I PROMISE TO...

Featuring: Alex Sheen

Sunday, February 15th

11:00am - 4:00pm

SLC LEADERSHIP CONFERENCE

Seymour College Union
After the passing of his father, Alex Sheen founded “Because I said I would” a nonprofit organization and movement that is dedicated to bettering humanity and society through making promises and following through on those promises.

By writing down our promises on promise cards, Alex believes we are more committed to following through with what we say we will do. According to Alex, these promises can be as large or as small as you make them, and some of his include “recycling,” “taking terminally ill children to Disney world,” and “committing to hurricane Sandy relief efforts.”

Alex credits his father for the idea of starting this movement, as his father always followed through with his promises throughout his life, and that was an inspiration to how Alex lives his life. Promise cards were distributed at Alex’s father funeral as a way to honor his life. Since then Alex has been sending free promise cards to those who request them, as well as developing an online template for Promise Cards that people can download.

Alex believes that, too often, people say they will “get around” to things or they say they will “tomorrow.” Promise cards help to eliminate that language, and help people actually do what they say they will.

Because I said I would has become a movement that has been featured on television programs including the TODAY show, the Steve Harvey show and ABC News with Diane Sawyer.

As a nationally respected thought leader, Alex spoke to over 90 organizations in 2014. 100% of his speaking engagement fees are paid to the nonprofit. He does not accept commercial sponsorships or endorsements.

FOLLOW ALEX'S TWITTER: @becauseisaidiwould
10:45am  **BREAKFAST AND CHECK-IN**  
*Seymour College Union Fireside Lounge*

11:30am  **CONFERENCE WELCOME AND KEYNOTE SPEAKER: ALEX SHEEN**  
*Seymour College Union Ballroom*

12:40pm  **BREAKOUT SESSION ONE**
- Building a Winning Team, *Union 119*
- Understanding Leadership Strategies in Everyday Work, *Edwards 104*
- I Promise to Believe, *Edwards 102*
- Demystifying the Art of the Job Interview, *Edwards 105*
- The Plan Behind the Promise: Your Personal Mission Statement, *Edwards 107*
- Rochester AmeriCorps – 20 Years of Changing Lives in our Community, *Union Gallery*
- Language Diversity and Leadership, *Edwards 101*
- Stonework Play, *Union 185*

1:40pm  **BREAKOUT SESSION TWO**
- Four Basic Ideas, *Edwards 102*
- A Leader’s Focus, *Edwards 105*
- You, the Creative Leader in a World of Crazy Change, *Edwards 104*
- Adventure in a Cup, *Union Gallery*
- Breakout Session with Keynote Speaker: Alex Sheen, *Union 220*
- Leadership vs. Management, *Edwards 107*
- I Promise to do my best - and it’s a Moving Target, *Edwards 101*
- It was all a DREAM, *Union 119*

2:30pm  **NETWORKING RECEPTION**  
*Seymour College Union Fireside Lounge*

2:50pm  **BREAKOUT SESSION THREE**
- Me a Leader?, *Edwards 102*
- Discover your Passion, Realize your Dreams, Make a Difference, *Union Gallery*
- Finding the Ideal You, *Edwards 101*
- Managing by Helping Others, *Union 185*
- Leadership: Do the Right Thing, At the Right Time, For the Right Reason, *Union 220*
- Making your Leadership Promise a Reality, *Edwards 107*
- You’re Not Vince Lombardi. Don’t Confuse Volume With Leadership, *Edwards 104*
- Leadership in Greek Life, *Union Ballroom*
- Leadership as a Journey, *Union 119*

3:40pm  **CLOSING SESSION WITH KEYNOTE ALEX SHEEN**  
*Seymour College Union Ballroom*

*Follow us on Twitter: @BrockportLDP*
*Tweet using our hashtag: #BportSLC*
SESSION ONE: 12:40PM – 1:30PM

BUILDING A WINNING TEAM
Kristine M. Shanley, Class of 1987 & 1995
“A team is a group of people who go out of their way to make each other look good.” ~Anonymous. So, how do you get there? How do you get your team to go out of their way to make each other look good? Join in on this session and learn simple steps to lead your team to greatness.

UNDERSTANDING LEADERSHIP STRATEGIES IN EVERYDAY WORK
Sally Dingee, Class of 1999
As a leader, situations arise that require a balance of preserving relationships while still achieving goals. A good leader must quickly decide how best to manage conflicts of interest. In this session, participants will learn about their conflict management style and review strategies for responses to conflict. Learn how to empower yourself as a leader and improve your professional competency in this area.

I PROMISE TO BELIEVE
Patti Webster, Class of 2011
Breaking away from the conventional lecture to generate an informal, comfortable discussion on what a leader is and what qualities a leader possesses. How do we acquire skills such as accountability, objectivity, reliable professional ethics and personal integrity? A leader will walk with you to complete the task at hand. Leaders set examples by their actions. I promise to believe in YOU if you promise to believe in ME.

