

synerG young professionals presents the 3rd annual

LEAD *your* CITY

GREENSBORO,
NORTH CAROLINA

DRAFT AGENDA – February 2, 2017 - 11:30am-6:30pm

11:30am-12noon	Check-In/Lunch Pick-up
12-12:05	<p>Welcome <i>Mike Burns, Senior Vice President and Head of Life and Customer Solutions, Lincoln Financial Group</i></p>
12:05-1pm	<p>Keynote Address <i>Melody Warnick, author of This Is Where You Belong: The Art and Science of Loving the Place You Live</i> Moderator: <i>Cecelia Thompson, Executive Director, Action Greensboro</i></p> <p>Melody Warnick is the author of <i>This Is Where You Belong: The Art and Science of Loving the Place You Live</i> (Viking, 2016), a study- and story-rich exploration of the groundbreaking concept of place attachment. <i>This Is Where You Belong</i> helps Movers and Stayers alike rethink the value of their community and offers an eminently practical guide to investing in and improving one's town.</p>
1-1:10pm	Finish Check-In/Break
1:10-2:00pm	<p>Place Attachment Brainstorming Session <i>Melody Warnick</i> Moderator: <i>Hillary Meredith, synerG Young Professionals Director, Action Greensboro</i></p> <p>Group brainstorming sessions to concretize some place attachment ideas. How do you feel about your community and where can you effect change? What are some quick wins for the Greensboro community?</p>
2:00-2:45pm	<p>Influencing Greensboro's Brand <i>Amanda Lehmert, Communications Specialist, City of Greensboro</i> <i>Alyzza May, Greensboro Mural Project</i> <i>Chisa D. Pennix-Brown, Owner, Lady Bizness</i> <i>Zeke Vantreese, Owner, Home State Apparel</i> Moderators: <i>Carla Banks, Communications and Marketing Director, City of Greensboro & Jordan Muqtasid, synerG Lead Your City Committee</i></p> <p>Learn about the various initiatives around developing and promoting Greensboro's brand from small grassroots branding, public/private partnership to corporate branding.</p>
2:45-3:25pm	Lead Where You Are

	<p><i>Katie Croft, Organizational Development Analyst, City of Greensboro</i> <i>Latoya Harris, Training Specialist, Farm Fresh</i> Moderator: <i>Adam Spivey, synerG Lead Your City Committee</i></p>
	<p>Even if leadership isn't in your official title or position duties you will leave the session with an increased awareness on how you may best lead within your business, organization and community. Learning to lead from where you are will create opportunities for personal growth and professional advancement, make a profound difference in your community and multiply leadership potential waiting to happen within others.</p>
3:25-3:35pm	Break/Networking
3:35-4:25pm	<p>Balancing Your Work, Community and Everyday Life to Make an Impact <i>Sue Cole, Managing Partner, Sage Leadership & Strategy</i> <i>Joe Bryant II, HR Generalist, VF Corporation</i> <i>Frankie Jones Jr., Partner, Smith Moore Leatherwood</i> <i>Wade Walcutt, Parks & Recreation Director, City of Greensboro</i> <i>Alisha Wielfaert, Owner, Greensboro Downtown Yoga</i> Moderators: <i>Sue Cole & Brandy Plouff, synerG Lead Your City Committee</i></p>
	<p>Do you want to influence the Greensboro Community but unsure of how to balance it all? Hear from leaders in the community who are passionate about their work and community and do their best to make time for it all.</p>
4:25-5:00pm	<p>Personal Brand Identity <i>Michelle Gethers-Clark, President and CEO, United Way of Greater Greensboro</i> Moderator: <i>Amber Graning, synerG Lead Your City Committee</i></p>
	<p>How should young professionals market themselves? How should you project your identity? How do you stand out and influence how people perceive you? What effect does your job or company have on your personal brand?</p>
5-6:30pm	<p>Networking Reception <i>Chamber of Commerce, 111 W February 1 Pl, Greensboro, NC 27401</i></p>
	<p>Network with young professionals and community members profiled in Made In Greensboro.</p>