

WESTSIDE STUDENT LIFE PRESENTS THE SECOND ANNUAL

# L.E.A.D.

Leadership, Exploration, and Development

# VIRTUAL CONFERENCE

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## OUR WORKSHOP PRESENTERS



**Ediz Kaykayoglu, PhD** is the Interim Associate Provost, Extended Learning and Outreach and Executive Director, Office of International Studies & Programs at Central Washington University. He received his doctorate degree in the field of Educational Psychology and master's degree in technology from Kent State University. His main research areas are Cultural intelligence, Cross-cultural communication, and Online and Distance Education within Educational Technology Field

### **Why Do We Need Leaders with Better Cross-Cultural Communication Skills?**

Today's world, in comparison to other centuries, has the most complex and intensive interactions between different cultures. This could be due to increased flexibility and accessibility advantages because of technological developments and digital communication enhancements. The development of intercultural skills would better prepare tomorrow's leaders in the global marketplace and allow individuals to adapt to the diverse, changing. This session gives a brief introduction to the importance of cross-cultural communication skills.

**Andre Dickerson** is an experienced leader with more than eight years of progressive success in the fields of higher education, social and health services, and non-profit administration. He currently serves as the Director for the Center for Leadership and Community Engagement and is an alumnus of CWU. Along with his CWU bachelor's degree, he earned a master's of arts degree from Heritage University and master of business administration from Ohio University.



### **Leveraging your Experiences to be Competitive in the Marketplace**

This presentation will explore the importance of developing leadership skills and being of service to others. Additionally, students will gain insights to how these skill sets and abilities can be leveraged and provide a competitive advantage when pursuing their job and career endeavors.



**Monica M. Medrano** serves as the Regional Director for CWU Wenatchee and Moses Lake. She earned her bachelor's degrees from CWU and a master's of science in management and leadership from Western Governor's University. Her mission is to be a leader, change agent and advocate for the academic community with the purpose of upholding equitable access to higher education for all. Leading by example, having true compassion and being mindful and engaging in continual reflection are her key priorities towards fulfilling her mission.



### **Playing in the Same Sandbox: Radical Self-Love and Leadership**

During our upbringing there are many social constructs that influence the process of leadership development. I accepted many of these "rules" over the years, however, this social conditioning did not leave room for me to question if I agreed with the "rules." In this Workshop I will share my personal reflection on my journey through self-love, leadership and personal growth as a woman of color in leadership. I will share some reflection practices on identifying your own leadership "playbook" that aligns with your own identity, rules, guiding principles and joy.



**Andy Parks** is a strong believer in the role that self-awareness, emotional intelligence, and organization-awareness play in personal leadership and career success. Andy enjoyed a 30-year career in the consumer products industry working for companies such as: Pfizer, Diageo and eventually The Coca-Cola Company where he retired in 2017. While working for The Coca-Cola Company, Andy had the opportunity to lead teams in the sales, field marketing, category management and global customer development departments. After retiring from The Coca-Cola Company, Andy followed his passion and began teaching in the CWU Management and Marketing Department. Andy is focused on working with his students to understand the fundamentals of self-awareness and emotional intelligence; he does this by including self-assessments and discussions as part of his course curriculum.



**Liz Fifield** is a Talent Acquisition Leader with more than 7 years' experience in the talent acquisition and recruiting space. Liz's passion is around building diversity and inclusion in corporate America through developing compassionate leaders. Liz believes that self-awareness and self-management are the building blocks for a successful career and can be applied to every step of the job search and advancement process. She coaches individuals to leverage their emotional intelligence skills to successfully navigate through a hiring process, integrate into a company's culture then develop and communicate career goals.

### **Improving Leadership and Career Success Through Self-Awareness**

Andy and Liz will co-facilitate a discussion on the role self-awareness insight plays in achieving your leadership and career goals. At the conclusion of the workshop, each participant will receive an e-packet of self-assessments to complete at home. During the workshop, participants will also learn how to take the insights from their "soon to be" completed self-assessments and move into action through the development of personal action plans. Areas of action planning include: resume writing, business attire, assessing culture, and career goal setting.





**Savana and Trey Mayfield** Savana and Trey are both full time teachers; Savana teaches art and Trey teaches Career and Technical Education. Savana's educational background consists of a bachelor's in education from CWU, and a Master of Education in Leadership from Concordia. Trey's undergrad was from CWU as well, his bachelors is in creative and professional writing and he is currently working on his Master of Education from SPU. Together they have built a business in wedding photography and videography, while going to grad school and starting their careers as teachers. Holding only their purpose or why, has been crucial in navigating the overlap between their career, owning a business and relationships.

## Understanding Your Why

*Understanding your Why* deals with the concept of finding your inspiration and differentiating yourself in the world when following a norm becomes the regular. Figuring out your why, and its applicability is essential in transitioning to a position of fulfillment where you can lead, inspire and effectively communicate with others without feeling drained. This workshop focuses on combining your why, with your workflow and articulating how you are utilizing this in both your career and life.

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**Christine Henderson** is CWU Law and Justice Lecturer since 2009. Master's in Public Administration from Seattle University; Bachelor's in Law in Justice from Central Washington University; ABD, Public Policy with a specialization of Management of International Non-governmental Organizations. Professor Henderson has worked in the Law and Justice field over the past 17 years for federal, state and local government and several non-profit agencies. Professor Henderson served as a member on Central Washington University's law and justice advisory board. Presently, Professor Henderson is serving on Juvenile Justice Commission Board.



**Inclusion in Public Administration** Inclusion is an essential concept for public administrators to teach and understand. Inclusion is a complex idea or issue, which goes beyond understanding a disability or racism. This workshop will explore integration and inclusion as a cultural and political concept where viewpoints may or may not coexist. Identify how the realities of inclusion keep changing with the possibility to enhance the potentials of social practices in public administration.



# L.E.A.D.

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2020

## L.E.A.D. Keynote Speaker

**Miranda Nenkov** is a graduate of Central Washington University with degrees in Marketing and Public Relations. While at CWU, Miranda was the co-creator of the 88.1 the 'Burg's Sports Radio Department and worked with Athletics. She is currently an employee of BECU as a Social Media Coordinator, managing all social media platforms including Facebook, Twitter, Instagram, and Pinterest. She also owns her own business for photography and freelance social media. In her free time she is a part of the CWU Alumni Mentorship Program and enjoys spending time with her husband and their two dogs.



## LEADERSHIP, EXPLORATION AND DEVELOPMENT CONFERENCE 2020

Saturday, May 30th, 2020

9:00 a.m. - 1:30 p.m.

Zoom Meeting Space

Register Today!

Registration open  
May 18th



Student Life