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## **LOUIE SCHWARTZBERG**

### **MORNING KEYNOTE ADDRESS**

KATE EBNER: Vision is the ability to see and describe what others cannot yet see and describe. We are very proud today to introduce an expert on not only seeing amazing things in the world, but also sharing them with us so that we too can see through his eyes. Our keynote speaker today, Mr. Louie Schwartzberg.

Louie Schwartzberg is an award winning film maker whose pioneering use of time lapse photography has captured many amazing things on film for us to see. He has worked with Steven Spielberg, Oliver Stone, Francis Ford Coppola, and others. He frequently speaks at TED events, and his two TED Talks have garnered over 30 million views. I highly recommend you watch one.

Today he will talk about the energy found in the world around us, and he will share with us images to inspire exploration of the infinite possibilities that can be found right before us in ourselves, in our clients, and on our planet.

Please join me in welcoming Mr. Louie Schwartzberg.

(Applause.)

>> LOUIE SCHWARTZBERG: Okay. Can you guys hear me? All right.

It's great to be here. Especially with my fellow shamans of the soul.

I'm a film maker. I love to explore and celebrate life. I use my camera to take us on the voyage of self-discovery. I love traveling through portals of time and space, revealing the mysteries of our world. You see, film is recorded and played back at 24 frames per second so it looks normal to our eyes, but normal is just one human egocentric point of view. Imagine a tree looking at us and us scurrying around like little ants in time lapse. Or imagine a mosquito looking at our hand coming toward it in ultimate slow motion. Each creature has its own world and point of view. So we have an opportunity today to realize that we have blinders on. We only see one narrow spectrum of light, the invisible light spectrum, the colors of the rainbow. That visible spectrum is in the middle of like eight octaves. The light energy reflecting off my body right now is going into your eyes, through the lens, inverted, projected upside down and backwards on your retina. These electrical impulses are going into your brain, and it's creating an image of me standing here right now talking to you. That's an amazing miracle. Because when you say "it's all in your head," it's really true. But the good news is, at least they know you up there.

(Laughter.)

So we scurry around in our lives, in our little bubbles of all the to do lists we have. Sometimes we don't slow down and stop to smell the roses or the coffee, and we may be missing a lot from the world around us.

I know it's early in the morning, but if you haven't had your coffee yet, I want to help you wake up, open your eyes, and let's take a look at the speed of life.

(Video.)



I'm going to use this microphone, is that okay? And could we continue the lights off on the stage when we do the videos?

Okay. You might be wondering how I became a film maker. I started off as a history major at UCLA. When the Vietnam protests starting sweeping my campus, I picked up a camera and started to shoot pictures of police brutality, especially against women. Photo essays were a lot easier to do than term papers about the French Revolution.

(Laughter.)

But I found my voice and my art, and I also discovered my greatest teacher: Mother Nature. She taught me everything about lighting, composition, color, and motion. And I always wanted to shoot the highest resolution I could, which was 35-millimeter movie film, but I didn't have any money. So I found this old 35-millimeter camera built in the '30s. It was like an iron tank and was just as heavy. I retrofitted it. I found an old AC animation motor and got a really long extension cord and took it up to the roof and started to shoot time lapse clouds. And I started to shoot flowers opening. It filled me with a sense of wonder.

I've had a camera running almost 24 hours a day, 7 days a week, for over 35 years. I film one frame every 20 minutes, which nets me about two seconds of film every 24 hours. And I've compressed 35 years of shooting into 12 hours of film. I got 12 hours of time lapse flowers.

So flowers seduced me with their beauty, their color, their smell. You know, to film them dancing to the light. And now that I can afford to shoot them, my most precious commodity is time, because I don't want to squander a single moment, which is why as I'm speak right now I have two cameras rolling, shooting time lapse flowers in 3D.

