

2017 SCDC Tuesday Workshops

BreakoutEDU

FOCUS Training
11:00 am
12:00 pm
1:00 pm

Are you good with puzzles? Can you think critically and creatively at the same time? Can you harness the collective brain power of a team? You better hope so if you expect to unlock the box that holds your key to success in this intriguing challenge.

Entrepreneurship

Kyle Willkom
Action Packed Leadership
11:00am
12:00pm
1:00pm

Kyle Willkom is the founder of Action Packed Leadership, a company that helps young people become the best versions of themselves through motivational speaking and life skills and leadership content. Kyle is an energetic and insightful keynote speaker that keeps audiences laughing while they learn. He excels in his ability to engage youth audiences with his accents, music, and entertaining stories.

With musical comedy, Kyle Willkom will keep you entertained from start to finish! In this fun, interactive workshop you will learn more about the trials and tribulations of starting a new business and leave this session feeling inspired and motivated to accomplish great things.

Career Track Workshops



Gus Egloff
Lake Lawn Resort
11:00 am

Gus Egloff is a graduate of the esteemed Michigan State University School of Hospitality Business. He started his career with the famed Ambassador Hotel in Chicago's Gold Coast district, Gus quickly worked his way in management roles of key departments such as the front office, housekeeping and reservations areas. Currently, Gus is the Executive Director of Resort Operations at the historic Lake Lawn Resort & Spa in the Geneva Lakes area of Wisconsin.

Operational Leadership in the Lodging Industry

With over a decade of hands on operational leadership in the hospitality industry, Gus will share tangible experience within all segments of the lodging field from downtown to suburban hotels to destination resorts, he is recognized as a true operations guru! Learn how through hard work and a strong work ethic Gus experienced a rapid rise through the ranks and gained Director level experience at some of the best four star properties in the Chicago area



Jill Sutherland
Fashion Institute of Design & Merchandising
12:00 pm

Jill Sutherland is a College Representative with FIDM - Fashion Institute of Design and Merchandising. Previously she worked at the Los Angeles campus as an Admissions Adviser but now lives in the Chicago area with her husband and two boys. She earned 2 degrees from Miami University which led her to her prior career as a Visual Director for the Limited Too (now Justice). She worked in the Columbus, OH headquarters setting the corporate visual directives and plan-o-grams and also conducted training seminars around the country. In her free time, she enjoys volunteer work, yoga and reading.

The Future is Now: Social, Digital and New Media Marketing

90% of jobs in the upcoming year will demand social media skills. Social Media isn't just something to do in your spare time, it is a viable career path amounting to approximately \$1.3 trillion in our economy. In this interactive presentation students will learn the importance of social, digital, and new media marketing, the impact it has across numerous industries, and the skills required to work in this field. Students will learn how brands develop social media marketing campaigns and then put their new knowledge to the test by developing their own campaign during the presentation.

2017 SCDC Tuesday Workshops

Career Track Workshops continued



Lisa Harris
12:00 pm

NEW!!!

Lisa Harris is a Wisconsin native and former DECA state and national qualified competitor. She holds a bachelor of business administration degree from the University of Wisconsin –Madison and is an active member of the Wisconsin Business Alumni Board. For over eighteen years, Lisa has defined strategic direction, guided product development, and lead marketing initiatives as a regional director for Sanrio, a global company known for the brand Hello Kitty® and a buyer for Target Corporation. In 2015, she left corporate America to pursue her entrepreneurial dreams.

Today, Lisa is the founder and creative director of **Fashion Meets Poetry**, author of *Unveiled Beauty: Handwritten Stories from a Poetic Heart*, and speaker of a new empowerment series, **Unveiled Beauty: Cultivating YOU**.

Discover Your True Essence: A Path to Success

What is your x-factor? Do you know what sets you apart? Are you aware of how to apply your true essence to ensure success? In today's highly competitive marketplace, it is essential to understand the core of who you are and maximize your uniqueness. Not only do you need to tap into your individual talents, but you also must embrace the human connection. Business is about people. Those who succeed have the ability to draw-in others, make them feel welcomed, heard and important. In this session, Lisa will share her experience working for a Fortune 500 company and her recent entrepreneurial pursuits, challenge you to discover your own unique passions and gifts, and provide you some tools and guided advice on how to apply your talents to navigate through your future careers.

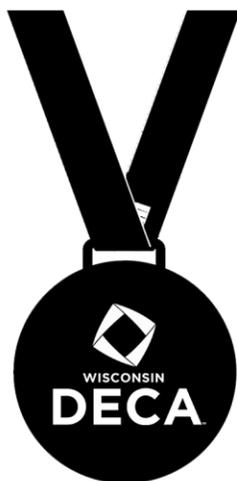


Reuben M. Sotolongo,
GS
1:00 pm

Mr. Reuben Sotolongo is the Scholarship and Enrollment Advisor for Golden Eagle Battalion. He enlisted in 2006 into the Florida Army National Guard as an Infantryman. He commissioned in 2010 as a Military Intelligence officer from Southeastern University, Lakeland, FL where he received a Bachelor of Arts in Psychology. In 2012, he served in Guantanamo Bay, Cuba for a 12-month tour as the Document and Media Exploitation Officer. As a reservist, Mr. Reuben Sotolongo is a Captain in the Army Reserves and is currently serving as a Assistant Professor of Military Science at Marquette University.

Leaders in Life

Servant leadership is remembering that even though we're leaders, we still follow and are accountable. During this workshop Mr. Reuben Sotolongo will reflect on his time within the Army and civilian jobs and how the Army has taught and develop in him certain truths about leadership.



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