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DARE TO

MERGE →
SUMMIT

April 6, 2017

Memorial Auditorium
Sacramento, CA

SPEAKER BIOS



Maci Peterson Keynote Speaker

Maci Peterson is the co-founder and CEO of On Second Thought, a messaging app whose patented technology lets users take back text messages before they get to the other person's phone. Maci has been named "Tech's Newest Innovator" by Essence Magazine, and is a recognized subject-matter expert and advisor on entrepreneurship, innovation and diversity initiatives.



Urijah Faber Local Speaker

Urijah Faber is Sacramento's most decorated Mixed Martial Arts fighter and instructor, and co-owner of several businesses, including Urijah Faber's UFC Gym in Rocklin, MMA Incorporated, Torque clothing line, MemoryTag, Vibe Health Bar, and Kombucha Kulture. Making his MMA debut in 2004, Faber finished his fighting career with a win in December 2016 at the Golden 1 Center.



Caliph Assagai Emcee

Caliph Assagai is an entrepreneur, motivational speaker, and life coach born and raised in Sacramento, California. His focus as a speaker and coach is helping young professionals connect to their passions and achieve their highest potential for service through entrepreneurship or organizational leadership.



Phil Tretheway Young Professional of the Year

Phil is a third generation Sacramentan. He has strategized and designed for clients large and small accross America for the past 15 years, nabbing a few awards along the way. Phil is now the Creative Director at Position Interactive, a full service creative studio focusing on digital and print solutions for the best clients in the area.

Find out more about our speakers at
www.emergeypsummit.com

SCHEDULE

8:00AM–9:30AM

Check-In

📍 Memorial Auditorium

9:30AM–9:50AM

Welcome

📍 Memorial Auditorium

9:50AM–10:20AM

Opening Local Speaker Urijah Faber

📍 Memorial Auditorium

10:40AM–11:25AM

Breakout Session 1

📍 Various Locations
Map on Page 4–5

11:45AM–12:45PM

Lunch

📍 Various Locations
Map on Page 3

1:05PM–1:50PM

Breakout Session 2

📍 Various Locations
Map on Page 4–5

2:10PM–2:55PM

Breakout Session 3

📍 Various Locations
Map on Page 4–5

3:15PM–3:30PM

Phil Tretheway YP of the Year

📍 Memorial Auditorium

3:30PM–4:15PM

Keynote Speaker Maci Peterson

📍 Memorial Auditorium

4:15PM–4:30PM

Closing Remarks

📍 Memorial Auditorium

Emerge Summit Chair:
Leidhra Johnson, Paragary Restaurant
Group, @leidhra

Emerge Summit Co-Chair:
Megan Blackwell, Otto Construction,
@meganAblackwell

emergeYPsummit.com #Emerge17 #DareTo @metroedge

ARTISTS

Kyle Lawson

Abstract Emerge logo painting—live demonstration

kylelawsonart.com

Ursula X. Young & MEME, Few and Far

“Dare To” mural—live demonstration

fewandfarwomen.com

Danny Scheible, TAPIGAMI

Stage Art + Tape Art Tinkering Station

tapigami.com

JM Knudsen

Live mural demonstration

[instagram.com/jmknudsen_artist](https://www.instagram.com/jmknudsen_artist)

John Horton

Live mural demonstration

[instagram.com/hightech_lowlife](https://www.instagram.com/hightech_lowlife)

Gioia Fonda

“COLLIDE-O-SCOPE”