DEMystifying the Art of the Job interview
Jay Berger, Class of 1978
Most of you don’t realize you interview every day. It’s called talking to people; family, friends, professors, professionals. I bet you find it easier with friends than with corporate recruiters or professionals. I can tell you why that is and give you the insights, tools, and context so you can rock your next interview.

The Plan Behind the Promise: Your Personal Mission Statement
Allen Plymale, Class of 1990
How can you translate your aspirations into action? Prioritizing your values and goals are important steps towards developing your own mission statement. This process is a powerful transformational tool. This fast paced, interactive presentation will set the stage for each participant to begin the journey towards developing and nurturing their very own personal mission statement. Several techniques and tools will be explored and discussed. Audience participation is optional, but strongly encouraged.

ROCHESTER AMERICORPS – 20 YEARS OF CHANGING LIVES IN OUR COMMUNITY
Garth Freeman and Catherine Farrell
Rochester AmeriCorps has a 20 year history of building community and community leaders through direct service with youth and families. Our members act as a force for social change by developing and applying their service ethic. How do you build your service ethic? How do you use it for positive social change? Join our interactive presentation and learn how!

LANGUAGE, DIVERSITY AND LEADERSHIP
Deborah Oliverio-Olivieri, Class of 1992
To what extent and in what ways are skills in languages other than English (LOTE) and leadership connected? This discussion provides insight about language diversity and leadership effectiveness. You will be encouraged to share your experiences with foreign languages in the family, at school, or at work. A research study examining language diversity and leadership effectiveness in the U.S. labor market will be considered during the session.

STONework Play
Diana Suskind, Class of 1968
Stonework Play is an activity originally developed for children to help them communicate ideas important to them. Since it has been introduced, a number of adult leaders as well have engaged successfully in stonework projects. Children and adults respond to the sensory experiences offered by the natural elements — how different histories affect the colors and shapes of stones, how beach stones retain the briny smell of the sea, and how some centuries-old stones are smoothed by water and sand in their travels, while others are textured. These notions suggest stories, and the power of the stones helps the stories emerge. Check out dsuskind.com and on Facebook: Stonework Play, to discover many ways it can be adapted to your professional and personal interests — in your workplace setting or at home.

MAKE SURE TO FILL OUT YOUR PROMISE CARD IN THE LOBBY!
FOUR BASIC IDEAS
Mark Lacatena, Class of 1987
To be an effective leader, you will need to change tactics to support the team, achieve the goals and support the community. But the principles of leadership don’t change. This interactive session will explore motivation, planning and risk and how these can affect your leadership.

A LEADER’S FOCUS
Bob Casullo, Class of 1973
What makes a successful leader? How do you define success? What areas must leaders focus on? Who are your constituents? In this workshop, you will learn how to create and lead a diverse group of people to achieve success through your efforts. Learn how to walk the fine line between exerting control and winning consent.

YOU, THE CREATIVE LEADER IN A WORLD OF CRAZY CHANGE
Cory Wright, Class of 1994
Set yourself apart by growing your ability to think, act, and enable others with a creative spirit to drive positive change and innovation. Using an interactive format, you will gain insights and useable strategies for leveraging personal style and best practices in creative leadership.

ADVENTURE IN A CUP
Gary Crawford, Class of 1962
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.

KEYNOTE: ALEX SHEEN SESSION
In this session, we will continue to learn about the importance of keeping your promises. This discussion will focus on the power of preserving your word and we will further explore the meaning of “because I said I would.” Throughout the session you will discover specific action items to take with you after the conference that can help you to keep your promises.

LEADERSHIP VS MANAGEMENT
Randall Filighera and Stephanie Semon, Class of 2014
The best way to develop leadership skills would be to understand the characteristics that create an effective leader. In order to be a successful leader, one must be aware of the difference between being a leader and being a manager. In order to be a successful leader one must demonstrate acquired skills by taking advantage of leadership roles within organizations and committees.

I PROMISE TO DO MY BEST, AND IT’S A MOVING TARGET
Joanne Dennison, Class of 1982 & 1985
As Leaders we always plan to do our “best”---but what does that look like and mean? Why is someone’s best different than yours? And your best today may be different than what it was yesterday or will be tomorrow? How do you inspire the people you lead to do and be their best? This presentation will talk about “best”---and how it is a moving target. If that is true how do you define it? Measure it? Not use it as an excuse? And what do you do when the “right thing” is not the “best thing”?

IT WAS ALL A DREAM
Jeiri Flores, Class of 2014 and Jensen Caraballo
Are there any social issues that really grind your gears? What have you done to alleviate some of their effects on your community? Jeiri and Jensen will share their stories on how they’ve fought and continue to fight for disability Rights, while also providing you with tips and ideas on how to tackle some social issues of your own interest.

