



LAKER LEADERSHIP CONFERENCE

MAY 23-24



R ROOSEVELT
UNIVERSITY

YOUNG
PROFESSIONALS
ASSOCIATION



GOLAKERS!

Hello Lakers and friends!

Welcome to our very first Laker Leadership Conference at Roosevelt University! Thank you for launching this incredibly exciting showcase our young alumni professionals who are learning and leading with and in our community.

The Young Professionals Association is a premier networking group comprised of recent Roosevelt graduates and alumni across all industries. Being part of this community offers young professionals opportunities to make meaningful connections with one another by participating in fun social events, programs and other activities like our conference today and tomorrow. Because of this community I am able to connect to other amazing grads.

We are so glad you decided to take time out for YOU over these next two days! To the presenters and volunteers – THANK YOU! THANK YOU! We could not have done this without you! Thank you to our sponsors as well - you have made this a smashing success!

We can't wait to hear how you discover and connect to the program sessions and signature group events that will prepare and bolster you in your professional and personal success.

With that, enjoy the conference, stop by the employer and resource expo, get your headshot and soak up this amazing experience. Don't forget to share your inspirations and memories from the conference with **#LakerLeadershipConference** too. We will see you around!

Dina (MA Human Resource Mngt.'18)

Co-Chair of YPA, Human Resources Business Partner at PerkinElmer

Amber (MS Integrated Marketing Comm., '17)

Co-Chair of YPA, Social Strategist at KNOCK, Inc.

#LAKERLEADERSHIPCONFERENCE

SCHEDULE

MONDAY, MAY 23

8–9 a.m.	Welcome Breakfast and Registration Ida B. Wells
8 a.m.–4 p.m.	Resource Expo Fainman Lounge
8:30 a.m.–2 p.m.	Headshot photography available
9–10:15 a.m.	Opening Speaker Signature Event Ida B. Wells and Streaming
10:30–11:45 a.m.	Conference Elective Session A Wabash classrooms
Noon–1:30 p.m.	Lunch Ida B. Wells
2–3:15 p.m.	Conference Election Session B Wabash classrooms
3:30–4:45 p.m.	Conference Elective Session C Wabash classrooms
5–7 p.m.	Cocktails and Comedy Ganz Hall

TUESDAY, MAY 24

8:30–9:15 a.m.	Breakfast and Yoga Wellness Event Ida B. Wells
9 a.m.–2 p.m.	Resource Expo Fainman Lounge
9 a.m.–3 p.m.	Headshot photography available
9:30–10:45 a.m.	Keynote Speaker Ida B. Wells and Streaming
11 a.m.–Noon	Conference Elective Session D Wabash classrooms
12:15–1:15 p.m.	Conference Elective Session E Wabash classrooms
1:15–2:45 p.m.	Diversity, Equity & Inclusion Training and Lunch Ida B. Wells and Streaming
3–4 p.m.	Talkback Panel and Closing Ida B. Wells



Mel Roberson

MBA Human Resources '20

ACTOR,
PRODUCER,
AUTHOR

BELIEF SPARKS ACTION

SIGNATURE OPENING EVENT

Our success or failure has nothing to do with the opinions of others. It has everything to do with what you believe about yourself! Tap into your power through beliefs and actions.

Mel Roberson, Co-Founder at Ultimate Coaching Exchange, will share insights with you about how the people around you may not always understand your goals, sometimes you may even be discouraged, but through the power of belief your actions or inactions matter. So much so that your beliefs and actions will spark the power to push through the present to achieve your future dreams.



Cherise Johnson

BA Mathematics '13

IMPROV TRAINER,
STORYTELLER,
PODCAST HOST

THRIVING IN 2022 – THE BEST CHAOS!

COCKTAILS AND COMEDY SIGNATURE EVENT

I'm fine. It's fine. We're fine. The anthem of 2021. Surviving in the last year and a half of pure chaos has come with its fair share of comedy. Let's poke a little fun and reclaim our newfound resilience by thriving in 2022 with a smile!

Get some belly laughs in with this one-of-a-kind event by alumna and Comedy Sportz comedienne and trainer Cherise!



Julie M. Gentile

BA Journalism '07

YOGA
TEACHER,
AUTHOR,
BLOGGER

ENERGIZING CHAIR YOGA AND MANTRA MEDITATION

WELLNESS SIGNATURE EVENT

Join Julie M. Gentile, Yoga Alliance registered yoga teacher, in this gentle chair yoga session where participants practice poses using a chair and mantras to get through the Mondays!

