

2018 SCDC Monday Workshops

#Responsibility

<p>Jaron May 11:00 am 12:00 pm 1:00 pm</p>	<p>Did you know that there are nearly 2.6 billion social media users worldwide? There is no denying it, smartphones and social media have taken over our lives. This information and interactive workshop will help you take a hard look at the impact your digital footprint can have on achieving your goals.</p>	<p>As the DECA, Inc. Executive President, Jaron has connected with other members and helped them achieve their goals, as well as showing members how DECA can change their life. Additionally, Jaron is excited to grow DECA's membership and resources, and engage with members of all levels.</p>
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Business Growth

<p>Kyle Willkom Action Packed Leadership 11:00am 12:00pm 1:00pm</p>	<p>Starting a business is cool. Having to shut down because the business isn't growing is not cool. In this interactive workshop, Kyle delivers a roadmap from getting the business off the ground to making it soar. He covers ways to increase revenue, build income streams, and maneuver through the world of digital marketing and sales.</p>	<p>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.</p>
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Career Track Workshops

<p>Josh Fassel DCSC Youth Apprenticeship 11:00 am</p>	<p>In 2015, Josh Fassel became the director of the Dane County School Consortium focusing on School to career opportunities for high school students. This includes Youth Apprenticeship, Workforce Innovation and Opportunities Act (W.I.O.A.) Youth Initiatives, and developing connecting activities for HS youth. Josh was a high school Business and Marketing Instructor/ DECA advisor for 14 years earning the Wisconsin Marketing Teacher of the year in 2011 and the Wisconsin DECA advisor of the year in 2015.</p>	<p>Wisconsin Youth Apprenticeship Program</p> <p>The Wisconsin Youth Apprenticeship program integrates school-based and work-based learning. There are a variety of youth apprenticeship choices offered through school districts. In this workshop, students will learn more about the program and ways they can get involved at their local level and to choose an option that best meets his or her needs and career goals.</p>
<p>Jill Sutherland Fashion Institute of Design & Merchandising 12:00 pm</p>	<p>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.</p>	<p>The Future is Now: Social, Digital and New Media Marketing</p> <p>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.</p>
<p>Reuben M. Sotolongo, GS 1:00 pm</p>	<p>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. Reuben is currently serving as a Assistant Professor of Military Science at Marquette University.</p>	<p>Leaders in Life</p> <p>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 developed in him certain truths about leadership.</p>