5th Annual Student Leadership Conference

Sunday, February 19
11:00 AM – 5:00 PM
College Union Ballroom
11:00am  Registration and Brunch  
*Seymour College Union Fireside Lounge and Ballroom*

11:30am  5th Annual Conference Welcome  
*Seymour College Union Ballroom*

11:45am  Conference Keynote: Consuelo Castillo-Kickbusch  
*Seymour College Union Ballroom*

1:00pm  Educational Session 1  
*Seymour College Union, Various Rooms*

2:15pm  Educational Session 2  
*Seymour College Union, Various Rooms*

3:15pm  Networking and Snacks provided by Alumni Relations  
*Seymour College Union Fireside Lounge*

3:30pm  Educational Session 3  
*Seymour College Union, Various Rooms*

4:40pm  Conference Closing  
*Seymour College Union Ballroom*

**Keynote Speaker**

**Consuelo Castillo-Kickbusch**

Consuelo Castillo-Kickbusch is an inspiration to people everywhere. She comes from a financially challenged background, yet rose to become the highest-ranking Hispanic woman in the Combat Support Field in the US Army. LTC Castillo-Kickbusch motivates everyone from Fortune 500 CEO’s and young children with her lectures, and has now set her words in stone in a book titled *Journey To The Future*, which is a guide to success that children everywhere can utilize as a manual for life.

Born and raised in a tiny barrio in Laredo, Texas, where she overcame the fierce challenges of poverty, discrimination, and illiteracy, Consuelo Castillo-Kickbusch became a successful role model for her community. Breaking barriers and setting records in the military, LTC Castillo-Kickbusch rose to senior officer position and became the highest-ranking Hispanic woman in the Combat Support Field of the United States Army.

Acknowledged as a charismatic, passionate and entertaining speaker, Consuelo carries her powerful message of what it takes to be an effective leader in today’s global marketplace to hundreds of colleges/universities, corporations, and government institutions, both in the US and abroad.
DEVELOPING THE LEADER WITHIN YOU: STRATEGIES FOR TAKING CHARGE
Justin Oliver, Class of 2009
Room 220
Generally speaking, an effective leader has the special, yet rare ability to inspire individuals to work collaboratively together towards a common goal. Speaking from my own professional and college experience, when one possesses the ability to effectively lead others, extraordinary things can happen.

DEVELOPING YOUR ETHICAL FITNESS, PREPPING TO HANDLE RIGHT VS. RIGHT SITUATIONS
Alex Matiash, Class of 2010
Room B129
What happens when you have to make a decision when both options seem like the right option? How would you react when everyone is looking for you to make a controversial decision? This presentation will take participants through the different types of right vs. right situations and give examples of how to ethically maneuver these decisions through interactive case studies.

CREATIVE LEADERSHIP & SOCIAL CHANGE IN THE 21ST CENTURY (120 Minute Session)
Kristin Rapp and Shaquille Payne, ArtPeace
Room B116
This session will inspire current and future leaders by sharing successful youth arts and creative entrepreneur programs locally and around the country that are making a true community impact, including real stories from young artists. Several youth and teaching artists from ArtPeace and The Cypher: Downtown Youth Arts Initiative in Rochester will be present as well, to share experiences and art work (music, design, and slam poetry). This presentation will look at the need to create a new generation of thinkers and creative leaders, prepared for the modern world where flexibility, innovation, collaboration, and conflict resolution are most important! Civic engagement in the 21st Century looks different and this interactive session will give participants a chance to explore the skills they bring to the table as effective leaders that live in the service of others.

"LET EACH BECOME ALL THAT HE IS CAPABLE OF BEING" MOTTO, STATE UNIVERSITY OF NEW YORK
Ron Clark, Class of 1954
Room 185
This session will be spent demonstrating how to integrate and exercise leadership traits while involved in your profession and also discover opportunities when providing service to the broader community. Each of us is born with enormous potential and we have an obligation to use all of our knowledge, talents and personal resources when exercising that potential in order to make a positive difference in people's lives. Participants will collaborate in developing and defining leadership character and behavior traits. Personal examples will be used to demonstrate how leadership traits and actions employed in various communities across the world have made a significant impact and changed people's lives.

