

# CAREFUL LEADERSHIP

Caring for Yourself and Others

JANUARY 27-28, 2023



Conference Partners:



NORTHWESTERN STATE  
UNIVERSITY OF LOUISIANA

# WELCOME



On behalf of the Student Government Association, I would like to welcome you to Leadership NSU. We have been working tirelessly with our conference partners to bring this conference to you. The Student Government Association, our conference partners, and our dedicated Leadership NSU Committee are proud to bring you this educational experience. We are so excited to have you join us for this weekend of fun, learning, and leadership.

The theme of this year's Leadership NSU is "Careful Leadership: Caring for Yourself and Others." The theme was chosen by the Leadership NSU Committee because we are focusing on working to put ourselves first so that we can be the best leader for others. We believe that student leaders deserve the chance to figure out what self-care looks like as a leader and learn how to be the best leader that they can be. The goal of the conference this year is to give our students the skills and knowledge to achieve success for years to come. We want to make sure our students have achievable goals for themselves and their organizations as well as a clear vision for their future success at NSU and beyond. We believe that this conference will do just that!

I am so excited to see what our students gain from this professional-grade conference! I am confident that the skills and knowledge gained from this experience will help you be the best student leader you can be. This experience will be the first step into fulfilling your vision of a successful future.

*So, welcome to Leadership NSU and Fork 'Em Demons!*

**Bailey Willis**  
**Student Body President**

# SCHEDULE

## “CAREFUL LEADERSHIP: CARING FOR OTHERS AND YOURSELF”

### FRIDAY, JANUARY 27

TIME	SESSION	PRESENTER	TOPIC	ROOM	TARGET
12:15-1	Networking	Carrie Zimmerman	Find Your Networking Style	BR	ALL
1-1:50	Opening Keynote	Jasmine Williams	Stop Half-Assin’ It	BR	ALL
2-2:50	Breakout 1	Noel Cusick	RSO Workshop	SU 235	RSOs
2-2:50	Breakout 1	Odell Bizzell	Financial Literacy	BR	ALL
2-2:50	Breakout 1	Evan Austin	Stay In Your Lane	PR	ALL
2-2:50	Breakout 1	Chris Molina	Now What? A Crash Course for New and Emerging Leaders	BR 121	ALL
2-2:50	Breakout 1	Dr. Lamar Bryant	It’s the SELF-CARE for me: Strategies for Being Your Best Self, So That You Can Better Support Yourself and Others	CRR	ALL
3-3:50	Breakout 2	Noel Cusick	RSO Workshop	SU 235	RSOs
3-3:50	Breakout 2	Jasmine Williams	Just a Little Spark	BR	ALL
3-3:50	Breakout 2	Evan Austin	Q&A with Evan	PR	ALL
3-3:50	Breakout 2	Dr. Lamar Bryant	Inclusive Leadership: Care Enough About Others To Invite Everyone To The Table!	BR 121	ALL
4-4:50	Breakout 3	Noel Cusick	RSO Workshop	SU 235	RSOs
4-4:50	Breakout 3	Jasmine Williams	Just a Little Spark	BR	ALL
4-4:50	Breakout 3	Chris Molina	Now What? A Crash Course for New and Emerging Leaders	PR	ALL
4-4:50	Breakout 3	Odell Bizzell	Resume Writing Workshop	BR 121	ALL
5-5:50	Breakout 4	Noel Cusick	RSO Workshop	SU 235	RSOs
5-5:50	Breakout 4	Evan Austin	Stay In Your Lane	PR	ALL
5-5:50	Breakout 4	Odell Bizzell	Financial Literacy	CRR	ALL
5-5:50	Breakout 4	Chris Molina	Now What? A Crash Course for New and Emerging Leaders	BR 121	ALL
6:00	Evening Activity	Free Daps	Rap with Free Daps	BR	ALL