So what I learned over the years is that beauty is nature's tool for survival, because we protect what we fall in love with. That's why all babies, kittens, and puppies are cute, right? We're hardwired to protect what we love. And then I heard about calming collapse disorder. How many of you heard about the bees disappearing? I realized that you really can't tell the story of the bees without telling the story of flowers and how they coevolved over 150 million years. Their co-evolution is a love story that feeds the earth. You see, before flowers, the planet was really a dull and drab place, green, no color. The dinosaurs depended on wind pollinated leafy plants for their survival. Then a giant asteroid hit the planet and for decades the sky went dark, and the dinosaurs couldn't survive without heat and food and they became extinct. Then one of the greatest biological events ever occurred on the planet. There was an invention: The flower.

Now plants have a way to store their DNA, in these little seed packets, because plants have no legs. So they depend on pollinators to be their messengers so they can reproduce. They evolved strategies based on beauty to move these packets around so we could have seeds, berries, fruits, nuts, vegetables. Without flowers, there would be no warm blooded creatures, including us, because mammals depend on food to keep their bodies warm.

So almost half the food we eat comes from a pollinating plant. And the pollinators are in trouble. Many scientists believe it's by far the most grave threat facing mankind, because if the bees go, life would be radically different.

You might be wondering what the causes are. Well, a lot of it has to do with loss of habitat, pesticides, GMO crops, stress, and the ever demand for food from an exploiting population. But there are solutions, and the solutions are to support your local organic farmer, plant friendly gardens, teach your kids the value of gardening, transform your lawn into a bountiful pesticide free garden, eat healthy food, reduce the growing obesity epidemic, and reduce the carbon footprint by not buying supermarket foods laden with pesticides shipped from all over the world. Without pollinators, the healthy foods we depend on will disappear.

So now, rarely seen by the naked eye, a peak into the most important keystone event on the planet: The intersection between the animal and the plant world, where life regenerates itself billions of times each day over and over again. This is a montage from Winds of Life, my recently released Disney nature movie, narrated by Meryl Streep. Enjoy the nectar. And let's make sure we turn down the lights.

(Video.)



There's a baby hanging on that bat born about an hour earlier. Wish we could turn the lights down.

(Applause.)

Thank you.

Hey, Cody, I've got to ask you a favor. You have to find a way to turn the lights off on the stage.

>> Can't turn them off.

>> LOUIE SCHWARTZBERG: Really? Okay. It's like a trumpet playing next to an orchestra.

Okay. That was the montage that got 30 million views, and it really goes to show that there's an audience out there in the world, like us, people who are really conscious, who want something nutritious. So that gives me a lot of hope.

So I've been fortunate that I found my passion. After I graduated from UCLA and moved to northern California, I continued to film what inspired me. So I worked on documentaries, filming nature. I eventually moved back to L.A. working on commercials and videos and visual effects for features. But when I came back to L.A., not too many people got what I had to offer. But the ad agencies did because they realized it was eye candy that could move people. So by the mid '90s, my library had grown to 12 foreign offices and 80 employees. Without a business plan, we acquired Getty images and became the cornerstone of their licensing business. If you follow your passion, you will make money doing a great job and living the by product. Here are a few examples.

Cody?

(Video.)



>> I was a short order cook. Got fired from that. I was a baker's helper. Fired from that.

(Laughter.)

Jerry and I were a failure at most everything else we were trying, and we decided to go into business. The only thing we liked doing was eating.

(Laughter.)

I think we got possibles here. I like this combination.

You have a great business when the goal of the business is to meet the need, to create the product, not to make money. You make money as a byproduct of meeting a need and doing a great job of it.

I'm a professional.

(Laughter.)

Keep your image up. It's important.

(Laughter.)

¶ ¶

>> A handmade hat is better than a mass produced hat. It's like maintaining an art.

Hats inspire me to speak to the world.

>> Anything will hold you up off the floor. But a really good chair feel goods to look at, it feels good to sit in, and it feels good to be a part of something that you believe in. For me, that's worth a lot more than the pay I get.

>> Every once in a while you get this time in your life that's sealed, signed, and delivered and will be there forever. One of those times for me was third or fourth grade. I asked my mom for money, and she had no money. That broke my heart, and I never asked her again, and I went to work. That's how I got to where I am today. I started working and I never stopped.

I love growing grapes, and I'm pretty good at it. And I'm getting better every year. It's a matter of frustration. It's a matter of patience. You can't learn how to grow grapes in 25 or 30 years; I think it takes a lifetime.

