

March 4, 2010

Greater Omaha Young Professionals Summit

Your Seat at the Table

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

Agenda

8 - 8:50 a.m. Registration, networking and community activities
[Ballroom prefunction area]

Visit the community activities throughout the day during your breaks. Discover and learn something new about Omaha.

Cyber Café

Don't have a smart phone or laptop with you? No worries! This designated space provides free Internet access for Summit attendees. Check your e-mail, add a comment on ILiveInOmaha.com, check the YP chatter on Twitter...but don't forget there are great speakers to hear and people to meet!

Ghost of 300 SQUARE

Here's your opportunity to revisit the small living concept, 300 SQUARE, which was shown in the Empty Room last July. Explore the environmental, economic and social benefits of living small through a mock up of a 300 square foot living space, as well as large scale informational graphics. Participants will be challenged to reevaluate priorities when choosing a dwelling.

I Live in Omaha

We all live and work in Omaha on purpose - tell us why! IliveInOmaha.com will be available throughout the day for attendees to share their reasons why Omaha truly is a great place to live, work and play. Visit IliveinOmaha.com or text (402) 577-0688 and tell us why you live in Omaha. (Texting available March 4 only.)

Living Green

Walk through a maze of knowledge on living a green lifestyle in Omaha. Learn about recycling resources, sustainable landscaping, local food, clean energy and more. Participants will be given tools to help themselves, their homes and businesses "Go Green!"

Omaha Arts

Connect with Omaha's vibrant arts scene! Add some finesse to your fine arts' skills and test your film knowledge by identifying hidden treasures in movie stills, posters and photos with our interactive quiz representing Omaha's fine arts community.

Snack Packs

Over 13 percent of children in Nebraska live below the poverty line. Many don't know where their next meal will come from. Make a difference by helping fill lunch bags with healthy snack and meal options for hungry children.

Transportation

What next steps will best improve Greater Omaha metro's transportation system? Where would you like busses to take you? Select your preferred routes and voice your opinion on other issues pertaining to public transportation. This is your chance to help set priorities to improve our great city's public transportation!

Your Omaha 2020

What do you want Omaha to look like in 2020? What will you do to make a difference? Share your ideas, vision and passions to help build our city's future one brick at a time.

9 -10 a.m.

Opening General Session, Patricia Martin, CEO and founder,
LitLamp Communications and author of "Renaissance Generation"
[Peter Kiewit Grand Ballroom]

Patricia Martin is CEO and founder of LitLamp Communications, a marketing and communications boutique acclaimed for using culture as a medium to connect brands with communities of consumers. Martin tunes in to social tremors before they become trends to help clients win hearts and change minds. She conjured a strategy for the Asian tour of the New York Philharmonic.

Author of the book "Renaissance Generation: The Rise of the Cultural Consumer and What it Means to Your Business," Martin pioneered the point of view that the convergence of art, technology and entertainment is remaking the American consumer. A keynote speaker in demand, Martin brings C-level executives to their feet when she casts the American consumer in a new light and sets the stage for marketing in the 21st century. Before founding her firm in 1995, Martin created the first-of-its-kind sponsorship marketing division for the American Library Association. While there, she partnered with some of the world's most recognized brands, including Microsoft, where she built the blueprint for what is now

the Gates Library Foundation, an initiative Mr. Gates believes "History will get right," as his most important legacy (New York Times, Nov. 6, 2002).

Martin has been featured in the Chicago Tribune, the New York Times, NPR, the Wall Street Reporter, Market Watch, Harvard Business Review and Advertising Age. She lives in Chicago with her son, daughter and dog.