# SCHEDULE

## SATURDAY, JANUARY 28

TIME	SESSION	PRESENTER	TOPIC	ROOM	TARGET
9-9:50	Zumba	Makenzie Scroggs	Get Energized with Zumba	BR	ALL
10-12:00	Workshop	Carrie Zimmerman	Greek Leader Training	SU 320	Greek Presidents
10-12:00	Workshop	Dr. Lamar Bryant	Leadership Camp: Care Enough To Lead Yourself and Others Well!	BR	Student Leaders
10-12:00	Workshop	T.J. Sullivan	Motivating the Middle, Fighting Apathy, and Un-sucking Your Meetings	PR	IFC
10-12:00	Workshop	Qy'Darrius (Q) McEachern	It Takes a Village	CRR	NPHC
10-12:00	Workshop	Abby Conway	Shine	BR 121	Panhellenic

# GUEST SPEAKERS



## **Evan Austin**

Evan connects with audiences by discussing the struggles he faced growing up with a physical impairment and the resilience he had to have to become a Paralympic Gold medalist. His keynote is constructed to show audiences that there are many roadblocks and deterrents on one's path to success. Evan leads listeners on an emotional roller coaster as he illustrates, through his own personal experiences, some of the toughest failures and greatest successes a human can go through in a lifetime.

Whether he is speaking to campus organizations, student-athletes or a ballroom full of people who just want to hear an inspiring story, Evan delivers an experience that leaves audience members filled with hope, a new perspective on not judging a book by its cover, and renewed belief in the ideal that hard work can make up for many things. Through his story-telling, Evan hopes audiences leave his program understanding that failure can be turned into fuel, that goals don't just change but also evolve, and that in the end the process of pursuing a lifelong goal is in fact the greatest prize.

Evan is a 3-time Paralympic Swimmer, Team USA Captain, attended Indiana State University for his Bachelor's degree in Recreation and Sport Management, and is a proud member of Pi Kappa Phi Fraternity. The now Gold and Bronze medalist is on the coaching staff of the Purdue University Swimming and Diving team as a Volunteer Assistant.



## **Odell Bizzell**

Odell Bizzell is a nationally known blogger, speaker, author, internet personality, and expert in training leaders to overcome obstacles to succeed. While in high school Odell started a small candy retail distribution center that earned him over \$75,000 while earning an academic scholarship to college.

As a successful keynote speaker, Odell has been featured in USA Today, Yahoo Finance, CNBC.com, and over 200 media outlets. Through his company, the Impact Student Success Program, Odell has partnered with over 200 colleges, youth organizations, and the military to reach tens of thousands of students. He's also the author of 5 books and is a nationally recognized voice in helping students turn their life story into a success story.

His engaging and interactive presentations help students learn about the intersection of leadership and diversity and how to become more effective leaders in a diverse world. Odell has presented on the same stages as Super Bowl winning coaches, national politicians, and celebrities like Stephen A. Smith, Dave Letterman, and Oprah Winfrey.



## **Dr. Lamar Bryant**

A native of Louisiana, Lamar Bryant earned both a Bachelor of Science degree in Business Administration with a minor in Marketing, and a Masters of Arts degree in Student Personnel Services from Northwestern State University. And his PhD in Higher Education Administration with a Sociology cognate from the University of North Texas.

Thus far in his career, Lamar has served in several areas of college administration at various institutions of higher education in Florida, Georgia and Texas. He currently works at the University of Tennessee Knoxville and On Rocky Top, where he serves as the Associate Vice Chancellor for Strategic Initiatives in the Division of Diversity and Engagement.

Lamar is undoubtedly passionate about the co-curricular experience. Since joining the Higher Ed profession, he has been committed to putting students first and creating spaces where all persons matter, belong, and thrive. He is member of several professional organizations, and he enjoys serving as a co-lead facilitator for both the LeaderShape Institute and the North-American Interfraternity Conference." Lastly but most importantly, Lamar is happily married to his NSU college sweetheart, Mrs. Kattina Bryant!



## **Abby Conway**

Abby Conway is an avid Orangetheory goer, enjoys traveling to spend time with friends & family, and spending time with her sweet golden retriever puppy, Joy.

Abby brings experience in leadership development, curriculum writing and design, and facilitation. Throughout her career thus far, she has delivered individualized content to clients through programming, overseen the development and implementation of continuous training for a team, and designed curriculum to enhance organizational experiences through blog writing and workshop curriculum. Abby currently serves as the Director of Learning for the Center for

Leadership Excellence in Indianapolis, where she spends her days immersed in curriculum and training design.

Abby received a B.S. in Education from Florida State University and a M.S. in Education from Indiana University–Bloomington.