Every year the whole thing starts over again. We're powerless to create spring or summer or fall. That's pretty amazing. So maybe that's what living out in the country, living on a ranch like this does to a guy. It just puts you in the middle of God's glory.

One of the first miracles is where Jesus was at a wedding and He turned the water into wine. That to me was pretty neat. Why was that His first choice? I think it's because He liked to drink, just like me.

(Laughter.)

Yeah, that's very good.

I think finding passion in life is important, and I'm lucky enough to have found that. I started out just drinking a lot of beer and chasing women, you know? I don't think you have a plan; it just happens. For me, I believe it's in the vineyard. That's what got me started and that's where I would like to end up. I want to die in a vineyard, working the grapes. That's my retirement plan.

(Applause.)

>> LOUIE SCHWARTZBERG: So when you find your passion, it doesn't mean there aren't obstacles. In nature and in business, there is always competition for limited resources. But the story of nature is more about cooperation, symbiotic relationships, than survival of the fittest. Nothing in nature lives alone; we're all interconnected in order to survive. Let's take a look at competition on an island we all know really well.

(Video.)

>> I love going fast. I love swooping around corners too. You get the spectators like oh, wow look at that guy. And you feel like batman or Spiderman a little bit.

>> Not bad. Sometimes I get a heart attack.

>> I was in the navy in the Seal program. It takes a certain amount of toughness to be a bike messenger. Sometimes you get in some pretty scary situations.

People darting in and out of cars, doors fly open. Over the years I've developed reflexes where I can reach over my handle bars and close the door if it's opening on me.

(Laughter.)

The races we have in New York are raced by messengers. Small prizes, a few dollars. I'm usually at the front of the line, trying to win. I don't go out to come in second place. Second place is the first loser.

>> The obvious is that any big race he comes to, he's going to win. He doesn't just race like road races like you see guys in spandex through Central Park thinking their bad. He can rock it on a 10 speed, on a road race, in the mountain bike race. He's like multiskilled. He's a good guy. He's a good fellow. He's always got your back in a fight. He will always help if you your bike is busted. He will take a look at it, use his mechanical skills to help you out. He's the crowned king of New York City messengers.

>> How do you like New York?

>> Everything you think you can do in an airplane, everything you can do to dream up is what I like to do in my airplane.

To be a good aerobatic pilot, you have to have 100% concentrated focus. That's one of the reasons I really like what I do, is because it forces me to get rid of all the other extemporaneous thoughts and mundane stuff that happens during the course of your life and get inside this tunnel and think of nothing else but flying the airplane.

If a woman makes a mistake or doesn't do as well, I think they're under more scrutiny than the men are. I think you have to be a little better than the guys to prove yourself. And I like that. My friend Leo, the great aerobatic pilot, told me once there are two things that you can't deal with, Patty: Jealousy and greed. You can't deal with it, so let it go and don't let the creeps get you down.

>> It was the hardest thing in the world to hear my mother weeping in the background as the judge passed sentence upon me. After high school I decided to commit armed robbery, which cost me six years of my life. While incarcerated, I continued my education and I learned how to box.

A lot of guys have been fighting all their lives. I was able to make up for my lack of ring experience from my heart, because my heart carried me a whole lot of distance.

I decided I didn't want to be an old man with nothing. So I came out here with my goals in mind. Aiming for the Olympics, which I was able to attain in a little under two years. My name is Michael Bennett. I'm a U.S. Olympic athlete. I represent us as the captain of the U.S. Olympic boxing team. I set that goal for myself and I grabbed it and put it in my pocket and brought it home to show my mother, like look at the good job I did.

Another man took time out to invest in me. I'm trying to give back and not allow the streets to swallow others up. As long as he stays in here, he's safe.

>> He treat me like I'm special. He work with me, play with me. He like a father to me.

>> Right now you looking at the future and truly if God blesses me to bless him, you will see him somewhere along these lines as being a champion as well. Hopefully in summer Olympics eight years from now.

(Applause.)

>> LOUIE SCHWARTZBERG: Thank you.

There are like two lights that popped on up here during that? Maybe if you could try to control those, that would be cool.

(Laughter.)

One less horn.

