SUNDAY, FEBRUARY 16, 2014
11:30AM – 4:00PM
SEYMOUR COLLEGE UNION
We are excited to welcome back our exciting Keynote Speaker, Jonathan Sprinkles, who will be returning to Brockport this February.

Jonathan’s passion for helping people perform at their best stems from the agony that he felt when he lost his father to cancer at the age of 15. Attempting to mask the pain, he gave into peer pressure and the low expectations that surround many African-American men. However, Jonathan’s spirit wouldn’t allow him to stay down. Refusing to settle for life’s second best, he graduated college from the fourth-ranked marketing program in the country. At graduation, he was awarded the two highest leadership designations given to any student out of an enrollment of over 53,000.

After college, Jonathan enjoyed a thriving career as a top salesman at Dell, Inc. Jonathan was hand-picked by senior management to join an elite group of Senior Account Managers who were responsible for acquiring new business in the fastest growing segment of the company. Because of the leadership, customer service, and team-building skills that he developed within a high-stakes sales environment, Jonathan was bestowed with the coveted title as the “Significant Achiever” among a pool of 400 of the corporation’s best sales reps.

Jonathan opted out of the fast-track in his corporate position to launch his own company and live his mission to inspire people to live bigger lives, which he has done for 10 years. His high-energy presentations on motivating yourself and others, connecting (communication/relationships), being a Change-Maker (leadership), and prospering under pressure (change) go against grain of traditional thinking that is rooted in myths that sound good but don’t work in today’s marketplace. Jonathan’s strategies are so effective, they have become favorites among corporations, government agencies, professional associations, universities, and national media outlets.

After just a few minutes with Jonathan, his quick wit and down-home style of “teaching beautiful people to act like it,” will make you feel like you’ve known him your entire life. Jonathan Sprinkles’ life is one that we can all celebrate as proof that success isn’t about where you start, but where you choose to finish!

Follow Jonathan: @JSPrinkles
9:30 am  **PRE-CONFERENCE SESSION WITH DON BARRALO**  
*Seymour College Union B114*

10:45am  **BREAKFAST AND CHECK IN**  
*Seymour College Union Fireside Lounge and Union Square*

11:30am  **CONFERENCE WELCOME & KEYNOTE: JONATHAN SPRINKLES**  
*Seymour College Union Ballroom*

12:40pm  **BREAKOUT SESSION 1**  
- What My Professor Didn’t Teach Me, *Ballroom West*
- The P-Code of the Resilient Leader, *Union 228*
- Leadership Essentials, *Union Gallery*
- Developing the Leader Within, *Union 185*
- Never Take a Job You Are Not Willing to Lose, *Union 119*
- Always Remember Where You Came From, *Union 220*

1:40pm  **BREAKOUT SESSION 2**  
- Breakout Session with Jonathan Sprinkles, *Union 119*
- Adventure in a Cup, *Union Gallery*
- The Power of Kindness, *Ballroom West*
- Planning for Life: Lessons Learned, *Union 220*
- Exceptional Leadership: The Art of Serving Others, *Union B116*
- Who Am I? Unraveling Your Leadership Potential (2-Part Session), *Union B114*

2:30pm  **MIX AND MINGLE WITH ALUMNI ASSOCIATION**  
*Seymour College Union Fireside Lounge*

2:50pm  **BREAKOUT SESSION 3**  
- Part Two of “Who Am I?” *Union B114*
- Community and Civic Engagement: Finding Your “Why,” *Union 220*
- The Status of Discrimination in the Workplace for People with Disabilities, *Union Gallery*
- Leadership for the Aspiring Graduate Student, *Union 119*
- Fraternity and Sorority Life: Putting Together the Pieces, *Ballroom East*  
  *please note: this session is ONLY for members of Greek Life at Brockport*

3:45pm  **CONFERENCE CLOSING WITH JONATHAN SPRINKLES**  
*Seymour College Union Ballroom*
WHAT MY PROFESSOR DIDN’T TEACH ME
Jay Berger, Class of 1978 Union Ballroom West
Got your undergraduate degree….Now what? Translating your college degree into the real world. The practical “must do’s” to get a foothold onto your career. (This starts as early as your freshman year and does not end until you accept an offer). Tips on unlocking “who you are” professionally and why that’s a powerful place to be. Insight into what's going on for the person interviewing you. And what nobody tells you about the process but you absolutely need to know to get a job you want.

THE P-CODE OF THE RESILIENT LEADER
Ramon Rodriguez, Class of 2010 Union 228
What is that ineffable quality that allows extraordinary leaders to be knocked down by life and come back stronger than ever? How do inspirational leaders DOES NOT let failure overcome them and drain their resolve? What are the factors that make outstanding leaders, even after a misfortune, able to change course and soldier on? Learn how the P Code of MRA could strongly connect, vigorously transform and greatly impact your call as a leader.

LEADERSHIP ESSENTIALS
Andrew Russo, Class of 1993 Union Gallery
Current students will be strongly encouraged to learn how their achievements and failures can shape their path to success. All students that wish to develop leadership skills should take risks, have faith in themselves, learn from mistakes, celebrate achievements and most importantly, do what they are passionate about.

DEVELOPING THE LEADER WITHIN
Gerry Wenzke, Class of 1978 Union 185
The potential to lead is within most people to varying degrees. This workshop is designed to give evolving leaders definition around what high performance leadership is and provide a roadmap toward becoming a "Leader of Choice."

NEVER TAKE A JOB YOU ARE NOT WILLING TO LOSE
Jeff Crane, Class of 1974 Union 119
Educational leadership requires the courage to align systems (while building leadership sustainably) dedicated to the daily challenge of each student's potential. The leader who lacks the courage to challenge all of the community's systems in this effort will find him/herself "managing " rather than "leading."