Local Artist, Art Professor

Grant Union High School Drumline

Live performance

Directed by James Van Buren

CapRadio

Dare To Dream statement recording

[NPR at 90.9 FM](http://NPR.at.90.9.FM) + capradio.org

emergeYPSummit.com

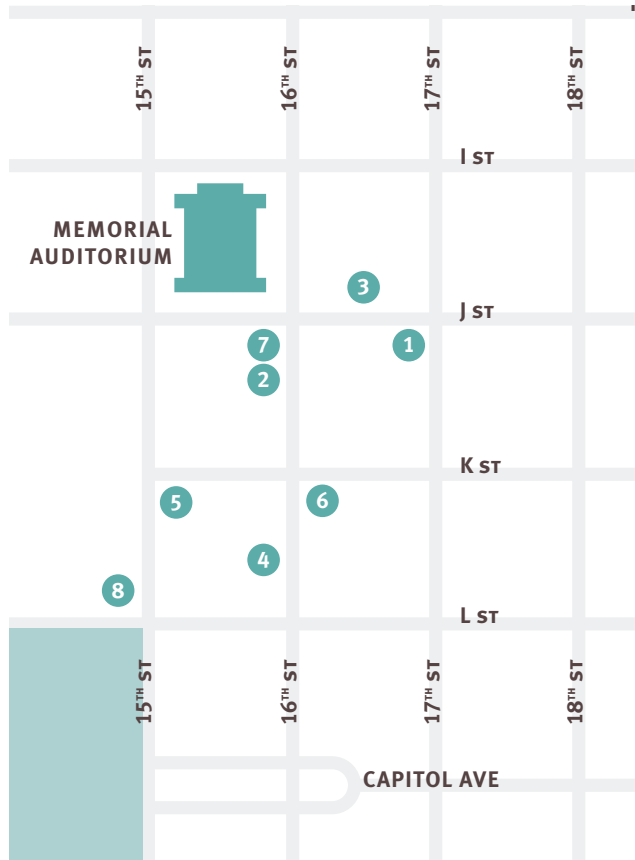
LUNCH 11:45AM - 12:45PM

Lunch? Check. Networking? Check! What better way to network than over a shared meal in California's Farm to Fork Capital? This year we're sending you to a downtown restaurant for an engaging lunch with fellow Emerge attendees and breakout speakers. Take the opportunity to enjoy local cuisine and networking opportunities with professionals of ranging experience and backgrounds. Lunch locations are assigned based on your shared interests. Check your nametag for your assigned location. Enjoy!

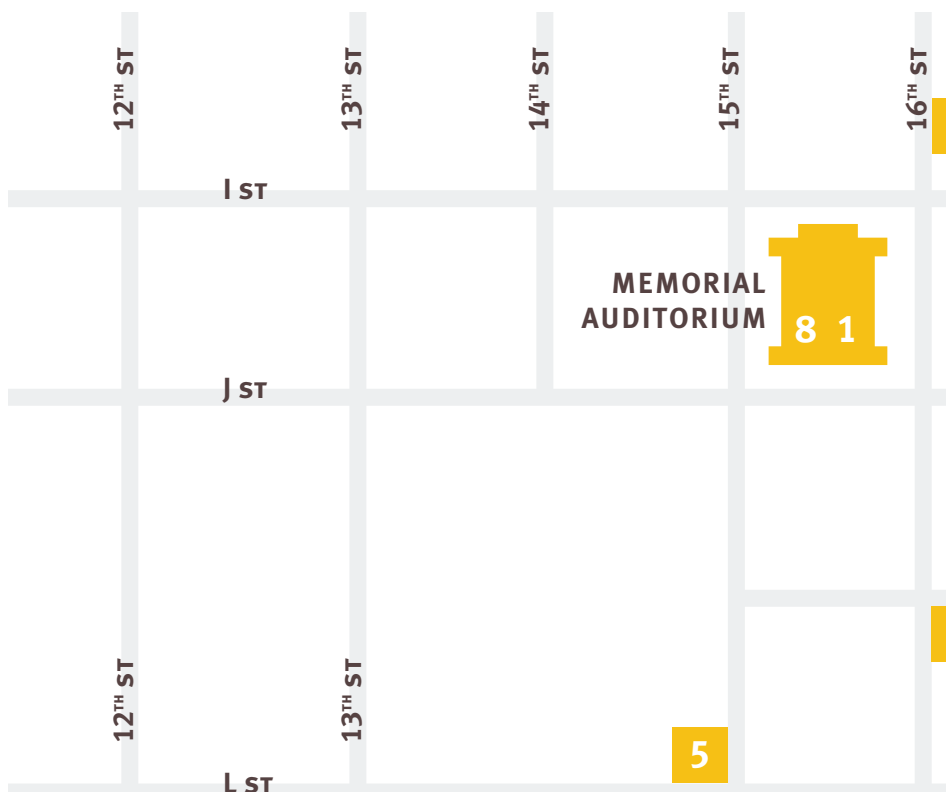
*Due to space limitations, we cannot accommodate changes to assigned locations. Assigned lunch locations can be found on your nametag—get out there and make a new friend!

