

From I to We: Changing the Conversation

2011 Young Professionals Summit



Thursday, March 3
8 a.m. – 4:30 p.m.
Qwest Center Omaha

Agenda

- 8 - 8:45 a.m.** **Registration, networking and activities**
[Ballroom pre-function area]
- 8:45 -10 a.m.** **Opening General Session**
[Peter Kiewit Grand Ballroom]
Welcome by Dan Holke, YP Summit Chair
- Forget Your Career Path, Live Your Story**
Presentation by Jason Seiden, award-winning author who made an art of failing spectacularly
- 10:15 – 11 a.m.** **Breakout Sessions**
- 1A: Business Development – room 207
- Business Ethics Mind Candy for Young Professionals
- Beverly Kracher, Ph.D., Business Ethics Alliance
 Robert Bates, Business Ethics Alliance board chair
- Panel
1. Meagan Hall, environmental scientist, HDR, HDR Young Professional's Group National Chair
 2. Susan Jacques, CEO and President, Borsheims Fine Jewelry and Gifts, Business Ethics Alliance Board of Trustee member
 3. Joe Olsen, CEO, Phenomblue, Business Ethics Alliance Board of Trustee member
 4. Jim Young, Chairman, President, and CEO, Union Pacific Railroad/ Business Ethics Alliance Board of Trustee member
- Treat yourself to a thought-provoking discussion about current business ethics topics pulled from today's news. The discussion will focus on the ethical issues young professionals face in their careers. This will be a panel/audience discussion moderated by business ethics expert Beverly Kracher.
- 1B: Community Development – room 215
- Holistic Community Development: The Six Components of a Vibrant Community
- Michael Alley, Alley Poyner Macchietto Architecture; Christian Gray, inCOMMON Community Development; Jamie Grayson-Berglund, Destination Midtown; Jay Palu, Alley Poyner Macchietto Architecture; Anne Trumble, Emerging Terrain; Katie Underwood, Olsson Associates
- What makes a vibrant community? Oftentimes community development is reduced to the development of physical space or capital, but a vibrant community is made up of much more, including: social, human, environmental, financial, political, & cultural capital. This interactive

discussion examines the interrelatedness of these seven components that make up a vibrant community – and helps identify and affirm the community developer in you!

1C: Personal Development – room 209

Collective Giving for a Big Impact

Kali Baker, Omaha Community Foundation; Sarah Gilbert, Omaha Community Foundation; Hillary Nather-Detisch, Omaha Community Foundation

Make a bigger impact with your charitable giving. Pool your resources into a giving circle. All members of a giving circle contribute an equal amount and then collectively research potential recipients and decide who will receive their funds. During the session, attendees will review information from nine nonprofits and then make a collective decision about granting up to \$1000.

1D: Professional Development – room 213

Conducting 101 – Lessons in Servant Leadership

Thomas Wilkins, Omaha Symphony

Get ready to be inspired by a true leader — both in the concert hall and in the community! Omaha Symphony music director Maestro Thomas Wilkins will give practical, interactive lessons on shifting your leadership perspective from “I” to “We.” What is “servant leadership?” Why must great leaders also follow? You’ll be educated and energized by this gifted speaker with a passion for authentic community.

11 - 11:30 a.m. Networking and activities
[Ballroom pre-function area]

11:30 a.m. - 1 p.m. Keynote Luncheon
[Peter Kiewit Grand Ballroom]
Presentation of the Young Professionals Choice Award
Keynote presentation by Cory Booker, Mayor, Newark, New Jersey

1 - 1:30 p.m. Networking and activities
[Ballroom pre-function area]

1:30 - 2:30 p.m. Breakout Sessions

2A: Business Development – room 207

Sharing the Story, Spreading the Love: How Smart Social Media Marketing Nets Followers, Fans and Friends

Wendy Townley, author of Nerdy Thirty

As a first-time author working with a small, Omaha-based publishing company, Wendy had little to spend on advertising and marketing. Facebook, Twitter and Flickr became invaluable tools that cost next to nothing and helped build the Nerdy Thirty brand. The session will offer step-by-step details on how Wendy used social media marketing to create buzz about the book, and provide suggestions on how attendees can do the same for their organizations or projects.

2B: Community Development – room 211

Poverty Simulation

YOU

The poverty simulation exercise is open to anyone who wants to understand more about the realities of poverty. The simulation is a unique interactive experience that allows participants to play roles of family and community members struggling to meet basic needs without enough money. This session will change you.