PUBLIC SERVICE AND YOUR COMMUNITY
Anne M. Sapienza, Class of 1981
Room 228
Public service is an honorable profession that can allow an individual a bridge to active and successful community service. Knowing your friends and neighbors through work enables a network of contacts, not only in your own community but in neighboring areas also. This presentation will demonstrate the different methods to make those contacts and utilize the resources.

REVOLUTIONIZING YOUR RELATIONSHIPS
Kim Haines, College at Brockport and Tayler Brown, Class of 2012
The Gallery
With a renewed focus on providing intentional student engagement opportunities at The College at Brockport, presenters will discuss techniques they use to revolutionize their relationships. This student and administrator, through their own reflections and best practices, will share their experiences and tools for building a mutually beneficial relationship.

SO YOU LANDED (OR SHORTLY WILL BE) YOUR FIRST REAL JOB--NOW WHAT?
Scott Brooks, Class of 2010 and Warren Kozireski, Class of 1982 and 1995
Room 119
Are you a job person or a career person? An hour counter? A TGIF person? As a new professional or soon-to-be new professional, you may have a vague idea of what expectations you may encounter. Join us for discussion on essential topics such as dress codes, sick time, productivity, social media and phone use, goal-setting, etc.
DEVELOPING AS A LEADER IN A MANAGEMENT WORLD

Andy Kirchhoff, Class of 2006

In a world where deadlines, reports and numerical results drive industry, positions traditionally associated with leaders and leadership have transformed into management roles where leading and developing subordinates comes second. Leaders can and should be managers but managers don’t necessarily have to be leaders. There are techniques you can practice to keep you focused on being a true leader.

THE WORLD NEEDS YOU

Barry Childs, Africa Bridge

Life is a journey. Engage yourself in the social challenges both local and/or global, and steer us to a better future. Listen to the story of one man’s journey to improve the lives of over 4,000 vulnerable children in East Africa. Gain some grassroots perspectives on leadership from a practitioner. Discuss how you can practice your innate leadership skill.

CONFRONTATION- Necessity or a Last Resort?

Anna Barone and Matt Barone, College at Brockport

Confrontation. A necessity or a last resort? We all weigh the importance of goals vs. relationships differently, depending on where we are, what we are doing and who we are working with but we each have a core preference for how we approach and manage conflict. Come explore the many different confrontation styles, learn your type & engage with other participants of similar and different types as we grapple with realistic, personal and professional scenarios.

GETTING TO ACTION: THE LEADERSHIP CHALLENGE (120 Minute Session)

Donald Bartalo, Class of 1964

All leaders face the challenge of moving people to action. This presentation, using a variety of interactive activities, will help experienced student leaders not only better understand this leadership challenge, but how to effectively deal with it. Participants will learn how to use reflection-in-action protocols, experience a theory of action perspective, and work with a team to develop a leadership plan of action.

SUCCESS TRAINING (120 Minute Session)

Kevin McCrudden, Class of 1985

SUCCESS TRAINING is a remarkable program that provides you with the components of SUCCESS that are within your control. SUCCESS TRAINING empowers you with simple tools and procedures that can help you live the life you have always dreamed of! SUCCESS TRAINING with Kevin L. McCrudden was recently released as a part of the Made for Success

NEGOTIATION FOR THE EMERGING LEADER (120 Minute Session)

Steve Lewis, Class of 2006

Negotiation is a basic skill. We do it every day, whether we think about it or not. Studying negotiation yields a toolbox of techniques one can draw upon to navigate everyday human interactions. When a negotiation happens, the tools in this session can help you size up the situation and achieve better outcomes.

BEING PREPARED TO LEAD...

Andrew Russo, Class of 1993

The lessons learned as an undergraduate and the leadership opportunities presented to me at Brockport have led me to be able to lead in my personal and professional life. Listening and building consensus are critical skills needed for leaders. Be prepared to seize opportunity when it is presented. Life is death without adventure; take calculated risk without reservation.