# GUEST SPEAKERS



## **Q McEachern**

Qy'Darrius Z. McEachern is a Black, able-bodied, cisgender man from a low-income background who has committed himself to researching & educating people on the systemic oppressions impacting us every single day through an antiracist lens.

He earned his Bachelors' degree in Psychology with minors in Social and Economic Justice and Education from the University of North Carolina at Chapel Hill, and attended Texas State University to earn his Master's degree in Higher Education. He is also a PROUD member of Phi Beta Sigma Fraternity, Incorporated.

Qy'Darrius is a national speaker + consultant who strives to support offices, organizations, workplaces, schools, and more in an effort to create equitable spaces and innovate justice for individuals of color.

He aims to move people from "listening & learning" to ACTION & CHANGE.



## **Chris Molina**

Chris Molina is the recipient of the 2020 NAMCA College Speaker of the Year Award (National Association for Masterminds & Co-curricular Advancement), an Amazon Best-Selling Author of his book I'm in a Leadership Role, Now What? The Student Edition, a Podcaster on the Professional by Choice Podcast and the How'd You Meet Podcast, a Personal Development Coach, a United States Marine Corps Veteran (serving 7 years on Active Duty), a Purdue University Alum, and a Leadership Literacy Expert.

More than anything, Chris is a Father (#GirlDad), a Husband, a Son, a Brother, and an East Chicago, Indiana native.



## **T.J. Sullivan**

T.J. Sullivan has more than 25 years experience as an influential voice in college student leadership. He has spoken to more than 3-million college students at campuses in all 50 states and has won top national awards from the Association of Fraternity and Sorority Advisors (AFA), the American College Personnel Association (ACPA), and the North-American Interfraternity Conference (NIC). His book, *Motivating the Middle: Fighting Apathy in College Student Organizations*, is a bestseller used in more than 100 college leadership courses nationwide. He and his family live in Denver.



## **Jasmine Williams**

After an unexpected loss her freshman year of college, Jasmine Williams hit rock bottom. Now as an Adversity + Resilience Speaker, she teaches audiences how failure and adversity can help them grow. Using her firsthand experiences, Jasmine helps audiences support classmates and colleagues through grief, anxiety, and other difficult experiences.

After 6 years as a speaker, Jasmine became a public speaking coach to teach others how to deliver a polished message with confidence. She graduated from High Point University with her B.A. in Communication and a minor in Psychology.

In addition to her work as a speaker, Jasmine is a communications consultant for federal agencies.



## **Carrie Zimmerman**

Carrie Zimmerman has over 18 years experience consulting and administration work in higher education and the non-profit sector. For 10 years she worked as the Director of the First Year Experience, Assistant Dean of Student Development, and Director of Transitions. Carrie founded Uncommon Programs and Consulting 8 years ago to address growing needs within universities to build communities of inclusivity and diversity, rebuild structures and systems that don't support equitable and just environments, and support each member of the community. She has extensive experience leading strategic planning retreats, facilitating training sessions, and guiding difficult conversations. Her

goal is to help empower administrators, governing boards, staff, faculty and students to thrive in their careers, embrace their own unique gifts, and be courageous in the face of injustice, bias, and hate. In addition to her work in Higher Education, she has run a resource center for the homeless, and summer camps for teenagers. She has led hundreds of retreats and workshops, guided college trips to four continents and has spoken to thousands of students, faculty, and administrators in her career.

Carrie is a proud graduate of Vanderbilt University and Texas Christian University

# COMMITTEE

Madison Cook, Chair

Bailey Willis, SGA President

Ebenezer Aggrey, SGA Vice President

Jonatan Jimenez, SGA Treasurer

Alexander Engstrom

Anna McMillon

Noah Melvin

Payton Romero

TJ Woodard

Mary-Katherine Horton, Leadership NSU Executive Director

Yonna Pasch, Leadership NSU Advisor

Noel Cusick, University Programming Council Advisor



# PROGRAM

**FRIDAY, JANUARY 27, 2023**

**12:15-1:00 PM Networking**

**Find Your Networking Style**

**Presenter: Carrie Zimmerman**

**Location: Ballroom**

**Audience: ALL**

You put your right hand in, you put your right hand out, you put your right hand in and you shake it all about! Admit it, you're singing the Hokey Pokey song in your head right now, aren't you? We're (probably) not going to do the Hokey Pokey during the opening session, but we'll definitely talk about other times you have to just put yourself out there and interact with people you don't know. The connections we make with others equip us to better friends, leaders, professionals, and people. And we can all learn to be better at building our networks. Does the idea of networking make you nervous? Me, too. Think of this as a great dress rehearsal for the real deal.