Energize your day with simple practices you can do at your desk while you work—no yoga gear required.



Lakrisha Davis

BBA '11

**BUSINESS
STRATEGIST,
COACH,
CEO**

HOW TO BECOME LINKEDIN FAMOUS

SIGNATURE KEYNOTE

Since 2017, Lakrisha Davis has organically grown her audience to over 40K followers, scaled her business to multiple six-figures, generated over 10M views, and landed 50+ paid speaking engagements and partnerships with brands like Capital One, AT&T, Coursera, and Facebook — all on LinkedIn. Her work has been featured on ABC 7 News, Rolling Out, Forbes, LinkedIn News, Newsweek, and more!

Hear from our keynote speaker Lakrisha Davis — career coach, author and CEO of NextUp Resume — about building your influence through personal branding, establishing and leveraging your professional network, and executing a content strategy that drives high engagement and explosive amounts of traffic to your profile.

#LAKERLEADERSHIPCONFERENCE



**Elizabeth J. Stigler,
Ph.D.**

CHANGE AGENT,
RESEARCHER,
ADVOCATE

BEYOND COMPETENCE: DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY IN THE 21ST CENTURY

SIGNATURE TRAINING EVENT

Whether you call it 'diversity and inclusion,' 'equity and inclusion,' 'inclusion and belonging,' one thing is for certain: it is trending in a big way. But what does the work of equity, inclusion, and accessibility look like beyond flashy statements or 'box checking' compliance? Join Dr. Elizabeth Stigler for a discussion about key concepts, sustainable efforts, and designing impactful DEIA strategies.



SOCIAL MEDIA MAYHEM, WABASH 1015

Deanna Lee (BA Graphic Design '05, MM Education, '12) is the senior brand specialist at Roosevelt University

Facebook, Instagram, TikTok, Pinterest, Reddit, Twitter, LinkedIn, Snapchat — the list is overwhelming! Are you considering your social media plan of attack for the year ahead? Want to know the best social media platforms to help you grow your business? Learn more about the pros and cons of the different media platforms, how to present yourself professionally and personally, and what's most effective for you. Deanna Lee is a senior brand specialist at Roosevelt University.



THE GENEROSITY OF GIVING, WABASH 1016

Jared Fritz-McCarty (MM Voice '11) is the director of development and strategic fundraising at Roosevelt University

Alex Fruin (Bachelor of Musical Arts '19) is a director at CCS Fundraising

Keelie Johnson is the Leadership Gifts Officer at Roosevelt University

Generosity means more than just giving money. Generosity can be expressed in many ways so whatever you donate, you give so much more than just material things. And it feels good doing so! Join this interactive session to discuss the “love of humanity” (philanthropy), how you can pay it forward to your favorite organizations and how to use the best storytelling techniques to attract donors to your signature causes or your own business.



YOUNG ENTREPRENEURS SAID YES TO THEIR WILD IDEAS! WABASH 1017

Eric Synajie (BA Actuarial Science '17), is the CEO and founder of A Swift Connect.

Davina Ware (MBA Integrated Marketing Communications '14) is a Career Transition Coach and founder of Upwardly Paved Path career coaching.

Aaron Gottl (BM Cello '15, MA Arts Admin. '17) is the founder and creative director of Atlas Arts Media.

Have a business idea but don't know where to start? Have a small business and want to take it to the next level? Join us to find inspiration for your business ventures. Hear from this panel of Chicago's talented young alumni entrepreneurs who started their careers and turned their passion into a successful business!





WHAT DOES IT TAKE TO BE A LEADER? WABASH 1016

Eduardo Lopez (BM '07, MA Organization Development, '21), is the director of quality at Razorfish Health

Across industries, management wants to see leadership skills, but doesn't provide employees with any terminology or training. This presentation helps fill in that gap by exploring universal practices. Ultimately, anyone and everyone can be a leader and foster a better work environment where everyone's productivity is increased and ideas allowed to foster.



