



# NEXT LEVEL

**March 1, 2018**

Memorial Auditorium  
Sacramento, CA



## SPEAKERS

### CALIPH ASSAGAI EMCEE & SPEAKER

Caliph Assagai is an entrepreneur, motivational speaker, and life coach born and raised in Sacramento. 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. He was recognized as one of Sacramento's Top 40 Under 40 Young Professionals by the Sacramento Business Journal in 2015.  
[@CaliphAssagai](#)



### BERNADETTE AUSTIN WELCOME SPEAKER

Bernadette Austin is dedicated to healthy, sustainable community development that embraces responsible land use and social equity. She has played a key role in the development of Sacramento's first true transit-oriented development, West Sacramento's first urban farm stand, the first project in Sacramento to follow the statewide dissolution of redevelopment, and the first project in the country to implement the HUD 811 program.

[@bernadettea](#)



### JOHN BISSELL LOCAL SPEAKER

John Bissell is the Chief Executive Officer of Sacramento based Origin Materials (formerly Micromidas), a chemical technology firm that converts biomass into both conventional petrochemicals and new chemical intermediates. Bissell is an inventor on two dozen issued and pending patents, was awarded UC Davis' Young Alumnus Award in 2013, was on the Forbes 30 Under 30 list in 2014, and was listed as one of Goldman Sachs 100 Most Intriguing Entrepreneurs in 2014.  
[@bysl](#)



### MICHAEL TUBBS KEYNOTE SPEAKER

A true son of Stockton, Michael Tubbs was elected to serve as the Mayor of Stockton, California becoming Stockton's first African American Mayor and the youngest to serve a city with over 100,000 people in American history. In 2012, before becoming Mayor, Tubbs ran for city council and won, while still a student at Stanford University. Tubbs' campaign was chronicled in the documentary, *True Son*, and Mayor Tubbs served on Stockton's city council from 2013–2016.  
[@MichaelDTubbs](#)



Find out more about our speakers at [emergeYPsummit.com](#)

## SCHEDULE

8:00am

### CHECK-IN

📍 Memorial Auditorium

12:30pm

### LUNCH

📍 Various Locations  
Map on Page 3

1:30pm

### PM BREAKOUT SESSION 1

📍 Various Locations  
Map on Page 4–5

2:30pm

### PM BREAKOUT SESSION 2

📍 Various Locations  
Map on Page 4–5

3:30pm

### EMCEE & SPEAKER CALIPH ASSAGAI

📍 Memorial Auditorium

10:30am

### AM BREAKOUT SESSION 1

📍 Various Locations  
Map on Page 4–5

11:30am

### AM BREAKOUT SESSION 2

📍 Various Locations  
Map on Page 4–5

3:50pm

### LOCAL SPEAKER JOHN BISSELL

📍 Memorial Auditorium

4:15pm

### CLOSING REMARKS

📍 Memorial Auditorium

Presenting Sponsor



## BREAKOUT SESSIONS & LUNCH LOCATIONS MAP

<b>1</b> <b>LUCCA</b> , 1615 J St.	<b>6</b> <b>STUDIO 817</b> , 817 16th St.
<i>am</i> Engaging Broad Audiences, with Mimosas	<i>pm only</i> Taking Your Career to the #NextLevel—Through Innovation
<i>pm</i> Passport to Traveling as a Young Professional	
<b>2</b> <b>GOLDFIELD TRADING POST</b> , 1630 J St.	<b>7</b> <b>CAFETERIA 15L</b> , 1116 15th St.
<i>am</i> Change Lanes	<i>am</i> Designing Your Dream Job
<i>pm</i> How to Give Good Feedback	<i>pm</i> Epic Fail: Turning Failures into Success
<b>3</b> <b>THE HOTEL BAR</b> , 1501 L St.	<b>8</b> <b>MEMORIAL AUDITORIUM</b> (Memorial Hall), 1515 J St.
<i>am</i> The ART of Engagement: How to Create a Sense of Pride, Place, and Change	<i>am</i> Perfectionists Anonymous: Uplevel Your Leadership with Empowered Choice
<i>pm</i> Politifact CA by the Pint: Tips and Tricks to Find the Truth in Politics and the News	<i>pm</i> Next Level Lessons from Our Six-Year-Old Selves
<b>4</b> <b>USC SACRAMENTO CAMPUS</b> , 1800 I St.	<b>9</b> <b>MEMORIAL AUDITORIUM*</b> (Front Steps), 1515 J St.
<i>am</i> Let's Negotiate!	<i>am</i> Mobile Workshop: Transportation of the Past, Present, and Future
<i>pm</i> Make Your Organization the Happiest Place on Earth!	<i>pm</i> Mobile Workshop: Transportation of the Past, Present, and Future
<b>5</b> <b>MEMORIAL AUDITORIUM</b> 1515 J St. (Little Theatre)	<b>10</b> <b>1818 LOFTS</b> , 1818 L St.*
<i>am</i> Creativity + Opportunity	<i>am only</i> Housing and Outdoor Green Spaces: Views and Ideas from the 8th Floor
<i>pm</i> Accelerate Your Career to the Next Level	

