

FOURTH ANNUAL YOUTH BUSINESS
SUMMIT

Session Descriptions

THIS YEAR'S THEME:

College, Career, Life: Making the Pieces Fit



SORRELL
College of Business
TROY UNIVERSITY



2020



Sorrell College of Business
Troy University, Dothan Campus
500 University Dr.
Dothan, AL 36303

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8:15-8:50 am: Registration

9:00-9:25 am: Welcome Remarks

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9:35-10:30 am Break Out Sessions I

A. Business Plan Competition

Dr. Skip Ames, Troy University

In this session the top 3 schools will be pitching their business plans as part of the grand prize scholarship monies for the winning team. Students will give a 12-minute pitch on their entrepreneurial venture and judged by a panel of business professionals. Students in this session will not only employ but also will demonstrate their knowledge of a successful business plan. *[Schools will be notified in advance if they are in the top 3].*

B. Living Your One Best Financial Life

Mr. Billy McCarthy, CapSouth Wealth Management

Each one of us has only one opportunity to experience life. And, unfortunately, we do not get a do-over. Just like one cannot go back and relive the high school years, you must make wise decisions in college and early on in life as well. This session will explore ideas and concepts on how to define and live your “one best financial life”. It will provide practical suggestions on budgeting, credit management, setting goals and personal accountability.

C. Practice Safe Social Media

Ms. Nicole Curry, Managing Partner, Social Butterfly, LLC

Have you given much thought to your first impression in the digital world of social media? Probably not, but the time to start caring is now! Long gone are the days where your first interaction with a person is face to face. Think about how many times you've looked up a potential date's Facebook profile BEFORE the date. From the FIRST moment you apply for a scholarship, internship, or job (even part-time), consider your social media profile an extension of your resume. If a potential college or employer were looking at your Facebook, Instagram, Twitter, Snapchat, or TikTok profile RIGHT NOW, what would their first impression be? Is it enough to have your profiles set to private? Can potential colleges and employers LEGALLY justify not hiring or awarding scholarships to you based on your social media profile? Get these answers and more! AND, I'll show you how to use social media to make a great first impression! Face it, colleges and employers WILL LOOK for you on social media. Give them something amazing to find! #DigitalResume #SocialMediaPortfolio #SEO #PersonalMarketing

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D. What Your Personality Says About You

Ms. Lauren Cole, Troy University

In this popular session, you will be taking an interactive assessment and learn how understanding and identifying your personality type and temperament helps make you a better decision-maker and leads you to a career field that best fits your attributes.

10:40-11:40 am Break Out Sessions II

Lunch & Learn I with Troy University Admissions

E. Todd Farms Social Media Contest Competition

Dr. Dewey Todd, Owner, Todd Farms

In this session the top 3 schools will be pitching their social media marketing campaign ideas to Todd Farms and a panel of judges associated with this business. This contest is part of the grand prize scholarship monies for the winning team. Students will give a 10-minute pitch on how best to increase social media exposure for the client, Todd Farms. *[Schools will be notified in advance if they are in the top 3].*

F. How to Stay Motivated and Cope with Setbacks

Ms. Melody Lee, Owner, Like Mind Marketing

Sometimes life throws unexpected curveballs and setbacks from minor obstacles like a low grade on an exam or getting in an argument with a close friend, to much more significant ones like a serious illness or loss. These obstacles are different for everyone, but they can be especially tough for students who are learning how to balance their personal lives with schoolwork.

G. Project You: Whole-Body Fitness for your healthiest, happiest life!

Ms. Jodie Durden, Omnifit Dothan

Equipping you with the tools and encouragement that you need for a healthy mind, body, and soul so that you can live your healthiest, happiest life. Whole-body fitness is more than an exercise fad or the latest diet trend. It is based on a combination of clean wholesome eating, full-body physical training, and mental discipline. It is a mindset that encompasses the entire body! The most important project you'll ever have the privilege to work on is you, so let's get started.

H. The Importance of Volunteering and Civic Involvement

Dr. Carmen Lewis-Alabama College of Osteopathic Medicine

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Have you ever wanted to see how much one voice or helping hand could impact the entire world? Bring your ideas and let's share knowledge about global and local "hot topics" that impact every single person in your community and across the world! Explore ways to enhance your community by learning more about civic engagement and how it can help your personal and professional life in the future. Learn about the different ways to give back to your community and identify career interests that match those efforts.

11:45-12:45 pm Break Out Sessions III

Lunch & Learn II with Troy University Admissions

I. Etiquette 101

Ms. Vanessa Riley Harris, Ladi Vee's Etiquette and Consulting, LLC

Students who demonstrate basic etiquette and social skills-and show respect and consideration for others-create a more positive impression in the eyes of their peers and adults in their lives. You are more likely to be presented with opportunities that allow you to grow and thrive. Join us in this session where we will equip you with tools that will help you excel both academically and socially.

J. Social Media Marketing

Ms. Kitty Cobb, CEO of Digital Marketing Experts

The ability to understand and utilize social media effectively is a core skill every professional should have. Social media marketing goes beyond a tweet, Facebook update or adding to your Instagram story; it is about understanding the dynamic relationship between brand, influencers and consumers. Businesses need to reach out to customers in ways that will drive traffic to their product. Eight out of ten middle-level jobs are now digitally intensive with roles growing 2.5 times compared to non-digital jobs. Join us as we discuss your career opportunities in this emerging field.

K. "Check your Email and other College Prep Tips"

Ms. Emily Durden, Office of Admissions, Troy University

This session will provide students a first-hand look at what universities are demanding of their applicants. We will cover tips for the college application process. From application to enrollment, everything you need to know about getting into college. Specific topics will include: standardized tests, college visits, and scholarships.