

TechShop Wins 2011 Experience Stager of the Year Award

Strategic Horizons LLP Recognizes TechShop, Inc. for its Engaging Customer Experiences

TechShop, Inc., the world's first DIY workshop and fabrication studio, has been awarded the Experience Stager of the Year (EXPY) Award. The award was presented to TechShop CEO Mark Hatch at the recent thinkAbout, an annual event hosted by Strategic Horizons Co-founders Joe Pine and Jim



Gilmore where executives and professionals from across the globe gather to explore, share and network with others, leading the way in the Experience Economy. Previous winners include Build-A-Bear Workshop, LEGO Group, Geek Squad, American Girl Place and others who have demonstrated exceptional skill in creating truly memorable and innovative experiences.

"Each year, the EXPY winner we select exemplifies in a particularly excellent way, the experience-staging principles we espouse in our book, *The Experience Economy*," said Jim Gilmore.

With existing locations in Menlo Park, San Francisco, San Jose and Raleigh-Durham — and Detroit opening soon — TechShop is a member-based DIY workshop where inventors, hackers, hobbyists, tinkerers, artists, entrepreneurs and arts and crafts enthusiasts go to build the things they have always wanted to make. Strategic Horizons is a thinking studio dedicated to shaping the innovative pursuits of Fortune 500 companies and entrepreneurial start-ups.

"TechShop not only creates a unique environment, it stages a rich and

compelling experience for makers of all stripes, one that I also highlight in my recently published book *Infinite Possibility: Creating Customer Value on the Digital Frontier*." stated Joe Pine.

"The EXPY award recognizes the significant commitment TechShop has made in engaging and empowering anyone to build their dreams and is a tribute to the dedicated staff, who are always ready and willing to enable and innovate," said Hatch. "We give our members a transformative experience by providing access to over a million dollars in industry leading tools, equipment and software and introducing them to a community of highly creative and knowledgeable professionals. When you walk out of our shop you will have new skills and, likely, inspiration to change the world!"

About the Experience Stager of the Year (EXPY) Award

First commissioned in 1999, the EXPY is the first award ever established to specifically honor excellence in the Experience Economy. Pine & Gilmore award the EXPY each year at the culmination of their countdown of the "Top Ten Experiences of the Year" at their annual Strategic Horizons think About event to the one organization they believe has advanced the art and science of staging engaging experiences.

About TechShop, Inc.

Founded in October 2006, TechShop, Inc. is a membership-based, do-it-yourself workshop and fabrication studio, providing access to a vibrant community of highly creative people and more than \$1,000,000 worth of high quality machines, tools and software.

TechShop offers training and instruction for people of all skill levels. For information and course listings, visit <http://www.techshop.ws>, email info@techshop.ws or call 1(800) 640-1975. You can follow TechShop on Twitter at "TechShopInc". You may also find TechShop on Facebook under "TechShop Incorporated."

Kaiser Permanente Aids Kids at the San Jose Children's Discovery Museum 6 years of grants aimed at improving nutrition, fighting obesity

Kaiser Permanente neurologist Dr. Raj Bhandari found himself doing a spirited conga line dance with a 7-foot tall river otter cartoon character and smiling all the way the other day at the San Jose Children's Discovery Museum. While that might be unusual for some physicians, it is relatively normal for Dr. Bhandari, the chief of the Kaiser Permanente San Jose Medical Center, who has had a long and fun relationship with CDM, the kids that visit there, and their well-being.

Dr. Bhandari's dancing partner was "Potter the Otter", the larger-than-life cartoon star of FIRST 5 Santa Clara County's children's book that urges kids to drink water rather than sugar-filled soft drinks and juice packs. Kaiser Permanente, First Five and others are distributing the cartoon book.

"Statistics show that the average 4-5 year old consumes almost 65 pounds of added sugar every year," says Dr. Bhandari. "That's more than 17 teaspoons of sugar each day from sugary drinks. Kids taking in that amount of sugar are heading for early onset diabetes and an adulthood of diabetes-caused conditions, including heart disease and potential strokes."

Improving the health of the community is one of Kaiser Permanente's missions. The KP Community Benefit program awards annual grants supporting efforts to improve the overall health of communities it serves. This year alone, the four Kaiser Permanente Medical Centers in the Silicon Valley (Fremont, Redwood City, Santa Clara and San Jose) awarded over \$2 million in health grants to community health agencies.

For over six years Kaiser Permanente San Jose has supported a variety of creative aspects of the museum's offerings, mainly in the area of healthy eating and now, healthy exercise.

Kaiser Permanente has helped to change the look and feel of the Hope Kids' Café by redecorating the tables and walls with "healthy living" photos as an added inducement for customers to make healthy food choices. The Public Health

Department aided the café with nutritional guidance.

Kaiser Permanente regularly puts on healthy nutrition demonstrations for the kids and their parents at CDM. One project encourages children to "Eat a Rainbow" of different colors of fruit.

Dr. Bhandari recently presented CDM with a \$50,000 check to kick off the "Jumpstart Campaign," which creates community spaces where children experience the benefits of an active lifestyle, and families and caregivers are energized to try new ways of keeping kids active and healthy.

With a trace of wry in her voice, the museum's Executive Director Marilee Jennings said Kaiser Permanente is "putting some meat around the vision" of a museum dedicated to kids' experiences and health.