\*Requires Pre-Registration



*AM Breakout Sessions will run from 10:30am—11:15am, 11:30am—12:15pm*

*PM Breakout Sessions will run from 1:30pm—2:15pm, 2:30pm—3:15pm*

*Mobile Workshop will run from 10:30am—12:15pm, 1:30pm—3:15pm*

*Attendees will have 15 minutes to travel between workshops.*

### LUNCH LOCATIONS

- 1** **LUCCA**
- 2** **GOLDFIELD TRADING POST**
- 3** **THE HOTEL BAR**
- 4** **STATION 16**
- 5** **CAFETERIA 15L**
- 6** **PF CHANG'S**

*Lunch runs 12:30pm—1:15pm*

*See badge for assigned location*

# AM / BREAKOUT SESSIONS

AM Breakout Sessions will run from 10:30am—11:15am, and repeat 11:30am—12:15pm. Please choose two AM sessions to attend or one if attending Mobile Workshop.

## Creativity + Opportunity

📍 Memorial Auditorium  
(Little Theatre)

How can creative thinking create dynamic new opportunities in your career, community and city? Join us as two diverse creative leaders share their thoughts on the intersection of creativity and opportunity. Erika Bjork is the Vice President of Marketing and Communications for the Sacramento Republic FC. She has brought an innovative approach to building a community minded fan base and a compelling brand in very short order. Jason A. Silva is an Architect with Dreyfuss + Blackford and an artist. He is a leader in our arts community and was behind some of your favorite installations at Art Street and TBD Fest. Erika and Jason will present their perspectives and then participate in a facilitated, lively discussion with the audience. This is a unique opportunity to get access to these creative minds and explore how their thought processes have impacted their businesses and our community.

### Speakers

Erika Bjork  
Jason A. Silva

Facilitated by  
Creativity+

## Change Lanes

📍 Goldfield Trading Post

You want to stifle collaboration, creativity, innovation and personal growth? Fine. Stay in your lane. This breakout instead encourages you to CHANGE LANES. Our eclectic panel including Honey Agency, a Midtown Sacramento branding and marketing agency, and moderated by DJ Waldow, an international speaker and lover of beer, coffee, and people (in no particular order) will help identify your own personal strengths and weaknesses. The panel will provide strategies and tips to elicit your company, your community, and your clients to change lanes in order to fuel collaboration and unleash your inner passion. This breakout session will be interactive and energetic. Plan on leaving with badass tools and having a renewed sense of passion.

### Speakers

Grady Fike  
Maggie Giordenango  
Meghan Phillips  
Josh Reeder-Esparza  
Ashley Rodseth

Facilitated by  
The Honey Agency

## Engaging Broad Audiences, with Mimosas

📍 Lucca

When your audience is essentially every demographic how do you market to and engage them all? Our breakout session will showcase organizations with challenging and broad audiences in both the nonprofit and private sectors that use a multi-tactical approach to reach their goals. Speakers from the Crocker Art Museum, Sacramento River Cats, Sacramento Public Library and Sacramento Zoo specialize in a specific discipline: marketing, public relations, social media, and event promotions. These smart and candid panelists will offer realistic and honest examples of their successes and missteps. Come have a mimosa and let's talk engagement!

### Speakers

Christine Calvin  
Tonja Candelaria  
Tracie Popma  
Tina Reynolds  
Emily Williams

Facilitated by  
Sacramento Zoo

## The ART of Engagement: How to Create a Sense of Pride, Place, and Change

📍 The Hotel Bar

A great city is made of a diverse fabric where all sectors play a role. The vibrancy of a city's arts scene is no exception, playing a critical part in stimulating creativity, developing community, catalyzing economic growth, and serving as a voice for change. Join an engaging panel discussion as speakers share various ways young professionals can engage with the arts community and help craft our region's creative vision.

### Speakers

Kimberly Garza  
Jonathon Glus  
Estella Sanchez  
Mike Testa  
Bryan Valenzuela

Facilitated by  
Sacramento365

### Sponsor



## Mobile Workshop: Transportation of the Past, Present, and Future\*

### 📍 Memorial Auditorium (Front Steps)

How can we position our region as the best place to live, work, and play? How can we assert ourselves as the test bed for new technologies in smart mobility? Join leaders from around the region on a multi-modal transportation tour in the heart of Sacramento and West Sacramento. This tour will challenge you to consider past, present, and future mobility scenarios while walking, taking transit, riding bike share, sharing a ride, and even riding in an autonomous shuttle (tentative) with CEOs, developers, and elected officials.