HOW TO BE A LEADER, NOT A MANAGER

Bob Confer, Class of 1996

Almost everyone has had a bad experience with a manager in the workplace. As you move up in the ranks, don't be that person. Be a leader who people WANT to work for.
SOCIAL MEDIA AND YOUR PERSONAL ROAD TO LEADERSHIP
Kiya Brown, Class of 2002 and Asima Changez
Room 220
Social Media can be used to advance your leadership opportunities in the workforce and in your community. Learn where to start and how to use social media as a necessary tool for success. This is an interactive session. Please be prepared to ask questions and share your experiences with the group.

MENTORING LEADERSHIP IN ACTION: PERSONAL, PROFESSIONAL, AND CIVIC
Bill McConnell, Class of 1977
Room 220
Lt.Col Bill McConnell, USAF,(ret), Class of 1977, brings to life the meaning of Mentoring Leadership in today's leaders, both young and "experienced"! His experience as a combat proven fighter pilot, 22 years of military service throughout the globe, current Captain at Southwest Airlines, New York State elected official, active high school / college prep baseball coach will leave you with the key ingredients to forge and expand your leadership ability within your community, profession, and personal passions.

CREATING A BUSINESS FOR THE NONPROFIT COMMUNITY
Ed Litwin, Class of 1997
Room 228
All nonprofit organizations are experiencing financial struggles due to declining state contracts and the difficulty in raising funds. To counter, the Center for the Visually Impaired (CVI) is building a business that creates a revenue stream to lessen the center's dependency on traditional funding sources and provides employment for visually impaired people. This presentation illustrates how this was done.

MEET OUR SESSION PRESENTERS

ANNA BARONE
Anna Barone is a Student Conduct Coordinator at the College at Brockport, serving as the lead for on-campus violations of the Code of Student Conduct. She earned her Master's degree in College Student Personnel Administration from James Madison University where she worked as Assistant Director of Judicial Affairs before serving as Dean of Students at a small, private K-12 school and working in Human Resources at Rosetta Stone, Inc. She is thrilled to have returned to Student Affairs & Student Conduct as part of the Brockport family!

MATT BARONE
Matt Barone, the Assistant Director for Campus Life at the College at Brockport helps to plan several of the major event on campus, specifically Welcome Week, Homecoming, and Family Weekend. He earned his Master's degree in College Student Personnel from Bowling Green State University and Bachelor's in Communication from SUNY Cortland. Matt, his wife Anna, and almost 2 year old son Isaac currently live here in the Village of Brockport.

SCOTT BROOKS, CLASS OF 2010
Scott is the morning show producer for WFXF (the Fox)/Brother Wease Show and is responsible for booking guests, screening calls, updating the website, Facebook & Twitter, etc.

KIYA L. BROWN, CLASS OF 2002

TAYLOR BROWN, CLASS OF 2012
Tayler is currently a Senior Resident Assistant, Intern for Campus Life, and Student Regional Director of Region 2 for the Association of College Unions International. In the fall, she will be attending the University of Rochester to pursue her Masters in Higher Education Administration.

ASIMA CHANGZE
RONALD CLARK, CLASS OF 1954
Ron has a range of experience and expertise, specifically related to social work, counseling, military, diplomacy, and education. Ron has traveled the globe in various capacities and currently operates his own private practice for clinical social work in Virginia. For his work with the military, Ron has received more than 40 medals, decorations and awards, including the Bronze Star with Combat “V”, two Purple Hearts, Presidents Medal for Distinguished Service and many others.

BOB CONFER, CLASS OF 1996
Bob is the vice-president of Confer Plastics in North Tonawanda, a manufacturer that employs 200 people. He is also an opinion columnist with the Greater Niagara Newspapers and the New American magazine and regular guest on WLVL. Students and alumni may be familiar with his hockey blog at www.BrockportHockey.com

DONALD BARTALO, CLASS OF 1964
Donald Bartalo is a nationally recognized instructional leadership developer and coach and maintains a practice in the Greater Rochester area. He received his B.S. in Science Education (1964) and his Masters in Educational Administration (1968) from SUNY Brockport. Mr. Bartalo has K-12 experience as a teacher, teacher leader, assistant principal, principal, and superintendent of schools. He is the author of CLOSING THE TEACHING GAP (Corwin Press), Leadership for Literacy (Rigby), and Standards-Aligned Instructional Leadership (OAESA). Mr. Bartalo is on the Steering Committee of Save Our Schools, a national movement to reclaim public education and is a member of Rochester’s Coalition for Justice in Education.

