

2016 SCDC Career Track Workshops

Leaders in Life



Reuben M. Sotolongo, GS

11:00 am
12:00 pm
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 developed in him certain truths about leadership.

Marketing & Entrepreneurship



Ken Beno

Wisconsin
Broadcasting
Association
11:00am

Ken Beno taught Radio-TV Broadcasting for thirty-four years emphasizing marketing and sales at both Lake Land College in Mattoon, Illinois and Eastern Illinois University in Charleston. With his TV background, he branched out into distance learning, and received a State of Illinois "Excellence in Teaching" award for his work in distance learning education.

Radio-TV Marketing....Careers, Ratings, Advertising Proposal

This presentation introduces students to careers that are available in broadcast marketing and explains the importance of ratings of stations and various programs. The step-by-step procedure of putting together a Radio-TV marketing package is illustrated. A gift card will be given away at the end of the session.



JOSH CALEB COLLINS

Catapult
Ideas
12:00pm

Josh is the Founder and CEO of Catapult, a business incubator that aims to source the world's best young entrepreneurs. Previously he served as an Entrepreneur-in-Residence for Ashoka's Youth Venture, a global organization that promotes cultivating a global culture of young people initiating positive change and through which Catapult was conceived. Josh earned his bachelor's degree from Westmont College in Santa Barbara, California, where he graduated cum laude with three degrees in economics and business, communication studies, and social science.

FAILING FAST TO FIND SUCCESS – STARTUP FOUNDATIONS AND FAILURES

This workshop focuses on both the personal and programmatic side of being an entrepreneur and launching a startup. Hear about the personal hardships and triumphs, along with lessons learned from the Founder and CEO of Catapult Incubator. The workshop will dive into the Startup Foundation Framework, such as The Lean Startup, Business Model Canvas, and Design Thinking. The final components of the workshop will be a hands-on ideation exercise to help reinforce the lessons topics discussed.



Chris Nicoud

Vector Marketing
1:00 pm

Chris Nicoud is a District Manager with Vector Marketing and is responsible for training over 3000 sales representatives. Chris has created over \$5.5 million in sales and was ranked in the Top 5 District Managers in the USA for Vector Marketing in 2015. Chris attended Franklin High School and graduated from the UW-Oshkosh with a degree in Marketing.

THE STEPS TO AN EFFECTIVE SALES PRESENTATION

During this workshop Mr. Nicoud will walk you through the 7 steps of an effective sales presentation: Build Rapport, Establish Creditability, Create a problem, Present a Solution, Create a Need, Compare Alternatives, and Ask For The Order

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Professional Development



**Marvin
Vilma**

Babson University

11:00 am

Marvin Vilma is a passionate educator and amateur entrepreneur. His professional experience is diverse, but began in college when discovered his interests in teaching, business and entrepreneurship. He launched his own event planning company, *MKV Event Design*, during his sophomore year of college. He had the opportunity to work with non-profit organizations in New York City to plan large scale galas and fundraising events. Since then, he continues to develop *pruie production*, a small non-profit communications firm. Marvin is currently an Admission Counselor at Babson College, one of the world's premiere colleges for business and ranked #1 by U.S. News and World Report for entrepreneurship. He graduated from Colgate University with a degree in Sociology and French, but continues to see a world of opportunity.

MY MOTHER TOLD ME TO "FIX MY FACE"
Your personal brand is important. Investors want to trust your idea, your company and most importantly you. Learn some tips and tricks on how to curate your inventory of interests, successes, challenges and goals into a profile that is appealing, relatable and genuine. This interactive workshop will focus on identifying what differentiates you from everybody else, articulating your unique strengths, building an impressive online presence, and making an impactful offline presence. However, the ultimate goal is for you to walk away with a tool kit that will help you continue developing your brand because change is the only constant in your personal and professional growth!



**Catey
Frost**

Fox Valley Technical
College

12:00 pm

Catey Frost works full-time as a Student Recruitment Specialist at Fox Valley Technical College and is determined to educate young adults about the benefits of attending a technical college. In addition to working full-time, Catey is finishing her last semester at Lakeland College with a bachelor's degree in Marketing with a Management emphasis. She graduated with her associate's degree in Marketing from Fox Valley Technical College and also holds a Dental Assistant certificate. Catey, a Wisconsin Collegiate DECA Alumni, is a two-time Top-Ten National Qualifier in Sports & Entertainment Marketing, former Wisconsin Collegiate DECA Northeast Regional Vice President from 2013-2014 as well as the Wisconsin Collegiate DECA State President in 2014-2015.

"IT'S NOT JUST THE TECH"
Participants who attend this workshop will learn about the programs technical colleges offer and why pursuing post-secondary education in this form is a wise option for many students. In this session, DECA students will gain a better understanding of the reality of technical colleges versus the perception of what many millennials believe of them to be in today's society. The presenter will share her experience of attending a technical college and how it prepared her for the workforce. If you are stressing about which college to attend, thinking about how you will pay for it or wondering which job you will land after you graduate, take another look at why one of the Wisconsin Technical Colleges may be the answer you have been looking for all along.



Jill Sutherland
Fashion Institute of
Design &
Merchandising

1:00 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.

HOW CURRENT BUSINESS TRENDS ARE IMPACTING CAREERS
Rapidly changing business trends have a direct effect on career and job opportunities and collaboration is a key component for today's most successful companies. These visionary companies are hiring people who understand the connection between creative and bottom-line thinking. Nationally known Trend Forecaster and author Tom Julian has partnered with FIDM to create a presentation that will prepare students with an insider's view of the topline trends in retail, branding, and consumer product as well as the "WOW" brands, career-minded students should be watching.