#### Speakers

James Corless  
Monica Hernández  
Adrienne Moretz  
Raef Porter

#### Facilitated by

SACOG

\*Pre-Registration is Required

## Let's Negotiate!

### 📍 USC Sacramento Campus

Everything is negotiable. And, negotiation is not a policy, it's an art. Join USC in Sacramento to test your skills amongst your peers through an interactive master's degree level negotiation simulation. You will learn how you and other leaders use negotiation and influence to reach personal and professional goals.

#### Speaker

Paul Danczyk

#### Sponsor



#### Facilitated by

USC Price School  
of Public Policy  
in Sacramento

## Perfectionists Anonymous: Uplevel Your Leadership with Empowered Choice

### 📍 Memorial Auditorium (Memorial Hall)

Calling all “recovering overachievers” who are getting in their own way by saying “yes” to everything! Wouldn’t it be nice to learn how to say “no” to the right things without feeling guilty or experiencing FOMO? Together, we’ll unpack what drives perfectionism and how to find your “enough point” so you can uplevel your leadership and life. Join us for this interactive session as we explore how to feel more empowered in your commitments and offload the stuff that’s not working so you can create more space for what’s next!

#### Speaker

Leslie Bosserman Lead With Intention

## Housing and Outdoor Green Spaces: Views and Ideas from the 8th Floor\*

### 📍 1818 Lofts

How do we build more housing and still have beautiful outdoor green spaces? Have you ever wondered how city dwellers grow their own cool rooftop green spaces and gardens? Learn more about this subject while exploring Midtown from a unique perspective and listen and engage in great conversation with Ryan DeVore, Community Development Director from the City of Sacramento, Emily Baime Michaels, Executive Director of the Midtown Association, and Ed Chandler, managing partner at Loftgardens.

#### Speakers

Emily Baime Michaels  
Ed Chandler  
Ryan DeVore

#### Facilitated by

The Midtown Association

\*Pre-Registration is Required

## Designing Your Dream Job

### 📍 Cafeteria 15L

Research shows millennials will comprise more than one of three adult Americans by 2020 and 75 percent of the workforce by 2025. With an emphasis on corporate social responsibility, great reverence for the environment, higher worth on acquiring experiences than material things, and adept at building communities around shared interests, millennials are our future. Innovative thinking is the core of millennial culture so being inspired and engaged is a critical factor in designing your dream job. Join us as we aim to inspire young professionals while challenging them to help bolster growth opportunities.

#### Speakers

Dr. Michael Marion, Jr.  
Mona Pasquil

#### Facilitated by

Sacramento Asian Pacific  
Chamber of Commerce (SACC)

## BREAKOUT SESSIONS

PM Breakout Sessions will run from 1:30pm—2:15pm, and repeat 2:30pm—3:15pm. Please choose two PM sessions to attend or one if attending Mobile Workshop.

### How to Give Good Feedback

#### 📍 Goldfield Trading Post

The act of giving feedback exists at every intersection of your life, and has the single most profound effect on the success of collaborative endeavors. But what constitutes great feedback? How do you locate the difference between a subjective opinion and input that'll benefit everyone? How do you avoid becoming the uncertain client, or the manager that never inspires? In this session we'll explore the nature of good feedback, learn the five steps it takes to give good feedback, and practice those fundamentals in real-life scenarios. You'll walk away ready to ideate on everything.

**Speaker**  
Kara Ricks

**Facilitated by**  
Three29

### Accelerate Your Career to the Next Level

#### 📍 Memorial Auditorium (Little Theatre)

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 a new position or staying put. 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 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**  
Chris Dito

**Facilitated by**  
UC Davis Graduate School of Management

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### Mobile Workshop: Transportation of the Past, Present, and Future\*

#### 📍 Memorial Auditorium (Front Steps)

How can we position our region as the best place to live, work, and play? How can we assert ourselves as the test bed for new technologies in smart mobility? Join leaders from around the region on a multi-modal transportation tour in the heart of Sacramento and West Sacramento. This tour will challenge you to consider past, present, and future mobility scenarios while walking, taking transit, riding bike share, sharing a ride, and even riding in an autonomous shuttle (tentative) with CEOs, developers, and elected officials.