BARRY CHILDS
Childs is African born, raised and educated. He worked as an international executive for Exxon and Abbott Laboratories before founding Africa Bridge in 2000. He is a 2010 Purpose Prize winner. He believes that change comes from within. Africa Bridge is a catalyst for African villagers to improve the lives of vulnerable children through the development of ongoing sustainable income streams in poverty stricken communities. Africa Bridge provides the listening, education, and capital to enable villagers to transform lives. More information about Africa Bridge is available at www.africabridge.org.

KIMBERLEY HAINES
Kim Haines, the Director for Campus Life at the College at Brockport, has worked at the College for 13 years. She earned her Master’s degree in College Student Personnel and Bachelor’s degree in Communication/Psychology from Canisius College in Buffalo, NY. Kim, her husband Scott, and 2 children, Mackenzie and Zachary, currently live Spencerport area.

ANDY KIRCHHOFF, CLASS OF 2006
Graduated from Brockport in 2006, Magna Cum Laude with a B.S. degree in Psychology and a minor in Military Science. Upon graduating, commissioned as an Army Infantry Officer through ROTC. Since 2001, served 11 years in the Army National Guard and served on two deployments, the most recent was to Afghanistan in 2008. Hired as a Special Agent with the FBI in 2010 and relocated to Houston, Texas to work Counterterrorism matters and SWAT operations. Married in 2010 to wife, Ashley ‘09.

WARREN KOZIRESKI, CLASS OF 1982 AND 1995
23 years as General manager of 89.1 The Point. Has worked in various capacities in professional radio including three years baseball play-by-play for the Rochester Red Wings. Freelance sports writer and a member of the Professional Hockey Writers Association.

STEVEN LEWIS, CLASS OF 2006
Steven Lewis is currently the Web Manager / Information Security Coordinator at The College at Brockport, State University of New York. He has worked on Web pages in higher education for over 12 years, including two as a student at the University of Rochester, his undergraduate alma mater. In 2006, he received a master of public administration degree from Brockport. Lewis is a founding and current member of the board of directors of the HighEdWeb Professionals Association.

ED LITWIN, CLASS OF 1977
A 1977 Brockport graduate with majors in computer science and business administration. Ed has master’s degree in business information systems (MBIS) from Georgia State University (1986). He lives in the Atlanta area and works for AT&T in the Emerging Devices Digital Life organization. He was awarded a patent in 2001 for his work in the BellSouth yellow page database area. Community work includes United Way (Community Investment), VITA (Volunteer IRS Tax Preparer), CVI (Executive Task Force), and coaching youth team sports.

ALEX MATIASH, CLASS OF 2010
Alex Matiash is currently completing his Masters Degree in Higher Education and Student Affairs at the University of Connecticut. Alex works primarily in Wellness and Prevention Services, The Office of Community Standards and the Global House Learning Community. Alex has also worked in Residential Life as an intern at Saint Louis University and San Francisco State University. While at The College at Brockport, Alex was a Resident (Townhome) Assistant for four years, served as a student manager at B.A.S.C. (Trax) and worked as an Orientation Student Advisor for two summers.
BILL MCCONNELL, CLASS OF 1977
Lt. Col. Bill McConnell graduated from SUNY Brockport with a BS. Physical Education / Sports Sciences in 1977. He played varsity baseball and led the team in hitting in the 1975 Fall Season. Bill was commissioned in the United States Air Force in 1979 and flew primarily as an F-16 Fighter Pilot during his career. He flew the first daylight combat mission in Operation Desert Storm, accumulated over 120 hours and 35 missions of combat time. Bill retired as a Commander of the 309th Fighter Squadron Commander in 1999. He is currently a Captain (pilot) at Southwest Airlines, and is an elected official in the Town of LaFayette, NY Town Board. Bill has just begun his Third Term in this role. He has been a youth, high school, college summer program coach for a variety of sports for over 25 years and is currently a volunteer high school baseball at Fabius High School, Fabius, NY. He is also a Head Coach and Director of Winter Instruction for the CNY Thunder Baseball organization in Syracuse, NY.