So I grew up in Brooklyn until I was seven. I was never exposed to nature. I had loving parents who were also holocaust survivors. They didn't experience the outdoors, played baseball, went camping, so neither did I. But I learned valuable lessons of appreciation and gratitude. To them, a roof over their heads, food on the table, having children was really heaven on earth. My mom especially had a real love of life. Even though she couldn't speak English well, all my friends loved her because she was always smiling, happy, and feeding us with milk and cookies. That's why I've always been attracted to stories about people who have overcome adversity and still have joy in their hearts.

A lot of times I get rejected pitching projects. But then I think of my parents and what they went through and go, wow, this is nothing. We have to turn adversity into advantage by opening our hearts and surrendering to the outcome. I found this story at 10,000 feet on a continental divide.

Cody?

(Video.)

>> My name is Thomas. Many people call me sir. I'm kind of the last cowboy around. The others just pass through.

That's it, girls.

You get a horse that trusts you and you have a wonderful thing and a lifelong relationship that isn't going to let you down and go away sometime.

These mountains are an inspiration to me on a daily basis. You feel deep roots when you live on the continental divide for 30 years. It's the backbone of the world, and maybe it makes me stronger just looking at it.

As I get older, I have more questions but I don't care so much about the answers. It's more the pondering that I enjoy.

These are wild animals, these elk. It's taken me 16 years to get them to trust me, not much but enough that I can ride up to them on horses, which they're not as fearful of.

It's all right, girls. It's just me.

When I start to scare them, I turn my side to them so I'm a prey animal too and they look at me and go, oh, he's just that guy that talks all the time.

I want the horse calmed down, not fired up. What you're doing is the opposite of what I asked you to do.

>> What have I done today better. What have I done for Thomas in the past few seconds. All day long I think that nonstop.

>> I came here in April and asked Thomas if he needed any help. His only one question was, you don't cry easily, do you?

>> As much as I enjoy it, I harass these people every day of my lives.

>> He loves us all; he's just not sure how to say it all the time.

>> Basically if someone says what's new in your life, I was able to say, I'm sober. That's a new thing for me. Interesting work, sobriety.

(Laughter.)

I certainly gave alcohol every chance to be the right way to go.

In Wisconsin where I was raised, no one mentioned if you drank a case of beer every day for 30 year it's would become addicting.

There's water in that!

I'm always telling her that even though there's no alcohol in these drinks, I still want a lot of them. I need to exercise my arm.

>> He's going to be in the bars forever. Coming in to see old friends whether he drinks or not.

>> That was probably the reason I quit the alcohol was to have more freedom, and that's what I got. A whole lot more freedom than I used to have.

¶¶

We've experienced being free, unfettered human beings here because there aren't many people, there isn't much government. So it's hard to have your freedoms, even infringed a little bit. Cherish your freedom.

¶¶

(Applause.)

>> LOUIE SCHWARTZBERG: Thank you.

So I was raised with fear. My parents had five locks on the door growing up in Brooklyn, and you really couldn't blame them. It had a real negative effect on my sister more than me because she was born in a relocation camp in Germany. Because she's a girl, she had those old-fashioned values put on her of needing to grow up and marry a doctor or lawyer. Studies have shown that children of holocaust survivors absorb victimization or become overachievers striving to make the world a better place. Every day we have to face our fears, both big and small. And the answer always seems to be in letting go. But it's not very easy.

So how about we all let go and jump off the cliff of fear together?

Cody?

(Video.)

>> There's something about the moment that you lose touch with the earth. You know, the moment that your feet lift off the ground. There's this instant feeling of joy and surprise.

That feeling of vertigo, it's not the fear of falling; it's the fear of your deep desire to want to throw yourself into the freedom of the feeling of falling.

I don't like standing on a cliff if I'm not anchored in. As soon as I'm anchored in and I understand the system, I'm free.

>> When you take gravity and just play with it, and you find ways to soften it, to dance on walls, to dance on cliff faces.

>> When you're dancing on a cliff and a falcon flies by and eyes you, you're transported into a place where you no longer feel the ache of your harness and you become the jump that you're doing.

I decided to go and sort of dive off the cliff of fear. Once that happened, I was able to find the dance.