10:15 - 11 a.m. Breakout Sessions I

- 1A: **Ending Homelessness in Omaha and Council Bluffs: Bridging Corporate and Community Efforts Through Young Professionals**
Erin Bock, Metro Area Continuum of Care for the Homeless (MAACH); Debra Conley, Family Housing Advisory Services; Jamie Grayson-Berglund, Destination Midtown; Jessica Jones, Together Inc.; Laura Peet-Erkes, Creighton University; Erin Porterfield, MAACH; Joanie Spitznagle, Heartland Family Services
[Room 212]

Maybe you've spent time at a soup kitchen serving a meal or watched in alarm as the media covered the overflow of people seeking emergency shelter in wintertime. In October of 2008, local leaders launched Homes for All: Omaha and Council Bluffs' Ten Year Plan to End Homelessness. With this plan, real results are within our reach. Corporate partnerships and citizen engagement are crucial for the Ten Year Plan to work. Come learn about the Ten Year Plan, hear how young professionals are ending homelessness in other cities and engage your peers in this community development opportunity.

Erin Bock and Erin Porterfield

Erin Porterfield, executive director of Metro Area Continuum of Care for the Homeless (MACCH), and Erin Bock, MACCH program coordinator, look at their roles like an extreme sport. Every day they experience the exhilaration of people and organizations using their strengths to improve the community's response to people in extreme poverty. Erin Porterfield brings with her years of experience in child welfare and working with people who have HIV/AIDS. Erin Bock's experience is in resource development and communications. Together they help carry out MACCH's mission, which is to lead a collaborative network to prevent and end homelessness. And no, you don't have to be named Erin to be associated with MACCH.

Jamie Grayson-Berglund

The Destination Midtown board appointed Jamie Grayson-Berglund its executive director in the summer of 2007. In October 2009, her duties expanded to include oversight of the South Omaha Development Project. Her professional experience highlights her passion for helping others - from her service in Jordan with the Peace Corps to her local work with at-risk youth and the homeless with Heartland Family Service, the Nebraska AIDS Project and the Micah House in Council Bluffs.

Jessica Jones

Jessica Jones is the Program Director at Together Inc. & Co-Leader of MACCH Prevention task force. She spent several years with case management at a homeless shelter and later successfully developed and launched a 24-month Transitional Housing program. Today she works to build partnerships and programs using material and financial assistance as tools to assist people experiencing poverty with the goal to prevent people from becoming homeless.

Joanie Spitznagle

Joanie Spitznagle is director of homeless services for Heartland Family Services and MACCH board president.

1B: How We Made Science Sexy: Launching a Successful Social Network

*Amy Recker, Bio Nebraska Life Sciences Association; Victoria Kohout, Nebraska Coalition of Lifesaving Cures; Amber Donnelly, Renee Fry, Kacie Gerard, Donald Klepser, and Linda Sather, University of Nebraska Medical Center
[Room 213]*

Learn how you can create your own successful network or launch your own program on the cheap. The University of Nebraska Medical Center, the Nebraska Coalition for Lifesaving Cures and BioNebraska teamed up to launch the extremely successful Science Café program in Nebraska in January 2009 to make science relevant and interesting to the public. We will share how we built the successful program using social media, word of mouth and unpaid media to generate a following of 80 - 200 young professionals at every event. With the right idea, venue and a little elbow grease, you can do it, too.

Amy Recker (@sciencecafe)

Amy Recker is the executive director of Bio Nebraska Life Sciences Association, the state affiliate of BIO, the Biotechnology Industry Organization. Prior to joining Bio Nebraska, she held various project

manager and analyst positions in marketing and technology. Amy holds a B.A. in Communications from Nebraska Wesleyan University and an M.S. in Management of Information Systems from the University of Nebraska.

Victoria Kohout

Victoria Kohout is the executive director of the Nebraska Coalition for Lifesaving Cures. As a group, the coalition has stepped up to help the science literacy push by donating \$20,000 to support science teacher programs and science meets around the state.

Amber Donnelly

Amber Donnelly, Ph.D., earned her bachelor's degree in Cytology at the University of Oklahoma Health Sciences Center, her master's in Public Health from the University of Nebraska Medical Center (UNMC), and her Ph.D. from UNMC in Medical Sciences. She is the director and assistant professor of the Cytotechnology program in the School of Allied Health Professions at UNMC.

Renee Fry

Renee Fry is the director of public relations at the University of Nebraska Medical Center (UNMC). She manages a staff of 20, overseeing media relations, publications, electronic communications and community relations for UNMC. She previously served as the first director of UNMC's government relations office, which started in 2004.

