

## WORKSHOPS AT A GLANCE (THURSDAY, MARCH 23) ---

### Personal Branding

12:00–12:50 p.m. and 1:00–1:50 p.m.

Garden Room

**Presenter:**

Hina Naseem, Junior Achievement

Participants will work in teams to rate the personal brand of candidates applying for a job by comparing cover letters, resumes, and digital profiles of candidates.

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### Drones, Clones, & Genomes—Oh My! Emerging Careers for a Global Age

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon A

**Presenter:**

Andrew Potter, Envision

Students explore emerging 21st Century career trajectories and identify the skills and knowledge required to succeed in these careers.

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### Dress for Success

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon C/D

**Presenter:**

Tracy Shepperson, Men's Wearhouse

Learn how to prepare for interviews, interview etiquette, dressing appropriately/clothing management, and tips on how to do your best.

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### Financial Planning

12:00–12:50 p.m. and 1:00–1:50 p.m.

Salon E/F

**Presenter:**

Leonard Raskin, Raskin Global

Workshop attendees will learn about finding financial balance to protect against the unexpected while helping to grow their wealth.

## WORKSHOP DESCRIPTIONS (THURSDAY, MARCH 23) ---

### Accounting For Your Future

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Garden Room

**Presenter:**

Rebekah Brown, Maryland Association of Certified Public Accountants (MACPA)

What do you like to learn about? What do you enjoy doing? Is there a certain brand, team, cause, or organization that you are passionate about? Did you know that you can combine the answers to these questions into a career? In this session you will be introduced to a discipline that can propel you into a career that combines your skills, your interests, and your passions. You can count on it.

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### How To Get Promoted

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon A

**Presenter:**

Jon Godwin, Vector Marketing

The most important person you'll ever lead is yourself. When you learn to lead that person, you'll be able to lead various types of people and in increasingly large numbers. In this workshop you will learn how to master leading yourself and how to get promoted to a leadership position in any organization.

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### Network Like A Rock Star

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon C/D

**Presenter:**

Adam Spence, The Law Offices of Spence | Brierley, P.C.

It is never too early to start networking. This informative, high-energy, and entertaining presentation will teach you why you should start networking now and continue through college to maximize your career potential and succeed.

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### TEAMSMART–Assessment & Exercise

2:00–2:50 p.m., 3:00–3:50 p.m., and 4:00–4:50 p.m.

Salon E/F

**Presenters:**

Deborah Calhoun, Notre Dame of Maryland University

Leadership success requires an understanding of teamwork and the ability to tap the constructive power of teams. Some teams perform better than others. Four core competencies and 52 skills define high performing teams. Use specially designed cards to assess the strengths and gaps of your team as well as begin to develop an action plan to enhance team effectiveness. (Limited to 30 participants per session.)

**WORKSHOPS AT A GLANCE (THURSDAY, MARCH 23)** \_\_\_\_\_

	<b>Session 1</b> 12:00– 12:50 p.m.	<b>Session 2</b> 1:00– 1:50 p.m.	<b>Session 3</b> 2:00– 2:50 p.m.	<b>Session 4</b> 3:00– 3:50 p.m.	<b>Session 5</b> 4:00– 4:50 p.m.
<b>Workshop 1</b> Personal Branding	Garden Room	Garden Room			
<b>Workshop 2</b> Drones, Clones, & Genomes–Oh My! Emerging Careers for a Global Age	Salon A	Salon A			
<b>Workshop 3</b> Dress For Success	Salon C/D	Salon C/D			
<b>Workshop 4</b> Financial Planning	Salon E/F	Salon E/F			
<b>Workshop 5</b> Accounting For Your Future			Garden Room	Garden Room	Garden Room
<b>Workshop 6</b> How To Get Promoted			Salon A	Salon A	Salon A
<b>Workshop 7</b> Network Like A Rock Star			Salon C/D	Salon C/D	Salon C/D
<b>Workshop 8</b> TEAMSMART– Assessment & Exercise			Salon E/F	Salon E/F	Salon E/F
<b>State Officer Campaign Rally</b> Voting delegates only!					Maryland Ballroom

**State Officer Campaign Rally**  
**Thursday, March 23 – 4 p.m. (check-in begins at 3:50 p.m.)**  
**Maryland Ballrooms 3 & 4**

All voting delegates and state officer candidates must report to the Maryland Ballroom at 3:50 p.m. on Thursday, March 23. Voting delegates will receive their voting delegate ribbon during this meeting. Please note that the State Officer Campaign Rally is open to voting delegates only. All voting delegates and state officer candidates MUST attend!