**1:00-1:50 PM Opening Keynote**

**Stop Half-Assin' It**

**Presenter: Jasmine Williams**

**Location: Ballroom**

**Audience: ALL**

There's nothing worse than unfulfilled potential. We all know someone who should be successful in college, in leadership, or in life. But they never seem to rise to the occasion.

What sets some apart while other fall short?

In this hard-hitting, direct, but well-received signature program, Jasmine Williams prescribes just what the doctor orders for overwhelmed students or staff. Combining her impactful personal story of overcoming adversity as a college student with clear, actionable steps to incorporate in your own life. Jasmine's thought-provoking message and approachable style leaves audiences inspired to overcome adversities, develop resilience, and develop positive mental health and coping habits for short- and long-term success.



# PROGRAM

## **2:00-2:50 PM Breakout Session 1**

### **RSO Workshop: What You Need to Know RSO Edition**

**Presenter: Noel Cusick**

**Location: Student Union 235**

**Audience: Registered Student Organizations**

RSOs are a great way to make friends, build community, and journey through your college experience! Gain knowledge on the privileges of recognition and learn about university policies and expectations! We will also teach some Purple Portal tips & tricks! Remember: You have the potential to change our campus life for the better, so go forth and thrive!

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### **Financial Literacy**

**Presenter: Odell Bizzell**

**Location: Ballroom**

**Audience: ALL**

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### **Stay In Your Lane**

**Presenter: Evan Austin**

**Location: President's Room**

**Audience: ALL**

“Stay in your lane!”

Few phrases can be interpreted in completely opposite ways; it is either entirely deflating or empowering. It can deflate an individual because it can put limits and ceilings on them as they try to innovate and introduce new perspectives and ideas. It can be empowering to someone who is tirelessly working towards achieving a worthy pursuit and needs reminding that to accomplish such goals requires sacrifice and limiting distractions.

So, is “stay in your lane” good advice or bad?

In this intriguing keynote, Evan shares with his audiences the necessary balance needed to reach an accredited level of expertise in something and the process of strengthening our own leadership to make sure we are always trying to do what is right and not what is easy.

Evan leads audience members through different parts of his own journey as an individual with a physical disability and a multiple-time medal-winning Captain of Team USA. In doing so, he illustrates that accomplishing one's goals and impacting others with leadership causes there to be a crossing point of staying in our lanes. At that intersection is where we can hope to become the best versions of ourselves and have the largest impact on others. Becoming an expert in anything takes time and rigorous discipline but it is not impossible.

# PROGRAM

As our dedication and drive towards accomplishing a goal so does our impact crater. The greater one works on themselves; the greater one can be for others.

We just have to have the courage to dive in.

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## **Now What? A Crash Course for New and Emerging Leaders**

**Presenter: Chris Molina**

**Location: Lucile M. Hendrick Room**

**Audience: ALL**

What happens when you spend all your time, energy, and attention achieving the goal of becoming a student leader only to realize. . .

You don't truly know how to be a student leader.

Chris has been there. He knows that feeling.

But Chris also came to campus with some skills already in place. After spending 7 years in active-duty service for the United States Marine Corps and having earned the rank of Sergeant along with an Honorable Discharge, he knew how to lead. He just didn't know how to be a student leader.

This signature program answers one of the most-pressing questions facing a newly elected or emerging student leader:

Now what?

Based on his Amazon Bestselling book *I'm In a Leadership Role, Now What?*, Chris will help equip student leaders with the strategies, tactics, and mindset essential for success. These skills will be effective for leadership success on-campus, after graduation, and in all areas of life.