Kacie Gerard

Kacie Gerard is the special events associate in the department of Public Relations at the University of Nebraska Medical Center. Kacie plans and executes events and heads numerous community outreach activities on campus. Some of her roles in the Science Cafe Workgroup include updating social media sites and contacting and scheduling speakers.

Donald Klepser

Donald Klepser, Ph.D., is an assistant professor in the Department of Pharmacy Practice at the University of Nebraska Medical Center, College of Pharmacy. Dr. Klepser received his Ph.D. in Pharmaceutical Socioeconomics from the University of Iowa and his masters in Business Administration from the University of Minnesota's Carlson School of Management. He also presented "How much would you pay for a better future? The costs and benefits of scientific innovation" at the December Omaha Science Café.

Linda Sather

Linda Sather, EdD, MSN, RN is the interim director of the Morehead Center for Nursing Practice and director of the Mobile Nursing Center at the University of Nebraska Medical Center, College of Nursing. She is an assistant professor of Community/Public Health Nursing in the Community-based Health Department of the UNMC College of Nursing. Linda is a member of the Science Cafe workgroup of the Public Education Taskforce of UNMC.

1C: RU Politically Relevant?

*Scott Hazelrigg, NorthStar Foundation and Jennifer Mahlendorf,
Prairie Life Fitness
[Room 209]*

What are your own political assets? Spend an interactive 45 minutes assessing the questions: What are your personal constituencies? How does a campaign for public office assess your “political footprint?” Do you leave one? If not, why not and how do you increase your political relevance? What do you bring to a campaign: your own race or a candidate you back? All is fair game, participants should be prepared to evaluate their perceived relevance and challenged to increase it.

Scott Hazelrigg (@RUPolRel)

Scott Hazelrigg was first elected, at the age of 29, to the Westside Community Schools board of education. He is past president of the board and currently serves as vice president. He is running for re-election in 2010. Hazelrigg is the president of the NorthStar Foundation and in January become president of the Omaha Home for Boys.

Jennifer Mahlendorf

Jennifer Mahlendorf has held leadership roles in local and state campaigns including; Senator Bob Kerrey, Senator Ben Nelson, Mayor Mike Fahey, County Attorney Don Kleine and Councilman Pete Festersen. She is currently the director of marketing for Prairie Life Fitness and sits on the MECA board.

1D: Your Digital Resume

*Will Flavell, Bozell
[Room 215]*

According to a recent CareerBuilder.com study, 45 percent of companies screen candidates using social media tools. It is no secret that employers

check Facebook profiles for embarrassing, drunken photos. Beyond eliminating embarrassing photos, there are many proactive strategies that you can employ, at little or no cost, to set yourself apart from your career competition. You will learn how to fill your Google search results with glowing references, positive recommendations and numerous examples of your work and thinking. Learn how you can use the power of LinkedIn, Facebook, Twitter, SlideShare, Flickr and a variety of other social tools to promote yourself and create a must-hire social resume.

Will Flavell (@willflavell)

William Flavell joined Bozell in 2006. He is a graduate of Kansas State University, holding a dual BA degree in Public Relations and Spanish, with an outside focus in Web-based marketing. As social media specialist for Bozell, Flavell has had the opportunity to develop a variety of social media strategies including viral video production, blogging, social network group communications and much more. William's public relations and social media initiatives have been recognized by the PRSA. He has spoken about social media for many organizations and businesses including the AIM Institute's Infotec 2009 and the Nebraska Chamber of Commerce Annual Executives Meeting.

11 - 11:30 a.m. Networking and community activities
[Ballroom prefunction area]

11:30 a.m. - 1 p.m. Keynote Luncheon featuring presentation of the YP Choice Award and keynote speaker Blake Mycoskie, founder and chief shoe giver, TOMS Shoes
[Peter Kiewit Grand Ballroom]

Blake Mycoskie is the founder and chief shoe giver of TOMS Shoes, Inc. TOMS' simple promise to give a pair of new shoes to children in need around the world with every pair sold is revolutionizing the way consumers shop. The one-for-one business model has encouraged conscientious consumers to purchase and give more than 140,000 pairs of new shoes to children in need in just three years. By the end of 2009, TOMS will give an additional 300,000 pairs of new shoes to children in need all around the world, including at home in the U.S. The one-for-one business model is redefining social entrepreneurship for a new generation.