## WORKSHOP DESCRIPTIONS (FRIDAY, MARCH 24)

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### Enemies of Excellence

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 1

**Presenter:**

Jon Godwin, Vector Marketing

Why do successful, talented, and bright people so often sabotage their professional and personal lives through destructive and immoral behavior? A fall from grace is neither sudden nor without warning. We will discuss the seven ways that leaders sabotage their own success, and identify solutions to manage them and create the life of your dreams. Inspired by leadership coach and mentor Greg Salciccioli.

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### Starting Your Own Business: What Are Your Plans?

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 2

**Presenter:**

Frank van Vliet, University of Baltimore

So, you have an excellent idea for a new business venture and have visions of dollar bills dancing in your head. Excellent! However, do you know what is required to take that idea and turn it into a business opportunity? This presentation will explore these questions and provide you with some tools and insight to help you achieve entrepreneurial success.

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### Be Your B.E.S.T.–Business Etiquette and Social Skills

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 3

**Presenters:**

Angela Solomon, Success School

This fun and interactive workshop will discuss business etiquette and social skills to be confident and comfortable in social and business interactions. First impressions are lasting and this seminar will help you put your best foot forward every time. Topics covered include how to “meet and greet” with confidence, proper introductions, and non-verbal communication awareness.

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### The Art of Writing for Business and Beyond!

10:00–10:50 a.m. and 11:00–11:50 a.m.

Maryland Ballroom 4

**Presenter:**

Monica Bernstein-Levine, Monica Bernstein Marketing and Editorial Projects

When it comes to writing for business, the resume, cover letters, and thank you notes of a job search are just the beginning. From memos to proposals to presentations and more, you can expect to spend one-third of your work life communicating information to others. Learn strategies for crafting all types of business communications that are efficient, effective, and deliver results.

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## WORKSHOP DESCRIPTIONS (FRIDAY, MARCH 24) ---

### Leadership Skills

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 1

**Presenter:**

Darlene Carver, American Management Association

Leaders today need to be agile communicators who can motivate teams and develop talent. This interactive workshop will explore what other characteristics make for an effective leader and communicator.

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### Leaders and Followers

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 2

**Presenter:**

Alysia Falby, Baltimore County PTA Council

Knowledge is power and that power can be used to encourage others and build relationships. Leadership is a two way street where we teach and learn from each other. Participants in this workshop will take away principles to build relationships that will help support their role as successful leaders.

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### Unleashing Your Gift in the New World of Work

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 3

**Presenters:**

Dr. Robert Harris, Paradigm Research International

Learn the new concept of "work" - the shift from a mechanical to a creative activity. Learn that successful creative work flows from your unique gift. Learn that your gift flows from experience defined as "what happens when you don't get what you want." What is your gift?

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### Money For College

1:00–1:50 p.m. and 2:00–2:50 p.m.

Maryland Ballroom 4

**Presenter:**

Isaiah Ellis, Maryland Higher Education Commission

The State of Maryland has an extensive array of financial aid programs in the form of grants, scholarships, and other awards for students who want to further their education beyond high school. Attend this workshop to learn more about the many financial aid programs offered by the Maryland Higher Education Commission!

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<b>Workshop 1</b> Enemies of Excellence	Maryland Ballroom 1	Maryland Ballroom 1		
<b>Workshop 2</b> Starting Your Own Business: What Are Your Plans?	Maryland Ballroom 2	Maryland Ballroom 2		
<b>Workshop 3</b> Be Your B.E.S.T.– Etiquette and Social Skills	Maryland Ballroom 3	Maryland Ballroom 3		
<b>Workshop 4</b> The Art of Writing for Business and Beyond!	Maryland Ballroom 4	Maryland Ballroom 4		
<b>Workshop 5</b> Leadership Skills			Maryland Ballroom 1	Maryland Ballroom 1
<b>Workshop 6</b> Leaders and Followers			Maryland Ballroom 2	Maryland Ballroom 2
<b>Workshop 7</b> Unleashing Your Gift in the New World of Work			Maryland Ballroom 3	Maryland Ballroom 3
<b>Workshop 8</b> Money for College			Maryland Ballroom 4	Maryland Ballroom 4