***Please note this session runs from 1:30 to 3:30 p.m.*

2C: Community Development – room 215

The Physical Component of Community Development: Housing Choices and the Neighborhood

Michael Alley, Alley Poyner Macchietto Architecture; Jay Palu, Alley Poyner Macchietto Architecture; Katie Underwood, Olsson Associates; Anne Trumble, Emerging Terrain

This interactive discussion will include a survey on housing choices and conversations about how those choices impact community. The effects of the physical environment of neighborhoods on the community assets described in session one will be discussed. Cultural shifts in both housing and development nationwide will be discussed, along with a look at why those changes are happening.

2D: Personal Development – room 209

Creating Inclusive Communities Workshop

Mike Honeyman, Inclusive Communities

Creating Inclusive Communities is a powerful interactive human relations program for students, educators and business professionals interested in gaining greater awareness and deeper understanding of our demographically changing city. Through a series of interactive exercises participants will be challenged to examine their own experiences in Omaha and how they can work towards an environment where all people can live learn and work in peace, dignity, mutual acceptance and respect.

2E: Professional Development – room 213

Be the Person - Change the World Through Social Excellence

Matt Mattson, Phired Up Productions and Jessica Gendron Williams, Phired Up Productions Women's Division

The most successful people in life are also the most connected. Individuals that understand that their world is a social one, are the individuals that can leverage relationships to make a meaningful impact on society. To truly maximize one's social potential, however, one must understand the progression of *momentary choices*, *consistent patterns of behavior* and eventually, *a lifestyle of Social Excellence*. This session offers an introduction into the concept of Social Excellence (which is the topic of the Summit's closing session), how Social Excellence is established as a person's lifestyle, and how momentary choices to be the person you want to be accumulate into the habits of *socially significant people*. Want to have meaning in your world, workplace, community and at this Summit? Come commit to "be the person" your world needs you to be right now. Learn to be social, be excellent.

2:45 - 3:30 p.m.

Breakout Sessions

3A: Business Development – room 213

Acknowledging and Leveraging Generational Differences to Achieve Collaboration in Prompting Behavior Change

Don Futrell, The Nebraska Medical Center; Craig Moody, Verdis Group; Brandy Olson, The Nebraska Medical Center

Does the motivation behind the goal have to be unanimous? This session will discuss the importance of acknowledging and leveraging generational differences in the workplace to achieve successful collaboration amongst those with differing motivations. Presenters represent the Y, X and Baby Boomer generations and will share first-hand experiences in blending generational motivations and baggage to achieve exceptional outcomes.

3B: Community Development – room 211

Poverty Simulation continued

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3C: Personal Development – room 215

Do You Live by your Blackberry?

Julie DeWitt, Koley Jessen Attorneys
Rainbow Rowell, Omaha World-Herald
Brian Smith, REBEL Interactive
Moderator, Jeff Slobotski, Silicon Prairie News

Do you live by your Blackberry? Are your nights full of fundraisers, committee meetings or e-mail exchanges with your boss? A panel of talented, local professionals will give their tips and insight into having it all and staying sane at the same time. Whether it's managing a business, community commitments, professional development and a home-life, this panel is ready to divulge all their humorous and heartfelt advice.

3D: Professional Development – room 207

Passion for Leadership

Lamarr Womble

Passion is a term not used often enough with students and professionals today! The purpose of this session is to encourage young professionals to pursue the careers, organizations and activities they absolutely love — nothing more, nothing less. This session will provide the steps necessary to go after your passion and turn that passion into a reality!

3E: Personal Development – room 209

Retirement is a Journey, not a Destination

Phil McDonnell, TD Ameritrade
JoAna Cavanagh, TD Ameritrade

Say good-bye to your grandfather's pension plan — and retirement planning of yesterday. Today's generation is faced with different resources, expectations and needs. A new focus and approach is critical to successful planning. This session will provide young professionals with a dynamic, yet realistic look at how retirement planning has changed and the impact today's decisions can have on our livelihood tomorrow.

3:45 - 4:30 p.m.

Closing General Session

[Peter Kiewit Grand Ballroom]

BE SOCIAL. BE EXCELLENT.

Matt Mattson, Phired Up Productions and Jessica Gendron Williams, Phired Up Productions Women's Division

What do keg stands, curiosity, dolphins in a bottle, generosity, handshakes, vulnerability and a magic trick called "The Screw" have to do with personal and organizational success? What is the one thing you need to experience true success in life, business and relationships? This session will inspire participants to maximize their interpersonal skills and experience the lifestyle chosen by people who are wildly successful in business, relationships and life. Be prepared to be dared, entertained, double-dared and challenged to be the best version of you in an effort to make a positive difference in the world through your organizational and business affiliations.

4:30 p.m.

Summit concludes

5 p.m.

After Party

Goodnights, 1302 Mike Fahey St.

This event is free of charge for Summit attendees with a hand stamp. The cost will be \$5 for those without the hand stamp. Appetizer and drink specials will be available. Lincoln Financial Group is the sponsor of the After Party.