Can the purchasing power of individuals be used to foster the greater good? Can an entrepreneur succeed financially and make the world a better place? The amazing success of TOMS Shoes proves that the answer to both of these questions is a resounding "Yes!"

Embodying the entrepreneurial spirit of a new generation, Mycoskie has

created five businesses since college. In the Bill Gates Time magazine article, "How to Fix Capitalism," TOMS is cited and Mycoskie caught the attention of AT&T, who has featured him in a major national ad campaign for the last several months. Mycoskie is an avid reader and traveler. He is 33-years-old and lives on a sailboat in Los Angeles.

1 - 1:30 p.m. Networking and community activities
 [Ballroom prefunction area]

1:30 - 2:15 p.m. Breakout Sessions II

2A: **Managing Business in a Pluralistic Society**
Wendy Goldberg, Temple Israel; Bilal Khaleeq, Khaleeq Law Firm and Nancy Kirk Tri-Faith Initiative
[Room 209]

Today's businesses depend on employees and managers from many faith traditions and customers from all traditions. How can today's business leaders learn enough about other faith traditions to understand beliefs and practices that may impact their businesses? What is reasonable accommodation? This interactive session will help you explore faith in the workplace.

2B: **Make It Plain: Candid Conversations Regarding Race Perceptions, Race Relations and Race Realities in Omaha**
Sharif Z. Liwaru, Nebraska Humanities Council
[Room 212]

We are created differently. These differences should not separate us, but provide opportunities to learn about one another. Engage in a candid conversation regarding race relations in Omaha through exploring the life of Nebraska Native Malcolm X. Learn about Malcolm's life as he described it, as a "chronology of changes," and the relevance of his social, political and spiritual thought.

Sharif Liwaru (@mxfoundation)

Sharif Liwaru first got involved with the Malcolm X Memorial Foundation 17 years ago. He graduated from UNO in 1997 with a bachelor's degree in Black Studies, became president of the Malcolm X Memorial Foundation in 2005, and is currently completing a master's of public administration degree. Sharif joined the Nebraska Humanities Council speakers bureau in 2008, and presents programs to school groups and organizations throughout the state.

2C: **Supercharge Your Career through Service**

*Negil McPherson Jr. and Matt Selinger, HDR, Inc.
[Room 215]*

Interested in furthering your career? Do you have an action plan? Does it include volunteer activities or community service? If not, you are missing out. This session will engage you to continue running with your career by developing “high octane” service activities that benefit our community. So, get your motor running...this session will provide the fuel.

Negil McPherson

Negil McPherson, Jr. serves as a senior performance consultant in training and organizational development in the architecture and engineering industry. He has more than 15 years of experience in the design, implementation and evaluation of performance development systems for organizations, their managers and employees.

Matt Selinger

Matt Selinger is the traffic section manager for HDR, Inc., and serves as a regional leader for traffic engineering staff. In 2008, Selinger was the president of a 700 member professional organization and he threw down a challenge to the engineers to “make a difference” in their communities through volunteer activities, using their engineering talents. Find out what happened by attending this session.

2D: **SustainABILITY: Thriving in Today’s EConomy**

*Marcella Thompson, ConAgra Foods
[Room 213]*

Everyone wants to “go green,” but what does sustainability really mean for businesses? This session will define sustainability principles, provide a retrospective on how corporate responsibility has evolved, outline the “triple bottom line” business case and provide real-world examples for how sustainability has permeated throughout the marketplace.