4 PILLARS TO ACHIEVE CONSISTENT SUCCESS WITHOUT BURNOUT, WABASH 1017

Davina Ware (MBA Integrated Marketing Communications '14) is a Career Transition Coach, marketing professional and founder of Upwardly Paved Path career coaching

Being successful in today's ever-changing environment is often elusive and exhausting. Professionals tend to put their career pursuits in overdrive in order to arrive at this unknown destination of "success". As a result, their personal lives suffer, they burn themselves out, and end up on a hamster wheel of unfulfillment. In this presentation, attendees will discover the foundational pillars needed to establish success in every endeavor they undertake and how to implement those pillars to reach every target on their personalized journey of consistent achievement.



WHAT'S THE SECRET TO FEELING YOUNG AND HAPPY? LIFELONG LEARNING! WABASH 1015

Joy Martinez (BA Psychology '13) is the HR generalist for Presbyterian Homes

If the rising cost of living, career demands and the constant striving for work-life balance meant a high level of stress for many of us pre-Covid-19, the challenges are greater even now. Are the demands of life taking away from your happiness and motivation? Research tells us that when people feel happier, they are more resilient, more productive and nicer to be around. That we are simply more successful when we are happy. So what's the secret to feeling young and happy? Hear how lifelong learning supports socialization, healthy brains and bodies, and increases happiness.



USING 'HAHAS' TO CREATE 'AHA' MOMENTS, WABASH 1015

Cherise Johnson (BA Mathematics '13) is the trainer at ComedySportz

Did you know that laughter and humor are superpowers for building more connected, creative, and resilient teams? Do you want to grab people's attention? Improve their understanding? And help them remember your content longer? Join comedienne Cherise Johnson to learn how to capture the missing skill of humor, that can help you in nearly all capacities of your work.



LINKEDIN MAKEOVER, WABASH 1016

Nancy Inkertsiah is the associate director of career services at Roosevelt University

It's hard to write about yourself and really showcase your value and reveal your relevancy. About 92% of recruiters use LinkedIn to find high-quality candidates. Take your LinkedIn profile to the next level and turn it into a powerful career tool that spotlights your skills and experiences and impresses your network of connections. Join this hands-on workshop that will improve your LinkedIn profile and make it stand out. A laptop is required for this session.



NEGOTIATE YOUR SALARY LIKE A PRO, WABASH 1017

Michelle "MiMi" Matthews is the founder and Restorative Career Strategist of Boss Up & Hustle Consulting

What am I worth? Improve your salary negotiating skills and help close your personal pay gap. Getting a job offer is exciting and joining the full-time workforce is an all-encompassing event that plays an integral part in financial stability. Accepting an offer should only happen after a thorough assessment of the salary, benefits, and how it all fits in your life plan. The opportunity to negotiate your salary is one that you should never pass up. We will discuss how to negotiate and provide examples of how to initiate the conversation.



BEING IN THE C-SUITE FOR THE FIRST TIME, WABASH 1016

Rhapsody Snyder (MA Performing Arts Admin. '18) is the executive director of the Chicago Jazz Philharmonic

What's it like at the top of the ladder? Unsure if you have what it takes? Hear about how the last year has gone as a THE boss. She'll discuss what she learned, how to apply past experiences, how to work with board members and volunteers, how to make hard decisions, and how she positioned herself and the organization for future success.



HOW TO MAKE MEETINGS AND EVENTS ACCESSIBLE TO PEOPLE WITH DISABILITIES, WABASH 1017

Christena Gunther (she/her) is the founder and president of the Chicago Cultural Accessibility Consortium (CCAC) and the Assistant Director of Disability Services at Adler University

One in four Americans has some type of disability. As socially justice-minded professionals it's important that for every event and meeting we host, we are doing our part to make it accessible and inclusive. Explore what it means to have a disability, and how through simple changes and thoughtful consideration we can make our in-person and virtual events more inclusive.



POWERFUL HABITS FOR BUILDING A PERSONAL BRAND AND MARKETING YOURSELF, WABASH 1015

Amber Alvarado (MS Integrated Marketing Communications '17) is the Social Strategist at KNOCK, Inc.

Amanda DePalma (MS Integrated Marketing Communication '19) is the Director of Brand Marketing at Roosevelt University

Learn about habits, tools, and tendencies to build your personal brand, market yourself, and promote your business. This program will also feature how to leverage information about Roosevelt to your advantage in self-promotion and self-efficacy.



