SESSION 1 | 10:40AM-11:25AM
COB 102
Leading with Unstoppable Positivity
The world can be a very challenging place—school, our jobs, starting a business, and life in general can all seem impossible to deal with at times. That is why the world needs positive leadership more than ever to overcome the very real challenges that can get in our way. In this talk, Shola will introduce three questions that every positive leader must ask him/herself on a daily basis, while also providing three key techniques to help participants overcome life's inevitable barriers (e.g., difficult people, complacency, burnout, and personal drama, to name a few) and to ensure that they stay committed to positive leadership long after this talk is over.

SHOLA M. RICHARDS

SESSION 1 | 10:40AM-11:25AM
SSB 120
Lisa Mazza
Beyond the Startup: Building Your Team for Success
Behind every successful entrepreneur and great leader there is a support team. No matter how small the business, a company needs to have the right people in the right roles at the right time in order to grow successfully. It's all about people. In this session we will learn how to build, develop and manage teams during the different phases of business growth, from sole practitioner to corporate leader.

John Barnhill
Leading Through Conscious Business
Conscious business means finding your passion and expressing your essential values through your work. Conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainably exceptional performance through the solidarity of its community and the dignity of each member. The conscious business movement in the US, which emerged from the theory of corporate social responsibility, pushes for “values-based” economic values where values represent social and environmental concerns at both global and local scales.

Peter Schuerman
Connecting Innovation and Entrepreneurship
What is the connection between innovation and entrepreneurship? The connection is the one you make between them. This session is about making that connection.
SESSION 2 | 11:30AM-12:15PM

Lauren Berger

How I Hustle

Lauren Berger, CEO & Founder of InternQueen.com, talks about how she started her business in 2009 with only $5,000 to her name, how she built her business, and how she hustles today. Learn how to be an entrepreneur, think like one, and most importantly—act like one. In this presentation, she will also cover areas such as which networking events to attend, how to deal with competition, how to hold yourself accountable for achieving your goals, and how to hire, manage, and properly evaluate employees. Audiences leave this presentation with the necessary tools to hustle in the complex world of entrepreneurship.

SESSION 3 | 2:05PM-2:50PM

Tiana Sanchez

The Yellow Brick Road to Entrepreneurship

This colorful and engaging presentation illustrates the twists and turns experienced as an entrepreneur. With a growing number of young adults between the ages of 18-24 starting a business, Tiana sheds new light on those first steps toward entrepreneurship. Coupled with excitement and worry, taking an idea to implementation is a journey. Complete with a cast of characters, you as the STAR, and unexpected surprises along the way.

HUDDLE SESSIONS | 1:15PM-1:55PM

Margo Souza: Networking
Lisa Mazza: Team Leadership and Communication
John Barnhill: Conscious Business
Peter Schuerman: Connection Barriers Between Entrepreneurs and Innovators
Lauren Berger: Internships
Tiana Sanchez: Career Readiness
Munjal Shah: Finding Your Founding Team
James Liu: Cleantech & Energy Business
Munjal Shah

Coming Up With Great Startup Ideas
Many entrepreneurs find their niche in generating and executing great startup ideas. This session will help you learn to find a great startup idea. Participants in this session will learn to use a specific deterministic process to discover one and not just hope for a eureka moment to push them forward on their entrepreneurial path.

James Liu

Master Your Market Niche
Many entrepreneurs have the desire to create something that can change the world, but are not sure what market will be their best bet at making an impact. This presentation will focus on how to find the right market niche to target. By discovering the perfect market to target with their entrepreneurial energy, participants will accelerate the impact of their ideas. Attend this session and leave with a self-generated example of a product or service and the perfect niche in which to market.

CLOSING | 3:00PM-4:00PM

Lauren Berger

Get Internships. Succeed After College
Hear personal stories of how Lauren Berger made the most of her opportunities and manages 15 internships during her four years of college. Hear her take on the internship application process, resumes, cover letters, interviews, social media, internship trends, managing a job and an internship, handling paid versus unpaid internships, making the most of an internship, and turning an internship into a job like NO OTHER! Just as students leave her presentations motivated, career centers see an increase in internship participation.