>> I love to climb mountains. Ice climb. That's pretty wild I guess for a blind person. I mean, being a blind mountain climber is like being a Jamaican bobsledder; the words don't necessarily go together.

(Laughter.)

I'm scanning my tools up the ice, trying to use the end of my tools as though they are extensions of my hands, where I'm actually feeling through the metal picks of my tools. When I find a good hit, I tap it and listen to the sound. If it's a good sound, I swing.

I think sometimes that fear of reaching out into the unknown paralyzes people to the point where they just decide not to reach out at all. For me, all the great things that have ever come to me have come through reaching out into that unknown, and I think life is just sort of an ongoing process of reaching out into the darkness when you really don't know what you're going to find.

>> You know, you can't really have fear. Basically fear causes hesitation. Hesitation will make your worst fears come true. You find yourself getting to a point where you just sort of let go and it almost feels easy, natural.

>> It always seems like I'm precariously balanced between fear and hope. You have to kind of walk right in the middle.

(Applause.)

>> LOUIE SCHWARTZBERG: So I know I'm probably preaching to the choir here, but we need to practice in order to sing in harmony. The question is, how can we create our own reality? How can we combine the things we're passionate about, our work, play, family, lifestyle? And how do we find the balance we need to blend them into a cohesive whole?

You can find balance in the most unusual places.

Cody?

(Video.)

>> Bacon and eggs for breakfast, Henry?

>> Yep.

>> That's good. That's what we're getting.

Any name is George. I have a small dairy farm in the middle of the state of Vermont, over on -- (sound cutting out).

Your mouse has five legs.

>> That's the tail.

>> This farm was my grandfather's. He farmed it until my father and mother took over '46 after World War II. I couldn't figure what to do when we had this farm when I finished school. I thought, maybe I'll raise up a bunch of cows. That was 25 years ago, and I'm still here. How about that?

I milk still. You got this cow over here, the machine on, you have this cow over here, you're starting her, that machine falls off, grab it quick!

(Laughter.)

The thing about working seven days a week is, you don't have to worry about going back to work on Monday when Sunday comes.

(Laughter.)

One of the great things about having a small farm is you get to see your child grow up. You don't sit in daycare and that kind of thing. My son is here with me all day. It's just delightful. Just watch him grow up here. Look at him over there with that cow. It's just a beautiful thing. Just beautiful. He's a good boy. He plays fiddle. Takes fiddle lessons. He doesn't like it, but he does it anyway.

¶¶ Someday I'm going to fly somewhere over the rainbow ¶¶ I'm going to make my dreams come true. ¶¶ I'm going to make my dreams come true. ¶¶

>> That's the only one I ever wrote.

For the last three years I dove into film directing using my nephews and nieces and my son.

Action!

I try to create stories around what I've got right here to keep my expenses down. For instance, this is just a set that I threw up in my hay barn here.

>> Cut!

It is fun to watch the whole thing come together with everybody participating on a production called Dracula the Beautiful.

>> He's got a great sense of humor.

>> He'll do a whole performance and then go home and milk the cows. And do it again the next day.

¶¶ Lord, I wish I had the comforts... ¶¶

>> There was a period of time when he left the farm and went out to California.

>> I loved L.A. It was great. But this works on a small scale, and that seems to be enough. For me anyway.

There's nothing more important than watching your children grow up. Learning new things every day.

(Applause.)

>> LOUIE SCHWARTZBERG: I'm glad you guys are enjoying it. I'm dealing with the lights.

(Laughter.)

So I created my reality by believing in myself and the power of my images to open hearts and feel the power of nature. And last week I just launched [movingart.com](http://movingart.com), which has all these videos.

(Video.)

>> Every day is a gift. Begin by opening your eyes and being surprised that you have eyes you can open. The incredible array of colors constantly offered to us, for pure enjoyment. Look at the sky. We so rarely look at the sky. We so rarely note how different it is from moment to moment with clouds coming and going. Even the weather, we don't think about the many nuances of the weather. We just think of good and bad weather. This day, right now, it's unique weather. Maybe a kind that will never in exactly that form come again, the formation of clouds in the sky will never be the same as it is right now. Open your eyes. Look at that. Look at the faces of people whom you meet. Each one has an incredible story behind their face. A story that you could never fully fathom. Not only their own story, but the story of their ancestors. You can only go back so far. And in this present moment, on this day, all the people you meet, all that life, generations, so many places all over the world, flowing together, meeting you here. Like life giving water, if you only open your heart and drink.