MOTIVATION THROUGH MENTORSHIP, WABASH 1016

Dr. Marlon Haywood (Ed.D. Educational Leadership '18) is the director of Neighborhood and Community Impact Development at VOA Illinois and founder of Urban Male Network

Many companies are feeling the need to attract, develop, and retain talent. Employees need more support from their leaders than ever before. One powerful tool that we have, which will enable us to remain competitive and effectively manage talent, is mentoring. Join Dr. Marlon Haywood for the best methods and practices in mentorship, community engagement, and how to attract and engage Gen Z hires in the workforce.



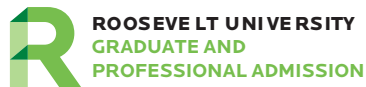
TURNING TALENT INTO TREASURE, WABASH 1017

Brett Axell (MM '10) is a musician and the owner of Balú Smoothies and More

Are you incredibly talented as a creative artist but struggle with picking the right opportunities that lead to a profit? How do you scale yourself in a way that does not overextend your capacity? Hear from singer-songwriter and the CEO of Balú Smoothies and More, Brian Alwyn (MA Voice '10), aka Brett Axell from Netflix's Sing On! singing competition on how his talents have translated to treasure over time and how to approach yourself as an artrepreneurial asset with a business-forward mindset.



Thank you to our
participating employers
and conference sponsors!



LAKER LEADERSHIP CONFERENCE

The **Employer and Resource Expo** will be on open **May 23, 8 a.m.–4 p.m.**
May 24, 9 a.m.–2 p.m. which will be a chance to link you, our emerging leaders with amazing connections.

You can network with:

- Premier employers showcasing career opportunities.
- Career readiness services with University and alumni benefit partners.
- Graduate school and continuing education.
- Professional development services.

Lakers in Service: Pay it forward for the next generation of careerists with poise and confidence. **Donate gently used professional work attire to the RU Career Closet** for our current students.

Headshot photography by

Josh Feeney: The opportunity to take a photo of your most natural self, looking confident and in control is what we can provide at the Laker Leadership Conference. **A professional headshot is a great asset to have as you build your career.**

#LAKERLEADERSHIPCONFERENCE

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Award-winning author of 108 Yoga
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Leon Zajac

2022 graduate/Current student

Nurlan Zhetieu

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PROFESSIONAL DEVELOPMENT INSPIRATION

- **N'DIGO Studio Podcast:
The Success Factor**

recommended by: Leixy Lauren Blue

- **Trevor Noah's Podcast**
- **Karen Hunter's Podcast**

recommended by: Carlos Draper

- **The Life You Were Born to Live: A
Guide to Finding Your Life Purpose
by Dan Millman**
- **The Artist's Way by Julia Cameron**

recommended by: Julie Gentile

- **Demystifying Disability**

recommended by: Christena Gunther

- **EAB Podcast 'Office Hours'**

recommended by: Kae Hartman

- **The Compound Effect**
- **31 Amazing Life Lessons of Joshua
Stokes**
- **Start With Why**
- **The Magic of Believing**

recommended by: Mel Roberson

- **The New Jim Crow by Michelle Alexander**
- **All About Love: New Visions by Bell
Hooks**
- **A Pedagogy for Liberation by Paulo
Freire and Ira Shor**

recommended by: Diosmery Roque

- **Relentless (Book)**
- **Untamed (Book)**
- **Born to Lead (Book)**

recommended by: Natasha Thomas

- **Innovators Advantage**

recommended by: Davina Ware

HOW TO CONNECT WITH YOUNG PROFESSIONALS ASSOCIATION

Being part of this community offers young professionals opportunities to make meaningful connections with one another by participating in fun social events, programs and other activities.

Participants will:

- Enhance their network by connecting with young leaders in the alumni community.
 - Learn from a vibrant community while expanding their own personal/professional skills and knowledge.
 - Advance their career through professional development opportunities.
 - Strengthen their connection to Roosevelt University.
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RECENT GRADUATES ARE OUR YOUNG PROFESSIONALS

Young professionals have access to all of the standing alumni benefits: career services, library access, networking events, access to mentorship, lifelong learning, etc.

Dedicated participation as an association member can unlock these additional benefits:

- Directory of participating association members.
 - A letter of reference from the program director.
 - Professional headshot.
 - An authored spotlight of your accomplishments published on LinkedIn (as available to accommodate).
 - Discounted access for your company to host a table at the Lakers Leadership Institute (not available yet).
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Be sure to update your contact information to receive future communications.

If you would like to serve in a leadership position for the association, please apply to express your interest.

<https://alumni-giving.roosevelt.edu/young-professionals-association>