

GENESYS WORKS SEPTEMBER 2021 CCC CONFERENCE SESSION OVERVIEWS AND SPEAKER BIOS

CONFERENCE SCHEDULE

9am	PC Cohort Gathering
9:10am	Welcome
9:15am	Keynote: Ayo Idowu In this keynote, Ayo Idowu will be discussing the basics of becoming financially strong.
10am	Prize Break #1 Raffle prizes include gift cards to Amazon, Etsy, Target, Uber Eats & Half Priced Books.
10:10am	Session #1 Sessions include: Military 101 , Demystifying the College Journey, Discover your Computer Science Career & Financial Aid 101.
10:55am	Prize Break #2 Raffle prizes include gift cards to Amazon, Etsy, Target, Uber Eats, Zappos & Half Priced Books.
11:05am	Session #2 Sessions include: Internship Tips Panel, Essays & Beginning the College Journey: Selective College Admissions .
11:50am	Prize Break #2 Raffle prizes include gift cards to Amazon, Etsy, Target, Uber Eats & Zappos.
12pm	Session #3 Sessions include: Medical Career Panel , Blacks at Microsoft Tech Career Panel & College Knowledge with College Greenlight.
12:45pm	Wrap Up and Prize Raffle prize is a Visa gift card.
12:50pm	Closing

SESSION OVERVIEWS & SESSION BIOS

KEYNOTE // 9:15AM

Financial Basics Keynote



We will be discussing the basics of becoming financially strong. We don't wait to get money to think about it. Today we will be covering the basics

Speaker: Ayo Idowu, Financial Advisor, Ameriprise Financial

Ayo has been through many different places in life. From growing up in St. Paul to attending a private catholic university to playing professionally then finally joining the professional world as a financial advisor, he provides a lot of perspective on money and how individuals that have not historically had access to it can now gain access. Today he will be speaking on the basics of money and what every person NEEDS to do before they start working.

SESSION #1 // 10:10AM

Military 101



Army, Navy, Air Force, Marines, Space Force? Are you considering a career in the military? Attend this session to learn from a 30-year veteran of the Air Force. What is the best route to lead you to success?

Speaker: Douglas Ballinger, Program Coordinator, Genesys Works

I am married with two children; my oldest will graduate from college this fall from the University of Wisconsin, Eau Claire and my youngest will attend the University of Minnesota (Twin Cities) this fall. I taught a National Security course at the University of Minnesota (Twin Cities) and directed the Air Force ROTC Program for four years. I served in the U.S. Air Force from 1989 ~ 2009 and was stationed or in Maryland, Washington, D.C., North Dakota, Ohio, Kansas, Utah, Illinois, Rhode Island, Japan (twice), Oman, Saudi Arabia, Bahrain, and United Arab Emirates. Worked as a middle school teacher and taught Language Arts, Science, and Life Skills in St. Paul and North Minneapolis Schools. I have been with GW since February 2021.

Demystifying the College Journey

Admission to Graduation- So you want to go to college, but you have no idea how to get in, stay in and graduate from college. AND you want to know what it's all supposed to mean. Come join me as I declassify what College is really all about.



Speaker: T. Corbin Nigel Conliffe, Admissions Counselor, Hamline University

T. Corbin comes from Robbinsdale, MN, and was raised by an immigrant parent. He spent most of his youth in Minneapolis making fun of St. Paul kids. He has dual degrees in Legal Studies and Latin American Studies, Minored in Spanish and Philosophy, and two certificates. One as a Paralegal and the other in Spanish proficiency. He has worked as an Immigration Paralegal, For the Target Corporation in Operations and translation for the YMCA. T. Corbin loves video games, board games, comic books, books, and movies are always happy to argue with you about anything.

SESSION OVERVIEWS & SESSION BIOS

Discover your Computer Science Career

Happiness and success in a career are most likely achieved at the intersection of Opportunity, Skill, and Passion. In this interactive session, you'll discover your own path to a successful and fulfilling career in technology.



Speaker: Brittany Tuohy, Software Engineer, Self-Esteem Brands

Brittany is a full-time Software Engineer at Self-Esteem Brands and a part-time mentor, programming tutor, and advocate for underrepresented minorities in technology. She has also worked at Microsoft, 3M, and Boeing, to name a few. As someone who stumbled into programming by accident, she enjoys sharing with young people how amazing a career in technology can be.

Financial Aid 101

What is Financial Aid? Who and when should you apply? What's an EFC? The Financial Aid process can be intimidating, but it doesn't have to be! Applying for aid has gotten easier, and this session will go through the basics so you will get to know all the fundamentals on how (and when!) to apply, the different types of aid offered and where it comes from, and much, much more!



Speaker: Joy Rockwell, Associate Director of Admissions and Financial Aid, Saint Mary's University

For over 20 years, Joy has been assisting students in finding not only the right college fit, but in applying for and understanding the financial aid offered. She is an advocate for college access and affordability as well as financial literacy, and has served on both state and national boards. When not volunteering in her community or working, she can often be found hiking in the bluffs with her spouse and two rescue dogs.

SESSION #2 // 11:05AM

Internship Tips Panel

Imagine traveling in to the future, one year from today. You have graduated high school, you had an amazing year as an intern, and you are enjoying your post high school plans. What would you ask yourself? This panel of Genesys Works Alumni are here to answer those questions about their journey as a GW Intern.