Open your heart to the incredible gifts that civilization gives to us. You flip a switch and there is electric light. You turn a faucet and there is warm water and cold water. And drinkable water. It's a gift that millions and millions in the world will never experience.

So these are just a few of an enormous number of gifts to which you can open your heart. So I wish you would open your heart to all these blessings, and let them flow through you. That everyone we meet on the street will be blessed by you. Just by your

eyes, by your smile, by your touch. Just by your presence. Let the gratefulness overflow into blessing all around you. Then it will really be a good day.

(Applause.)

>> LOUIE SCHWARTZBERG: I think we have the greatest applause here, which is the ultimate compliment. Thank you.

Any questions? Yeah. Over there.

>> AUDIENCE: Thomas, the cowboy, would love me. I cry easily. I have just two questions for you. You like making people cry.

(Laughter.)

Why do you think we cry at such beauty and joy?

>> LOUIE SCHWARTZBERG: I think there's a connection that happens when you recognize those universal rhythms and patterns of emotions deep inside of us. And it gets rid of those barriers and emotions come out. I don't want people to cry, but I know it touches something deep inside of them. It happens with me as well. I think that, you know, what I try to capture, those things that are archetypal to touch, the deepest part of my soul, so I know it's universal. Whether you're standing on the moon or the beach, those rhythms, patterns, and energy are inside of every cell of our body. All of a sudden on a deep, spiritual level, you recognize it. It's a homecoming. I feel it's a good homecoming.

Yes.

>> AUDIENCE: Hi. I'm another crier.

(Laughter.)

I just wanted to say, when I first saw you were speaking, I thought, wow, that's awesome, 3 million views on TED Talks but what does that have to do with coaching. Watching that, I'm just weeping. I want to share it with everybody and believe everybody should see it and then question what are they doing with their lives and are they exploring their passions. And if they saw it, they would think more about the environment and their impact on it. So I just want to say thank you. And I get it. I'm just speechless now. So thank you.

>> LOUIE SCHWARTZBERG: Thank you.

(Applause.)

One of the things that also makes me feel good is I have got a lot of comments from young people. One of the favorite ones is people saying they use it as an alarm clock to get them aligned every day.

I got another one, people who have lost a loved one or child and learning gratitude helps them get through the day. So it's been wonderful to have those ripples go out all over the world.

Yes?

>> AUDIENCE: I come to these conferences to be inspired. What inspires you these days?

>> LOUIE SCHWARTZBERG: He's asking me what inspires me and what's next. I think there's two things. One, I was really proud to show you the moving art channel, because for so many years, as gatekeepers, the kind of programming I just showed you this morning, with 500 channels on cable, there's not one channel that would probably show it. So you have to find your own way. Like the salmon going upstream. So I'm grateful that I'm able to figure out how to do that and technology. I'm in the hole a lot of money, but I hope I'll find a way to get out of that.

And then my next project that I'm doing is like the bigger idea of pollination, it's mushrooms, the largest organism on the planet which can heal you, feed you. Mushrooms can help clear breast cancer, Alzheimer's, it can clean up oil spills, shift your consciousness. I think it's time we look at mushrooms in a really big way. So that's what I'm working on.

(Applause.)

>> MARY MILLER: I'm very, very challenged here. I just want to thank Louie for such a fabulous presentation. We have a token of appreciation for him. Thank you so much.

(Applause.)

>> LOUIE SCHWARTZBERG: Keep up the good work. You guys are truly shaman for the soul, and the ripples keep getting wider and wider. Thank you.

(Applause.)

>> CAROL GOLDSMITH: Thank you, Louie. That was beautiful. You'll be happy to know that in your conference goodie bag is a DVD that Louie put together especially for all of us.

(Applause.)

Very cool. Thank you so much, Louie. That was just beautiful.