Lunch Locations:

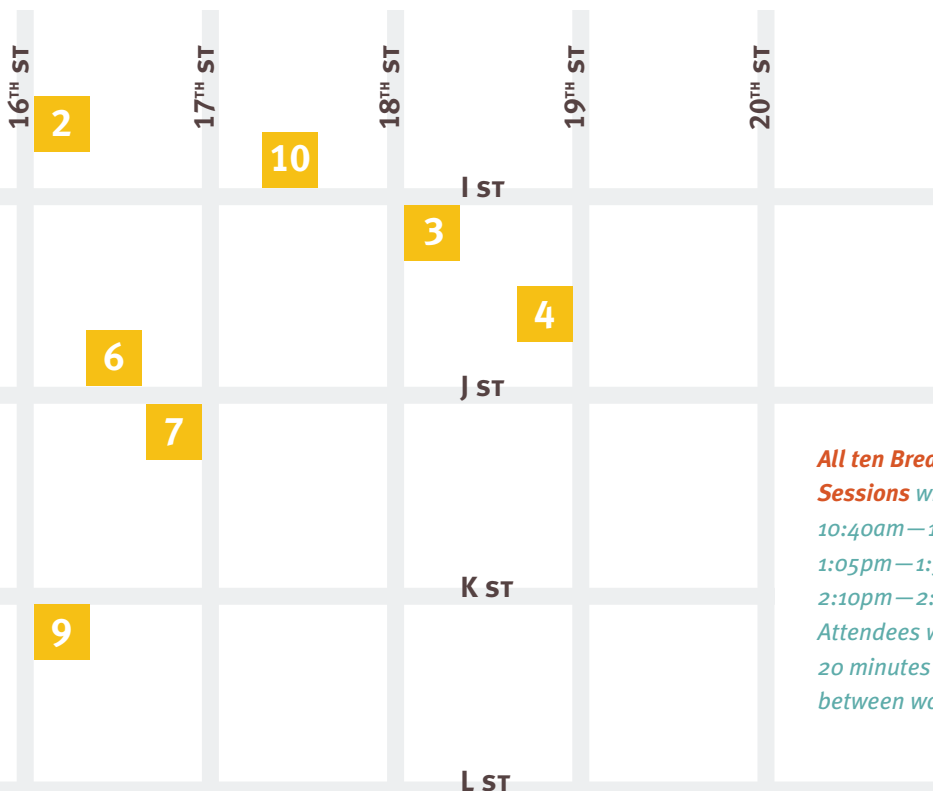
- 1 Goldfield
- 2 Mikuni
- 3 Lucca
- 4 Station 16
- 5 Capitol Garage
- 6 Bento Box
- 7 PF Changs
- 8 Cafeteria 15L



BREAKOUT SESSIONS MAP



- 1 **Create a Blueprint for Change**
Memorial Auditorium
1515 J St.
- 2 **Evolve your Career with a Mentor**
Studio 817, 817 16th St.
- 3 **Embrace the Courage to ask More and Tell Less**
USC Sacramento Campus,
1800 I St.
- 4 **Lead from any Seat**
Metro Electronics, 1831 J St.
- 5 **Rock Your Career**
Cafeteria 15L, 1116 15th St.
- 6 **Engage in the Culture of Transportation**
Lucca, 1615 J St.



All ten Breakout Sessions will run from 10:40am—11:25am, 1:05pm—1:50pm, 2:10pm—2:55pm. Attendees will have 20 minutes to travel between workshops.