KEVIN L. MCCRUDDEN, CLASS OF 1985
Mr. McCrudden is the ONLY motivational and leadership speaker in America to ever have a day of recognition passed by The United States Congress acknowledging the importance of "motivation and inspiration" in our daily lives. January 2nd of every year is National Motivation & Inspiration Day. In 2011 Kevin released his first book, "U~Who Are U?" where he introduced the most significant addition to Maslow's Hierarchy of Needs in 60 years. Mr. McCrudden is President of Motivate America; Founder of National Motivation & Inspiration Day; Creator of The American Motivation Awards and I Am America. Kevin McCrudden is Mr. Motivation!

JUSTIN OLIVER, CLASS OF 2009
Justin Oliver works as an Admissions Advisor in the Office of Undergraduate Admissions at The College at Brockport. He graduated from The College at Brockport in 2009 with a dual major in Business & Communications and is currently working on his Masters in Public Administration.

SHAQUILLE PAYNE
Shaquille (Shaq) Payne is a graduate of School Without Walls in Rochester, NY and is now a student at St. John Fisher College majoring in English with a writing concentration and 2 minors in performing arts and communications. Shaq grew up and has lived his whole life in the City of Rochester. He is a multi-talented young "Renaissance Man" who is an impressive slam poet that won a few competitions and traveled to "Brave New Voices" in CA for the past 2 years to compete. Shaquille is a teaching arts apprentice with ArtPeace / The Cypher, and studies Capoeira, a Brazilian martial art that combines elements of dance, and music. He and some friends started a juggling club at School Without Walls and now he is a part of the juggling club at RIT. He also sings in the a cappella group, "Measure 13", at St. John Fisher, which performs locally. Shaq teaches a slam poetry program for young residents on campus at St Joseph's Villa and is in the process of starting a new Rochester slam team to compete locally, regionally, and nationally.

KRISTIN RAPP
Kristin A. Rapp, Founder and Executive Director of ArtPeace (since 2003), is a social entrepreneur with a passion for educating and employing youth through arts, technology, and creative entrepreneurship. She operates the new Cypher: Downtown Youth Arts Initiative in the City of Rochester, which harnesses the lively energy of young people (13-21) into productive and creative activities after school in the Liberty Pole area. Kristin brings 20 years of experience as a social worker, therapist, and teaching artist with youth, adults, and families with challenges in mental health, juvenile justice or foster care systems, chemical dependency, and developmental disabilities to the field of arts learning and youth / community development. Kristin has a degree in Graphic Design from RIT, a B.A. in Psychology / Special Ed from SUNY Geneseo, and is a Licensed Master of Social Work from Syracuse University. She was recently selected to author a book for The Search Institute called "Keeping the Arts Alive". Kristin and her husband, David, live in the City of Rochester. When she is not providing church service, designing, writing or occasionally singing with local bands, she enjoys her most favorite job of all - being mom to 2 children, Shealyn and Jesse.

ANDREW RUSSO, CLASS OF 1993
Graduated from Brockport in 1993 with a BS in political science. Served as BSG President in 1993/1994 academic year while also taking graduate classes. Has worked for JPMorgan Chase for 15 years in a variety of roles. Selected for year-long leadership development program in 1999. Since November 2001, he has worked in their mortgage banking business in a senior sales capacity. This experience has provided Andrew with a close up view of the issues in the finance industry that have had such a dramatic impact on the world economy.

ANNE M. SAPIENZA, CLASS OF 1981
Anne is a current graduate student in the MPA program. She is sole assessor in 4 municipalities, past president of the NY State Assessor’s Association, past president of the Bergen Business & Civic Association, former Peace Corps Volunteer in Dominican Republic, and instructor for the NY State Assessor’s Association.

SPECIAL THANKS TO: CONSUELO CASTILLO-KICKBUSCH, OUR ALUMNI AND COMMUNITY PRESENTERS, BROCKPORT STUDENT GOVERNMENT, ALUMNI RELATIONS, CAMPUS LIFE, BROCKPORT AUXILIARY SERVICE CORPORATION, THE LEADERSHIP DEVELOPMENT PROGRAM TASK FORCE AND THE ANNUAL CONFERENCE PLANNING COMMITTEE