

University Experts Taking Center Stage at TENWEST Impact Festival

University Communications
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Around 15,000 local, regional and national attendees are expected in downtown Tucson for the annual [TENWEST Impact Festival](#) [1], to be held Oct. 11-20. Approximately 250 speakers, including more than 50 from the University of Arizona, will discuss innovative solutions to social, environmental and economic issues.

"TENWEST Impact Festival promotes a sense of wonder and pride in the creative, unique and game-changing ways Southern Arizonans are impacting the world, including the many amazing thought leaders that are part of the faculty at the University of Arizona," said Dre Voelkel, TENWEST festival director. "The festival has something for everyone, with 10 days of exhibitions, talks and interactive experiences, as well as more than 100 opportunities across social impact, education, business, art and culture, science, technology and sustainability."

TENWEST began in 2015 as Tucson's answer to South by Southwest, and organizers say it has continued to grow and become more connected with its Southern Arizona home. The University of Arizona has signed on as title sponsor of the event.

"I am excited that the University of Arizona has made a long-term commitment to support the TENWEST Festival," said UA President **Robert C. Robbins**. "Not only do we wholeheartedly believe in the vision and mission of this community-driven impact effort, but we also see the incredible economic, social and cultural impact that this festival can have for Tucson."

Some highlights of panels and presentations involving University of Arizona faculty include:

Meeting the Need for Higher Education & Professional Development in Indian Country

Monday, Oct. 14, 10 a.m., Tucson Convention Center, Greenlee Meeting Room

Robert Williams Jr. [2], Regents Professor of law, and **Tory Fodder** [3], Indigenous Governance Program manager, will be part of a panel presenting a case study on how tribes can strengthen their governance, rebuild their nations and demonstrate sovereignty in action.

Artificial Intelligence (AI): Tap or Slam on the Brakes?

Monday, Oct. 14, 11 a.m., Tucson Convention Center, Greenlee Meeting Room

Paul Melendez, founder of the [Center for Leadership Ethics](#) [4] in the Eller College of Management, will examine the benefits of AI technology, as well as economic, legal and ethical issues it raises.

The Art and Science of Making Musical Instruments

Wednesday, Oct. 16, 2:30 p.m., Tucson Convention Center, Apache/Cochise Meeting Room

Bruce Bayly, associate professor of mathematics, will bring a variety of instruments to illustrate the physical principles of their designs and show attendees how to make their own instruments.

Diversity in Entrepreneurship

Thursday, Oct. 17, 3 p.m., Tucson Convention Center, Gila Meeting Room

Joan Timeche [5], executive director of the Native Nations Institute in the Udall Center for Studies in Public Policy, will take part in a panel discussing how to create a level playing field in entrepreneurship for women- and minority-owned companies.

Creating Spaces for Healthy Aging: Measuring Health, Wellbeing & Performance Non-Invasively: From Molecules to Environment

Friday, Oct. 18, 10 a.m., Tucson Convention Center, Mojave Meeting Room

Esther Sternberg [6], director of research at the Andrew Weil Center for Integrative Medicine, will discuss features of the built environment that promote physical health and emotional well-being, with a focus on aging populations.

Defending the Planet From Falling Rocks

Friday, Oct. 18, 11 a.m., Tucson Convention Center, Coconino Meeting Room

Amy Mainzer [7], professor of planetary sciences, will detail the search for potentially hazardous asteroids and comets that might impact the Earth.

From Farm to Table: AI Sensors and Big Data Help Produce More and Better Food

Friday, Oct. 18, 11 a.m., Tucson Convention Center, Greenlee Meeting Room

Monica Schmidt [8], associate professor of plant science, **Uwe Hilgert**, director of industry engagement, workforce development and STEM training at the BIO5 Institute, **Eric Lyons** [9], associate professor of plant science, and **Murat Kacira** [10], professor of agriculture and biosystems engineering, will take part in a panel discussion on how new and advanced technologies can help farmers and businesses improve food production and distribution.

Humanity in the Age of the Genome Revolution

Friday, Oct. 18, 3 p.m., Tucson Convention Center, Greenlee Meeting Room

Michael F. Hammer ^[11], research scientist with Arizona Research Laboratories, and **Floyd Chilton** ^[12], professor of nutritional sciences, will discuss research on precision health, designed to avoid disease through individually tailored wellness strategies.

Podcast, Cli-Fi and Science Storytelling for Climate Action in the Built Environment

Friday, Oct. 18, 3 p.m., Tucson Convention Center, Mohave Meeting Room

Ladd Keith ^[13], assistant professor of planning in the College of Architecture, Planning and Landscape Architecture, will talk about how to give narrative shape to the climate crisis through novels, films and podcasts.

Visit [TENWEST.com](https://tenwest.com) ^[1] for a full schedule of events and more information.

Source URL: <https://uaatwork.arizona.edu/lqp/university-experts-taking-center-stage-tenwest-impact-festival>

Links

[1] <https://tenwest.com/> [2] <https://law.arizona.edu/robert-williams-jr> [3] <https://nni.arizona.edu/people/staff/dr-torivio-fodder-sjd> [4] <https://eller.arizona.edu/departments-research/centers-labs/leadership-ethics> [5] <https://nni.arizona.edu/people/staff/joan-timeche-1> [6] <https://medicine.arizona.edu/person/esther-m-sternberg-md> [7] <https://www.lpl.arizona.edu/faculty/amy-mainzer> [8] <https://cals.arizona.edu/spls/content/monica-0> [9] <https://cals.arizona.edu/spls/content/eric> [10] <https://www.environment.arizona.edu/profile/murat-kacira> [11] <https://neurology.arizona.edu/michael-hammer-phd> [12] <https://nutrition.cals.arizona.edu/person/floyd-ski-chilton-phd> [13] <https://capla.arizona.edu/faculty-staff/ladd-keith-phd>