**Speakers**  
James Corless  
Monica Hernández  
Adrienne Moretz  
Raef Porter

**Facilitated by**  
SACOG

\*Pre-Registration is Required

### Next Level Lessons from Our Six-Year-Old Selves

#### 📍 Memorial Auditorium (Memorial Hall)

"That's so childish!" What some may consider an insult is actually a tool to unlocking innovation and growth. Somewhere on our journey of "adulting" we've lost the imagination, the wonder, the reckless creativity, and compassion that came so easy to us as kids. The good news is that this condition doesn't have to be fatal. Get ready to unleash your childhood genius! Through activities, group discussion and a dose of nostalgia, you will have the opportunity to rediscover some "childish" lessons that will take your career, your teams and your personal lives to the next level. We're not just thinking outside of the box, we're building a rocket ship out of it!

**Speaker**  
Dan McGar

**Facilitated by**  
SAFE Credit Union

**Sponsor**  
 **SAFE**  
CREDIT UNION

## Taking Your Career to the #NextLevel – Through Innovation

### 📍 Studio 817

Companies are always looking for new ideas. It's crucial for staying competitive and at the top of their game. YPs can be the carriers of tons of valuable, innovative ideas—but most of us don't know how to get it done, especially since many of us aren't in management-type roles yet. What many YPs don't know is—you don't have to be in management to be an innovative change agent! VSP Global's breakout session will discuss how YPs can make sure their innovative ideas are heard and give attendees the tools to be innovators from their current seats.

#### Speakers

Jay Sales

#### Facilitated by

VSP Global

## Politifact CA by the Pint: Tips and Tricks to Find the Truth in Politics and the News

### 📍 The Hotel Bar

The current political climate is more confusing than ever, especially in an election year. This interactive session discusses the importance of accountability in journalism. We'll walk through our fact-check process, which digs up falsities and confirms truths in regional and national reporting, and how our newsroom rates statements from "true" down to "pants on fire!" We'll also share some of our favorite fact-checks of politicians and high-profile people from California to Washington, D.C. You'll leave with tips and tricks that'll position you as a savvy media consumer and help you make more informed decisions. And we'll add some pint-sized fun to the conversation.

#### Speakers

Joe Barr  
Nick Brunner  
Linnea Edmeier  
Chris Nichols

#### Facilitated by

Capital Public Radio

#### Sponsor



## Epic Fail: Turning Failures into Success

### 📍 Cafeteria 15L

Failure is a part of success, but it is more than just a learning experience. Failures create opportunities that we wouldn't otherwise have but we often miss because we are looking down. Learn how to look up from failure and use it to catapult you to the next level. Join us to be empowered with the right tools to get you past the psychological impacts of failure, tools to turn failure into success.

#### Speaker

Jeffery Davis

#### Facilitated by

Arch Nexus

## Passport to Traveling as a Young Professional

### 📍 Lucca

Traveling as a young professional can be daunting, but investing in travel can be just as important as investing in your 401k. Whether your soles are already worn, or you have an empty passport waiting to be filled, this session will help inspire you to take your travels to the #nextlevel. This discussion-driven session will focus on budgeting time and money for travel, exploring voluntourism and ecotourism, as well as how to apply your travel experience in your career. Pack your bags and let's go!

#### Speakers

Kelley Smithey

#### Facilitated by

Wanderful

## Make Your Organization the Happiest Place on Earth!

### 📍 USC Sacramento Campus

Walt Disney was a creative genius, gifted at identifying other creative geniuses. One of his treasured discoveries was a guy named Van France, Disney's truth teller and creator of Disney University. France implemented a training program that remains largely unrivaled throughout the world today. Van said "What happens 'backstage' will end up 'on-stage'. If we aren't friendly with each other—then we'll have a similar attitude to our guests." At the 2018 Emerge Summit, Tania Fowler of Interplay Coaching will talk about some of Disney's best kept secrets and how you can map them to your own organization for a happier result. Sweeper Olympics challenged employees to measure their own performance. Good Show, Bad Show is a tool to create a system of standards and metrics that ensure flawless execution. Join us for a fun talk with interactive takeaways!

#### Speaker

Tania Fowler

#### Facilitated by

Interplay Coaching

#### Sponsor



## EXPERIENCE PARTNERS

### Dan Tran

Stage Art

[growetry.com](http://growetry.com)

### Kat Boston

Live Performance

[rebelaaerial.com](http://rebelaaerial.com)

### Crocker Art Museum

Art Ark

[crockerart.org](http://crockerart.org)

### Sacramento State, Sustainable Technology Optimization Research Center (STORC)

Tiny House

[csus.edu/storc](http://csus.edu/storc)

### Sacramento Area Council of Governments (SACOG)

#NextLevel Transportation Activity & Bike Share Display

[sacog.org](http://sacog.org)

### Sac State Sustainability

Seed Ball

[csus.edu/sustainability](http://csus.edu/sustainability)

### The People of Sacramento

Home is Sacramento Collection by TPOS

[thepeopleofsacramento.com](http://thepeopleofsacramento.com)

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