ALWAYS REMEMBER WHERE YOU CAME FROM
Bob Casullo, Class of 1973 Union 220
Learn from Coach Bob Casullo about how to view success not as one fixed destination, but as a long and continuous journey. Put your own pieces together as you continue your own trek.

SESSION ONE: 12:40PM – 1:30PM

SPECIAL SESSION WITH KEYNOTE JONATHAN SPRINKLES
Jonathan Sprinkles Union 119
Get a chance to interact more with our amazing Keynote Speaker, Jonathan Sprinkles!

ADVENTURE IN A CUP
Gary Crawford, Class of 1962 Union Gallery
A very important aspect of leadership is the ability to recognize the skills of others and energize them towards a common goal. Come to this interactive session to learn how to create strong, cohesive groups. Through activities and challenges from "Project Adventure" you will experience learning that is promoted in classrooms, whether they be in an office or in the woods. You will be challenged to practice the set of “small adventures” that you can use to promote success in any group.

THE POWER OF KINDNESS
Chet Fery, Class of 1972 Union Ballroom West
Chet Fery, commonly called the Bread Man, has given away over 40,000 loaves of bread to promote random acts of kindness. Learn how this "free bread project" has inspired young and old throughout the region. Chet will share his Bread Time Stories and provide you with the framework for living a fulfilled and enriched life. Learn how you can change the world one loaf of bread at a time, one act of kindness at a time!

SESSION TWO: 1:40PM – 2:30PM
PLANNING FOR LIFE: LESSONS LEARNED  
Allen Plymale, Class of 1990  
What are your life’s dreams and goals? How can they be developed, nurtured and implemented? This fast paced, interactive presentation will set the framework for exploring these pressing questions. Several techniques and tools will be explored and discussed. Audience participation is optional, but strongly encouraged.

EXCEPTIONAL LEADERSHIP: THE ART OF SERVING OTHERS  
John Schrenker, Class of 1989 and 1997  
This session will introduce participants to application and benefits of the Servant Leadership model. The session will examine the role that servant leaders play in empowering employees, providing the environment for effective teams, harnessing diversity, and developing future leaders. Attendees will also learn how to use self-evaluation to become a better leader and follower.

WHO AM I? UNRAVELING YOUR LEADERSHIP POTENTIAL (TWO-PART SESSION)  
Don Bartalo, Class of 1964  
This is a two part session. If you select this option, you will be expected to stay for both parts of the session (during blocks two and three of the conference). This session is for anyone who wants to learn more about themselves as a leader. The focus is on coming to terms with your strengths and weaknesses as a leader. Like Jean Valjean, every leader grapples with: “Who am I?” The focus of this session is developing a better understanding of your leadership potential.

COMMUNITY AND CIVIC ENGAGEMENT: FINDING YOUR “WHY”  
Stephanie Fix, Class of 1989  
Learn how to make a difference in the community at any age throughout your careers. What is it that makes you different? What are your goals and how can you fulfill them in different stages of your life? Learn how to capture that motivation, be engaged daily and serve others in an ever-changing global environment.

THE STATUS OF DISCRIMINATION IN THE WORKPLACE FOR PEOPLE WITH DISABILITIES  
Lauren Burdett, Class of 2010  
Career choices, employment and income are key factors in the way we live our lives. Therefore, it is not surprising that topics of discrimination in the workplace, such as attitudes, types of disability, and underemployment of those with disabilities, have been and continue to be common areas of discussion in the literature. Learn how presenter Lauren Burdett conducted a study in which she examined the degree to which specific variables have a connection to discrimination of those with disabilities in the workplace.

EXPLORING CAREERS IN THE FEDERAL GOVERNMENT: BENEFITS AND CHALLENGES  
Nick Catanzaro, Class of 2006, and Jason Giaconia, Class of 2007  
Since President Obama’s call to serve in early 2009, students have shown an increased interest in public service, but have been confused or mislead on the federal hiring process. This workshop will discuss how to navigate the federal hiring process and explore federal internships and job opportunities. Lastly, participants will be introduced to the federal application process and learning how to construct a federal resume.

FRATERNITY AND SORORITY LIFE: PUTTING TOGETHER THE PIECES  
Amy McNulty, Class of 2002 and 2004  
Members of Brockport's Fraternity & Sorority Life are important "pieces" to their chapter and to their Inter-Greek community as a whole. This session will reflect on each chapter's points of pride and each member will walk away with action items to enhance their community. * This is a required session for all current and new members of Fraternity & Sorority Life.

LEADERSHIP FOR THE ASPIRING GRADUATE STUDENT  
Paul Nasri, Class of 2013  
Leadership skills can help make you an asset to any institution or organization. In this session, we will discuss how attitude, interaction, and involvement can best prepare you for graduate success. Discover how Brockport can contribute to maximizing your potential as a student leader at the next level! You will be enlightened and empowered as you embrace your capabilities!

SESSION THREE: 2:50PM – 3:40PM
The Conference Planning Committee would like to thank the following individuals and departments. Without your support, this would not have been possible.

Alumni Relations
Leah Barrett
Don Bartalo
BASC
Jay Berger
Lauren Burdett
Bob Casullo
Nick Catanzaro
Community Development
Jeff Crane
Gary Crawford
Chet Fery
Jason Giaconia
Stephanie Fix
Amy McNulty
Paul Nasri
Allen Plymale
Residential Life
Ramon Rodriguez
Andrew Russo
John Schrenker
Student Union and Activities
Mary Tarbrake
Gerry Wenzke

…and many more