Marcella Thompson

Marcella Thompson is leading the implementation of ConAgra Foods’ corporate sustainability efforts as they fit into the company’s overall corporate responsibility platform. She manages the company’s climate change program, serves as the internal expert in sustainability reporting, and leads ConAgra Foods sustainable development awards program. Thompson is also a recognized sustainability leader in the Omaha community, previously serving on the board of directors for the Green Omaha Coalition, actively involved in the Green Business Council, and

currently leading the resource conservation committee for the Environment Omaha initiative.

2:30 - 3:15 p.m. Breakout Sessions III

3A: Business, the Lost Art of Today's Start-up

*Joe Olsen, Phenomblue
[Room 212]*

Start-ups are a dime a dozen in our community these days and few have had a lasting impact on the economic development of our city. Most of us, as young professionals, have grown up in a very non-traditional business time and have lost scope on the traditional business focus required to “make it.” In this session we’ll explore the current state of our city’s young business growth, identify the skills needed to build a “destination start-up scene” and how we can get there from here.

Joe Olsen (@joeolsen)

Joe Olsen is the CEO, executive director of strategy & innovation at Phenomblue, an industry renowned interactive brand experience agency. Phenomblue helps its customers design compelling digital engagements that provide unique ways for people to interact with their brands. Joe is responsible for the growth of the agency, overall strategy and experience innovation.

3B: Innovation in Action

*Angela L. Galloway, Omaha Public Power District
[Room 215]*

Innovation is a concept that people are talking about in workplaces and communities. Most people will not consider themselves innovative because they think it involves being creative or starting something great. It really isn't. During the Innovation in Action session, we will focus on how innovation can be sparked easily by using the 8 Secrets of Brainstorming.

Angela L. Galloway

Angela L. Galloway has over 15 years experience in learning and workplace development. She has shared leadership and communication skills in several industries including technology, state government, healthcare and public utility. Angela currently works as a talent and performance management specialist at Omaha Public Power District.

3C: Positioning Yourself for Success — Advice and Strategies for Young Professionals

*Boyd Ober, Leadership Resources
[Room 213]*

Put your career on the fast track to success with the knowledge gained from this breakout session! We've tapped into the minds of successful CEOs, business leaders, entrepreneurs and seasoned executives to deliver advice and strategies that will supercharge your life. Explore success management areas such as goal setting, communication, work/life balance, networking and philanthropic contribution, all paired with the nuggets of wisdom from those who've gone before you. If you're a motivated young professional who desires to make an impact and radiate success, you won't want to miss this!

Boyd Ober

Boyd Ober, president of Leadership Resources, has worked with hundreds of CEOs and business leaders to help them become more successful through leadership development, coaching and results management. Boyd and his team at Leadership Resources are passionate about helping individuals and organizations achieve success and improve their results.

3:30 - 4:30 p.m. Closing General Session, William Taylor, founding editor of Fast Company, author and entrepreneur
[Peter Kiewit Grand Ballroom]

Bill Taylor is an agenda-setting writer, speaker and entrepreneur who has shaped the global conversation about the best ways to compete, innovate and succeed. His new project, "Practically Radical: Strategies to Transform Your Company, Shake Up Your Industry, and Recharge Yourself," is based on in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable. These organizations (from hard-charging technology companies to long-established nonprofits, from hospitals to automakers to banks) are mastering a set of strategies and practices that define the work of leadership in turbulent times—ideas from which every leader can learn.

4:30 p.m. Summit concludes

5 p.m. Summit After Party
Slowdown, 729 N. 14th Street

Whether you were in the office all day, or busy connecting with others at the Young Professionals Summit, we hope you will attend the Summit

After Party, a special celebration of art and community featuring entertainment from DJ Shif-D!

Summit attendees can enter for free with the hand stamp they receive at the conclusion of the Summit. The cover charge for those who did not attend the Summit is \$5. Complimentary appetizers will be available and locally brewed Lucky Bucket, as well as locally distilled Joss Vodka, will be the official drinks of the After Party!

Donations will also be accepted for TOMS Shoes relief efforts in Haiti.

The artist showcase will feature works from Megan Bergman, Jeremy Eckhart, Erin Giannangelo, Christopher Halbkat, William Holland, Josh Powell, Dave Stutsman and other local artists.