year 2100.

That's the regular stuff – now the more #Unusual material on Yanik:

- Won the 'Oscar Meyer Weiner' ice hockey shootout champions (twice) as a kid. His men's league team still yells "Oscar Meyer" when he infrequently gets a breakaway.
- Surprised Sir Richard Branson dressed as a showgirl in Vegas before a keynote speech.
- Broke 200mph in a racecar with nothing more than a green speedo on.
- Was the 4th grade lead for the Tin Woodsman in the Wizard of Oz and that was the start and end of his promising theater career. (He still can sing most of his solo.)
- His birthday is 9/25 and inside sterling silver you will often see the number 925.
- Snuck out at the age of 5 to buy markers with his Hanukah money – only to catch the wrong bus home and end up at the police station. (His love of doodling still continues to this day!)

**My Super Power: Catalyzing the Catalysts.**



COURTNEY

FERRELL

• CO-FOUNDER, LIFE

• TALK TITLE:  
"LIFE IN PARENTHESIS"

• @COCOPFERRELL

Inspiration is the spark for creativity that leads to innovation, growth and progress. And any artist or entrepreneur will tell you that life is the fuel for that inspiration. This is true whether we are talking about art, politics, family or business. Unfortunately in business, the higher up the ladder we climb the less life we get to live. Our time is controlled by the obligations we incur with our ascendancy, and it is those very same obligations that insulate us from the life we need to live in order to fulfill them.

How can any of us expect to innovate or grow or provide inspired leadership for a modern, 21st century enterprise when we are prisoners of our calendar and to do list? When we spend more time in meetings or on planes than we do in reflection or out in the world?

For too long now business has come to dominate the center of our lives. It is time to reverse this trend. Even Oprah recognized Courtney Ferrell as an inspired change agent in the world of ideas, creativity and innovation. Courtney has built a successful career provoking organizations and individuals to think and behave differently. She has worked as a thinking partner to the top executives of companies like Mattel, Colgate-Palmolive, NBC, Nike, Discovery Channel, and Fidelity. Her witty sense of humor, her drink-from-a-fire-hose energy, and her anything goes change methods have garnered her feature articles in Fast Company, O Magazine, INC magazine, Triathlete Magazine and Style. She is a TEDx speaker. A storyteller at heart, Ferrell is never far from her pen or an audience.

**My Super Power:** Energetic Joy.

JOCELYN

OLDHAM

LIVE ACOUSTIC  
ENTERTAINMENT

@SOLOJOCELYN

[jocelynoldham.com](http://jocelynoldham.com)



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# Genentech

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