Speaker: Taras Hutsal, Genesys Works Alum

Taras Hutsal is a Junior student at the University of Minnesota pursuing a degree in Computer Science, as well as a minor in Management. Taras is also the founder and president of an organization called TechSprouts, devoted to providing students in underserved communities access to digital literacy curriculum. In his free time, Taras enjoys volleyball, Brazilian Jiu-Jitsu, and cooking.

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Speaker: Hamdi Aden, Genesys Works Alum

Speaker: Theodore Baihao, Genesys Works Alum

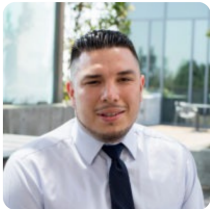
Freshman at Bethany Lutheran College. Was a marketing intern at Target. Worked on video creation and data analysis. Huge video game fan and enjoys playing volleyball and soccer.

Essays

Essays are a part of many college and scholarship applications. Attend this session to learn how to improve your essays to help you on your path to success.

Speaker: Maya Sobchuk, Admissions Office Student Worker, Macalester College

Beginning the College Journey: Selective College Admissions



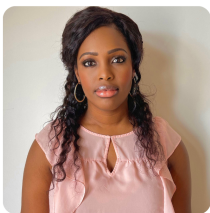
Students will learn a general overview of what the college journey looks like and how selective colleges and universities review their applicants.

Speaker: Roberto Peña, Assistant Director of Admission, Harvey Mudd College

I am a first-generation college graduate who is excited to help students throughout the application process. My current role has taught me all about the selective admission process. I understand how scary and confusing the process can be but I'm always happy to pass on little nuggets of knowledge to students who want to pursue higher education.

SESSION #3 // 12PM

Medical Career Panel



This panel of medical professionals will talk about the journey they took to get to where they are today. Come prepared with your questions about careers in the medical field.

Speaker: Krystle Campbell, MD, Internal Medicine Physician, Regions Hospital

I was born in Jamaica, grew up in St. Paul. I graduated from Harding High School, went to Carleton College then transferred to Hamline University where I graduated with a bachelors in Psychology and Biology. I attended Medical school at St. James School of Medicine and just recently finished my residency with Morehouse School of Medicine in Internal Medicine. I am now a staff Hospitalist with the HealthPartners Medical Group and work at Regions Hospital.

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Speaker: Lis Thao, Registered Nurse

Nurse of 9 years. Father to 3 wonderful children. Wants success for all in everything they do.



Speaker: Lan Luu, MD, MPH

I am a primary care physician for Allina Health. I see patients of all ages and board certified in Internal Medicine and Pediatrics. My passion is in addressing health disparities and working with patients in underserved communities. I graduated from the University of Minnesota for my undergraduate, public health and medical degrees.

Blacks at Microsoft Tech Career Panel

Blacks at Microsoft (BAM) is dedicated to supporting the continued growth and development of Black employees and encouraging students to pursue a career in technology. This panel of technology professionals at Microsoft will talk about their career journey and answer your questions.



Speaker: Lexi Coenen, Training Associate, Microsoft

A passionate technology leader with experience in gaming, Microsoft Software and technology. My hobbies include photography, gaming (Xbox, PC, and Switch), and various arts and crafts. I am a proud and active member of the local gaming community and LGBTQ+ community.



Speaker: Shanta Owens, Director, Customer Success Account Management, Microsoft

Shanta has been in the Information Technology field for over 15 years. Shanta's specialty is helping organizations deliver technology solutions that align with their business priorities and help them reach their business goals. Shanta joined Microsoft two years ago to lead a team of Customer Success Account Managers who ensure that Microsoft customers receive value from their Microsoft Product Investments. Shanta has held leadership positions in multiple industries and with large and small organizations such as RBC Wealth Management, Johnson Controls Inc., and Be The Match, among others. Shanta has a talent for building and sustaining multifunctional, high-performance teams and is passionate about helping others grow in their careers.



Speaker: Phil Terrill, Business Development Manager, Azure Communication Services, Microsoft

Phil Terrill is a Business Development Manager focused on strategic partnerships across Microsoft Teams and Azure. He has held positions at Microsoft ranging from Business Strategy, Program Management, Account Management and Sales Development. Phil is active beyond work and is the Chair of the Blacks at Microsoft (BAM) Twin Cities Chapter. He also is Co-Founder of ManCode Mentoring focused on closing the digital divide by providing accessing to under-represented young men in his community.

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Prior to Microsoft, Phil worked for The Burks Companies in Atlanta (GA) helping a family enterprise deliver facilities management solutions across the country. He also spent time creating two cider brands and optimizing space assortment with Molson Coors, formerly MillerCoors and Miller Brewing Company, in downtown Chicago (IL). Phil is the author of *Collision Course: 4Fs to Transform Life's Challenges into Powerful Breakthroughs* and a contributing writer to *Sales Success Stories: Volume 1* which focuses on sales best practices from the industries top one percent.

Phil received his B.S. in Marketing from Tuskegee University. He resides in St. Paul, Minnesota and enjoys traveling the world, playing tennis, spending time with family and working on his sneaker startup.

College Knowledge with College Greenlight



Start your college and scholarship search here! At College Knowledge with Greenlight, you will learn about our new student site experience, scholarship center, and best practices when going through the admissions process. Bring your questions and list of schools, we review it all!

Speaker: Valeria Cienfuegos, Partner Relations Manager, College Greenlight

As a first-generation, Salvadorian, college graduate, Valeria understands that applying for colleges can be stressful. She loves working with students to inform and support them in their drive to achieve their goals. While equity in college access is a passion, she also enjoys cooking and long-distance running!