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## **It's the SELF-CARE for me: Strategies for Being Your Best Self, So That You Can Better Support Yourself and Others**

**Presenter: Dr. Lamar Bryant**

**Location: Cane River Room**

**Audience: ALL**

Burnout is real, stress is real, stop out is real, soft quitting is real, mental health challenges are real. . . and the list could go on and on. While most people glorify holding positions of leadership, they don't often share the counter-narrative regarding the challenges of keeping it all together as a leader. Let's face it, there will always be tasks to accomplish, projects to complete, people who need your support, and deadlines to meet. Let's not forget, you have a life outside of school and work that demands your attention as well. So, what happens when the weight of it all seems a bit too much to bear?! As a leader, who do you turn to for help and support? Let's talk about it! Come learn some best practices and pro-tips to effectively engaging in self-care. We cannot pour from an empty cup, and we cannot give something we don't have! In order to be your best self for others, you have to first BE YOUR BEST SELF!

# PROGRAM

## **3:00-3:50 PM Breakout Session 2**

### **RSO Workshop: What You Need to Know RSO Edition**

**Presenter: Noel Cusick**

**Location: Student Union 235**

**Audience: Registered Student Organizations**

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### **Just a Little Spark**

**Presenter: Jasmine Williams**

**Location: Ballroom**

**Audience: ALL**

Students are struggling. They're feeling anxious. Uncertain. Overwhelmed. Lonely. But they often don't consider seeking mental health support until they've reached their limit.

Why don't we intervene before it feels like our entire world is on fire? Because the challenges we face may start off as just a little spark. Yet the little sparks in our lives can quickly ignite – and suddenly our mental health feels like a blazing inferno.

Jasmine knows from personal experience that there's no one-size-fits all approach when it comes to improving your mental health. But she's offering students something she didn't have: a back up plan.

Her empowering program provides students with the tools to build an effective mental health action plan tailored to their own unique needs. As active participants in the development of their plans, students also learn to become their own advocates.

We know that the best time to prepare for a crisis is not when it's occurring. This program offers strategies and resources students can utilize to proactively take care of their mental health. Whether they face a minor frustration or a life-changing event, their mental health action plan is on standby whenever they need it.

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### **Q&A With Evan Austin**

**Presenter: Evan Austin**

**Location: President's Room**

**Audience: ALL**

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# PROGRAM

## **Inclusive Leadership: Care Enough About Others To Invite Everyone To The Table!**

**Presenter: Dr. Lamar Bryant**

**Location: Lucile M. Hendrick Room**

**Audience: ALL**

Effective leadership is hard, and you can do hard things! One of the best ways to model inclusive leadership is to consider ALL perspectives. Therefore, as a leader, you need to be mindful of the voices that may not be present "at the table", and the perspectives that may not be represented in your organization. This dynamic and engaging session will call you IN, as we learn some best practices regarding cultivating an inclusive climate. Are you ready?! I look forward to engaging with you in this session!

### **4:00-4:50 PM Breakout Session 3**

## **RSO Workshop: What You Need to Know RSO Edition**

**Presenter: Noel Cusick**

**Location: Student Union 235**

**Audience: Registered Student Organizations**

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# PROGRAM

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## **Now What? A Crash Course for New and Emerging Leaders**

**Presenter: Chris Molina**

**Location: President's Room**

**Audience: ALL**

What happens when you spend all your time, energy, and attention achieving the goal of becoming a student leader only to realize. . .

You don't truly know how to be a student leader.

Chris has been there. He knows that feeling.

But Chris also came to campus with some skills already in place. After spending 7 years in active-duty service for the United States Marine Corps and having earned the rank of Sergeant along with an Honorable Discharge, he knew how to lead. He just didn't know how to be a student leader.

This signature program answers one of the most-pressing questions facing a newly elected or emerging student leader:

Now what?

Based on his Amazon Bestselling book *I'm In a Leadership Role, Now What?*, Chris will help equip student leaders with the strategies, tactics, and mindset essential for success. These skills will be effective for leadership success on-campus, after graduation, and in all areas of life.