WANT TO KNOW MORE ABOUT OUR ALUMNI PRESENTERS?
Read their biographies online at www.brockport.edu/leadership/2015AlumniPresenters.html

Make sure to connect with an alum at the Networking Reception
Union Lounge
2:30pm – 2:50pm
Don’t miss your chance to make a connection with one of our amazing alums!
SESSION THREE: 2:50PM – 3:40PM

ME A LEADER?  
Andrew Russo, Class of 1993  
Do you aspire to be a leader? What attributes are most commonly associated with those in leadership positions and do you have those? How can you develop such qualities? What do you admire in leaders on campus, in the community or in public life? Can you distinguish yourself from your classmates and emerge as a true leader? How will this impact your college career and your life after Brockport? This workshop will allow you to better answer these questions. It will be a simple and interactive forum in which we discuss the most important characteristics of a leader and how you can incorporate some of these principles into your life.

DISCOVER YOUR PASSION, REALIZE YOUR DREAMS, MAKE A DIFFERENCE  
Beth Braun, Class of 1982 & 1995  
What is your passion? Your dream? Forget your fear and go for it! Hear the story of one of SUNY Brockport Alumna’s journey from her college years to graduate school years and beyond. Through Beth’s life work as a dancer, choreographer and educator, she has become a leader in her community. Attend her session and leave feeling inspired to MAKE A DIFFERENCE!

FINDING THE IDEAL YOU  
Michael Cocquyt, Class of 2009  
In this new world of constantly changing employment, the old strategies to find your “dream job” are useless. Instead, this session will focus on finding your dream and give you the knowledge and skills you will need to pursue your ideal future through realistic goal setting and implementing timeliness to become a leader in tomorrow’s ever changing job market.

MANAGING BY HELPING OTHERS  
Robert Barber, Class of 1984  
A well-structured organization will align all goals for a common purpose, which allows all members of the organization to help each other while helping themselves. This presentation will help you lead by making goals with synergy, so people in your organization will naturally and effortlessly help each other.

LEADERSHIP: DO THE RIGHT THING, AT THE RIGHT TIME, FOR THE RIGHT REASON  
Jeff Crane, Class of 1974  
Abraham Lincoln believed that leaders must..." Be Sure You Put Your Feet In The Right Place, Then Stand Firm." Will you be able to make the "right" decision? Will you be willing and able to stand firm? We will examine leadership decisions in this regard as brought by the presenter &/or suggested by the participants.

MAKING YOUR LEADERSHIP PROMISE A REALITY  
Don Bartalo, Class of 1964 and Brian Bartalo, Class of 2001  
In this interactive session, student leaders will collaboratively create a graphic representation of their thoughts, ideas and knowledge about leadership. Participants will investigate, discuss and even debate traits and attributes of leadership. The graphic will be used to enhance current philosophy and beliefs, resulting in a personal commitment to make their leadership promise a reality.

YOU'RE NOT VINCE LOMBARDI. DON'T CONFUSE VOLUME WITH LEADERSHIP  
Michael Doyle, Class of 1980  
The classic view of a great leader is the screaming coach, great orator or the mad genius. Public speaking is often confused with true leadership. This session will help you understand what skills you have and why anyone might follow you. It will be up to you to figure out where you want to take them.

LEADERSHIP IN GREEK LIFE  
Amy McNulty, Class of 2002 & 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 AS A JOURNEY  
Joseph J. Pelcher, Class of 1978  
Leadership is not simply a role you undertake, it is something you find within yourself. True leaders grow and learn throughout their lifetimes and there are no identical paths to fulfilling your leadership potential. We will talk about mining your past and future experiences to understand the type of leader you are called to be.

DON’T FORGET TO TURN IN YOUR SESSION EVALUATIONS AT THE END OF EACH SESSION FOR YOUR CHANCE TO WIN A BROCKPORT BLANKET!
LOOK OUT FOR THESE UPCOMING EVENTS AND OPPORTUNITIES!

WHO’S WHO AMONG COLLEGE STUDENTS: APPLICATION DEADLINE FEBRUARY 16
MARION SCHRANK STUDENT LEADERSHIP AWARD: APPLICATION DEADLINE FEBRUARY 16
WWW.BROCKPORT.EDU/LEADERSHIP/AWARDS

TUNNEL OF OPPRESSION
WEDNESDAY, FEBRUARY 25, 1PM – 8PM
THURSDAY, FEBRUARY 26, 11AM – 4PM
UNION BALLROOM

START A REVOLUTION CONFERENCE
SATURDAY, APRIL 18
THE COLLEGE AT BROCKPORT

ANNUAL LEADERSHIP AWARDS CEREMONY
MONDAY, APRIL 27, 5:00PM
UNION BALLROOM

#TRUEBROCKPORT

CONFERENCE PLANNING COMMITTEE
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