



IN HONOR

Juneteenth—also called Emancipation Day or Freedom Day—is a holiday marking the announcement of the abolition of slavery, in Galveston, Texas, on June 19, 1865. The day is an official holiday in 35 states.

JUNE 18 FRI

INDULGE
National Splurge Day

Chicago writer and “eventologist” Adrienne Sioux Koopersmith may have created this fake holiday on a lark, but that hasn’t stopped people—and companies—from marking it. We asked a few consumption experts for their personal wish lists. —EB



“My favorites are contemporary-art and gallery showings. I recently splurged on Camille Rose Garcia’s *Twilight: Deer*.” —Livia Tortella, EVP of Atlantic Records



“Designer clothing and accessories, such as a Louis Vuitton custom luggage set, so I could feel fabulously chic while traveling.” —Linda Heasley, CEO of the Limited



“I would love to have a ski-in, ski-out mountain chalet in Vail or Park City.” —Hugh Jones, CEO of Travelocity Global



“I want the Bugatti Veyron or the Enzo Ferrari. Those are a little out of my reach—I don’t think you buy a million-dollar car unless you’ve got \$10 million in the bank.” —Ice-T, actor and rapper



“The Amazon Kindle. We gifted it to all of our employees to celebrate Amazon’s acquisition of Zappos.” —Tony Hsieh, CEO of Zappos



“If I could, I would love to take a year off to travel the world.” —Jim Goldman, CEO of Godiva Chocolatier



WATCH
Toy Story 3

We all have to grow up sometime, and that’s exactly what’s happened to Andy—the “real boy” owner of Woody and Buzz Lightyear—who, 15 years after the franchise’s first installment, is heading to college. The two earlier films earned \$847 million at theaters worldwide (including a smart double-feature re-release in late 2009 to catch up the few younger kiddies), making a third film—offered in 3-D—a business no-brainer. To (box-office) infinity and beyond, indeed. —ZW

DETOX

Green Chemistry Conference

JUNE 21 MON
It’s no secret President Obama is big on green chemistry: He nominated the “father of green chemistry,” Paul Anastas, to head the EPA’s R&D unit, and his administration is pushing for a chemical-security program for high-risk plants. Now Obama is going after the secrets of others, criticizing a policy that allows manufacturers to keep their chemicals “confidential.” Those trade secrets, environmental groups argue, also veil potentially harmful chemicals, and the White House is calling for more transparency. That political spotlight lured this conference to the nation’s capital this year; for the first time, a congressman (Democrat John Tierney of Massachusetts) will be attending. —ANNE C. LEE

OPTIMIZE

Semantic Tech Conference

JUNE 21 MON
There’s a wealth of data on the Internet—100 billion-plus gigabytes, actually. “But if you can’t find something on the first page of your Google results, it may as well not exist,” says Dave McComb, who chairs this San Francisco event. Thankfully, the Web is getting smarter. Sites as diverse as whitehouse.gov and bestbuy.com have started coding their data—everything from flight times to photos to government findings—in a standard way, so search engines can contextualize the information they crawl (instead of just matching keywords). Now it’s up to conference presenters Google, Yahoo, and Microsoft, which have already embraced basic semantic tech, to make sure the most relevant search results rise to the top. —DAN MACSAI

Motoring Picture Library/Alamy (Bugatti); courtesy of Amazon (Kindle); Bureau Vista Pictures/Everett Collection (Toy Story 3)

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