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## **Resume Writing Workshop**

**Presenter: Odell Bizzell**

**Location: Lucile M. Hendrick Room**

**Audience: ALL**

# PROGRAM

## **5:00-5:50 PM Breakout Session 4**

### **RSO Workshop: What You Need to Know RSO Edition**

**Presenter: Noel Cusick**

**Location: Student Union 235**

**Audience: Registered Student Organizations**

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### **Stay In Your Lane**

**Presenter: Evan Austin**

**Location: President's Room**

**Audience: ALL**

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# PROGRAM

## **Financial Literacy**

**Presenter: Odell Bizzell**

**Location: Cane River Room**

**Audience: ALL**

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## **6:00 PM Evening Activity**

## **Come Rap with Free Daps**

**Presenter: Free Daps**

**Location: Ballroom**

**Audience: ALL**

Free Daps is an Orlando-based act specializing in freestyle rap, music, and comedy. They put on a personalized live show that's spontaneous, witty, high-energy rhythmic rhyming filled with audience interaction. Be prepared to laugh and enjoy this engaging performance! I dare you to try not to giggle at their rapid wit. Be warned NSU, even you may be part of the show!

# PROGRAM

**Saturday, JANUARY 28, 2022**

**9:00-9:50 AM Morning Activity**

**Zumba**

**Presenter: Miss City of Lights, Makenzie Scroggs**

**Location: Ballroom**

**Audience: ALL**

**10:00-12:00 AM Workshop**

**Greek Leader Training**

**Presenter: Carrie Zimmerman**

**Location: SU 320**

**Audience: Greek Presidents**

New year, new opportunities, right? YES! And a new year sometimes comes with some of the same old challenges or issues to deal with. Each person joins a Greek organization for different reasons - friendship, leadership opportunities, fun, meaningful service, personal development, all the t-shirts! And now you're the people running the show. Let's talk about how you can help guide and lead your chapter in the right direction this semester.

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**Leadership Camp: Care Enough To Lead Yourself and Others Well!**

**Presenter: Dr. Lamar Bryant**

**Location: Ballroom**

**Audience: Student Leaders**

ATTENTION ALL LEADERS! So, you think you are a "leader", great... now what?! It's time to put in the work to be the best leader possible! Contrary to popular belief, effective leaders are not born... they are MADE! With the right amount of hard work, commitment, and dedication... you can actualize your highest leadership potential and bring out the best in those you have the privilege of leading. Come learn more about your leadership style, and discover ways to help bring out the best leadership qualities in your groups/student organizations.



# PROGRAM

## **Motivating the Middle, Fighting Apathy, and Un-sucking Your Meetings**

**Presenter: T.J. Sullivan**

**Location: President's Room**

**Audience: IFC**

It's the college leadership strategy that will set you free!

If you want to be a successful, impactful leader, you need to stop leading people based on a level of engagement you WISH they had, and start leading, motivating, influencing, and impacting them from where they ARE. It means using your energy and resources in a smarter way. In this session, we will talk about how engagement in your group varies from person to person, for very authentic and honest reasons, and how to motivate each level of engagement so that you can move your organization forward more effectively.

Based on the best-selling book, *Motivating the Middle* is the leadership philosophy that will help you avoid burnout, and raise morale in your chapter or council, and make college leadership the fun learning experience it was always meant to be.

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## **It Takes a Village**

**Presenter: Qy'Darrius McEachern**

**Location: Cane River Room**

**Audience: NPHC**

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## **Shine**

**Presenter: Abby Conway**

**Location: Lucile M. Hendrick Room**

**Audience: Panhellenic**

Women are taught to compete; compete for opportunities, acknowledgement, and space. Many efforts at women's empowerment stop only at the competition.

What's beyond it, though?

Abby Conway has an answer—instead of focusing on competing with one another, we should focus on how brightly we can shine together. In this signature program, a fresh take on developing powerful relationships, she shares how we can nurture our own light while simultaneously multiplying that of other women. In our organizations, leadership positions, and life beyond campus, the path to the future will be illuminated by the light we will produce together.



# THANKS



**The Student Government Association  
would like to thank the following  
for assisting in this year's conference:**



**Yonna Pasch**  
*Director of Student Affairs*

**Reatha Cox**  
*Vice President for The Student Experience and Dean of Students*

**Alan Pasch**  
*Director of Student Union*

**Sonia Kay Fair**  
*Administrative Assistant for the Student Experience*

**Mary-Katherine Horton**  
*Director of Greek Life and First Year Experience*

**Noel Cusick**  
*Director of Student Activities and Organizations*

**Daphne Hines**  
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