- 7 Make Generational Change**
Goldfield Trading Post,
1630 J St.
- 8 Act**
Bus tour departs from the
west side of Memorial
Auditorium (15th Street side)

- 9 Cross that Bridge**
Bento Box, 1101 16th St.
- 10 Find Your Purpose through
Patience**
Hacker Lab, 1715 I St.

BREAKOUT SESSIONS

1. Create a Blueprint for Change

📍 Memorial Auditorium

Creativity is not reserved for the artists, musicians and storytellers. Design is not limited to architects, engineers and innovators. Creativity is the heartbeat of our decision making processes. Design weaves itself into every aspect of our lives. They are the fundamentals in the new economic shift happening in the world today – the birth of the Creative Economy. Join us for a highly interactive session where Architect Jeff Davis leads a collaborative session of “ideation” to help you understand how to apply a creative design process to your business and career goals. “Ideation” is the brainstorming process that Architectural Nexus has developed to guide the design of their projects and has recently been applying to innovate their business and mentor their team. As a participant you will walk away with an understanding of how you can apply a creative tool to impact change in your own organization, career and life.

Speaker:

Jeffery Lloyd Davis

Facilitated by:

Architectural Nexus

2. Evolve your Career with a Mentor

📍 Studio 817

So you’ve found someone who you’re thinking might make a great mentor...

but what should you be looking for in a mentor? And how do you ask them to be your mentor? VSP Global’s “Dare to Evolve – Evolving Your Career with a Mentor” breakout session to will help you make sure you’re prepared to recognize an awesome mentor when they come along – and how to successfully ask them to help you evolve in your career.

Speakers:

Shauna Harrington, Janette Cruz, Shelley Wetton, Tiffany Martin, Liliana Bernal, Vince Brown, Angela Mundell

Facilitated by:

VSP Global

Sponsor:



3. Embrace the Courage to Ask More and Tell Less

📍 USC Sacramento Campus

In an interview last year, famed astrophysicist Neil DeGrasse Tyson was asked what questions he would hope to have answered at the end of his life. He said that it wasn’t the answers he would be looking for, but rather, what will be the questions people will be asking at that time. For the past ten years Interplay Coaching has observed that there is one skill-set that consistently hampers even the best executives and managers; the ability to ask good questions. Knowing when to pivot to ask good questions helps to build the skill-sets of both employees and of leaders themselves. Asking questions builds conversational confidence when

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faced with challenging conversations and builds capabilities in others. Asking good questions also requires that people become better listeners, listening openly – not waiting for the opening to jump in with a brilliant and urgent thought – but rather listening with curiosity to discover what the other person is trying to help you understand. Listening with curiosity leads you to the next question. In this interactive and fun breakout, you will play with asking questions versus giving advice, receive a helpful tool that gives you some simple rules and “hip pocket” questions to use in a pinch, and work with real participant scenarios to help you switch to asking a question rather than giving a quick answer. Moving to asking more questions is one of the top coaching techniques that my clients say is so important to their growth. We want to hear your questions – come ready to participate.

Speaker:

Tania Fowler

Facilitated by:

Tania Fowler

4. Lead From any Seat

Metro Electronics

Donald McGannon once said, “Leadership is an action, not a position.” For those who have had the “big idea,” but felt as though you weren’t in a “position” to do anything about it, this breakout session is for you. Our panelists will talk about how to turn motivation and inspiration into reality; how understanding your own

strengths can help you move your idea forward; how you can position yourself in front of the right people and know when to collaborate; how to overcome challenges, roadblocks, missteps and divergent opinions; and how to get it done and evaluate your success.

Speakers:

Howard Chan, Allison Eklund, Sally Friedlander, Laura Mason-Smith, Clay Nutting, Sarah Sciandri, Amanda Sebastiani

Facilitated by:

Emily Baime Michaels, Executive Director, Midtown Association and Jamie Von Sossan, Director of Operations, 3fold Communications

5. Rock your Career:

Real Steps to take your Career to the Next Level

Cafeteria 15L

Are you leveraging your personal brand in the professional world? What does your brand say about you? Find out how to maximize social media platforms in order to stay professionally relevant, whether seeking or staying... We will discuss the art of storytelling and establishing relatability for conversational ease; can you tell your ‘story’ without sounding pitchy? What will people remember about you? What is the “X factor” that sets you apart? Find out concrete actions to succinctly make an impression while building rapport and strengthening meaningful relationships. Learn

BREAKOUT SESSIONS

specific steps to develop your charisma as a means to become more influential, persuasive and inspiring, based on the book, “The Charisma Myth” by Olivia Fox Cabane. Everyone can become more charismatic, why not you?

Speaker:
Christine Dito

Facilitated by:
UC Davis

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6. Engage in the Culture of Transportation:

Is it a Public Service or Civic Amenity?

 **Lucca**

Do you walk, ride your bike, drive, or take public transportation in the Sacramento region? Chances are you do at least one of those things on a near daily basis and have some thoughts on the role of transportation in Sacramento. Come hear from our panelists as they discuss their thoughts on the current culture of transportation and how they see it shaping the region in the future.

Speakers:
Jennifer Donlon Wyant, Kirin Kumar,
David Nelson, Sam Shelton

Facilitated by:
Metro EDGE

7. Make Generational Change by Working with, Through, and Around Institutional Environments

 **Goldfield Trading Post**

The Valley Vision Breakout Session will be a discussion focused on creating lasting change. Participants will engage in a highly interactive and impactful conversation that connects participants with a panel of change makers, gets attendees outdoors, and out of their comfort zone. Valley Vision's Chief Executive, Bill Mueller will open the session by sharing what it is like to lead an organization with a change mission, and how to recruit and retain change makers in an organization. A breakout segment will feature a panel of local scene leaders who create change daily. Speakers will represent the Built Environment, Tech, and other Design fields, and will discuss how and why they create lasting change in their respective fields and how aspects of design overlap. The session will also explore why Sacramento benefits from being a blank canvas for creation, more so than almost any other major city in the country. Whether from Brownfields to Green, from learning to code, or designing your first building, Sacramento is one of the best places in the country to start and create lasting change!

Speakers on next page...

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Speakers:

Maritza Davis, Roshaun Davis,
Daniel Kaufman, Leili Khalessi,
Denise Malvetti, Bill Mueller

Facilitated by:

Valley Vision

8. Act

📍 Bus Tour

Sacramento is experiencing a renaissance in commercial construction that is playing home to new opportunities. Join Sacramento City Council member Steve Hansen, Richard Lewis, CEO of the California Musical Theatre, and Buck Busfield, Producing Artistic Director of B Street Theatre, on a driving bus tour through downtown and midtown to discuss the big changes taking place in the Sacramento arts scene – changes that are increasing the livability and cultural experiences in Sacramento and beyond.

Speakers:

Buck Busfield, Steve Hansen,
Richard Lewis

Facilitated by:

Sacramento Regional Builders
Exchange Education Foundation

9. Cross that Bridge

📍 Bento Box

Join us as we dare to cross that bridge into West Sacramento. We will be joined with individuals from both the private and public sector and will be discussing how West Sacramento has

poised itself as a leader for future housing, economic amenities and riverfront. Come join us to learn about what's new and up-and-coming in the suburb just across the bridge, West Sacramento!

Speakers:

Katherine and Rachel Bardis,
Christopher Cabaldon, Christopher T.
Ledesma, Nathaniel Sebok

Facilitated by:

Urban Land Institute

10. Find your Purpose Through Patience

📍 Hacker Lab

Let go and take your time! I used to hear, “be patient” and think, BLEH! We’ve all heard patience is a virtue, but it usually feels like you have to miss out on something, or temper your dreams. The practice of patience will dispel your fears and can consistently and steadily drive you forward in life and your career. Come learn how to set greatness into motion, change yourself, your workplace and the world.

Speaker:

Tarrah Palomino

Facilitated by:

SAFE Credit Union

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