

# WE ARE THE SOLUTION

## Youth Leadership Conference

*#WeAreTheSolution*



Monday, January 13, 2020



# A MESSAGE FROM THE CEO

## CHIEF ELECTED OFFICIALS

Lead Chief Elected Official  
Honorable Aurelio 'Keter'  
Guerra, Willacy County  
Judge

Honorable Eloy Vera,  
Starr County Judge

Honorable Richard Cortez,  
Hidalgo County Judge

Honorable Jim Darling,  
Mayor, City of McAllen

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Sonia Falcon  
Chair, Hidalgo County

Martha Rebeles  
Vice-Chair, Willacy County

Dalinda L. Guillen  
Treasurer, Starr County

Federico "Fred" Lopez  
Secretary, Starr County

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Lorena Castillo  
Rebecca "Becky" Guerra  
Roberto Luciano  
Sonia Falcon



**Francisco Almaraz**  
Chief Executive Officer  
Workforce Solutions

Greetings to all students, community leaders, employers, and educators in attendance at the 2020 We Are The Solution Youth Leadership Conference. On behalf of our board of directors and all of us at Workforce Solutions, I would like to thank you for your participation and your willingness to learn.

Today you will have a wonderful opportunity to learn from community leaders who have found success in their respective industries. I encourage you to be bold, ask questions, and imagine in 5-10 years where do you see yourself. What career pathway will you choose?

I hope the resources and information shared today will help you decide on your future career pathway. You are the leaders of the future; I wish you all the best of luck and success in the career of your choice!

Respectfully,

A handwritten signature in blue ink that reads "Francisco Almaraz". The signature is fluid and cursive, written over a white background.

Francisco Almaraz  
Chief Executive Officer  
Workforce Solutions



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### MONDAY, JANUARY 13, 2020

Time	Event	Location
8 A.M. – 8:30 A.M. 8:30 A.M. – 8:45 A.M.	Conference Registration (Continental Breakfast) Welcome	Foyer Ruby Red/ Valencia
	<ul style="list-style-type: none"> <li>Workforce Solutions Francisco Almaraz, Chief Executive Officer</li> </ul>	
8:45 A.M. – 9:30 A.M.	– General Session	Ruby Red/ Valencia
	<ul style="list-style-type: none"> <li>Keynote Speaker – Amanda Puryear El, Poet/Author/ Spoken Word Artist/ Motivational Speaker</li> </ul>	
9:30 A.M. – 9:40 A.M. 9:40 A.M. – 10:30 A.M.	– Break – Breakout Session One	
Session 1-1 Session 1-2 Session 1-3 Session 1-4	Employer Panel Soft Skills 101 Social Networking E3 - Empower, Educate, Employ	Lemon/ Key Lime Ruby Red/Valencia Tangerine Mandarin/Pomelo
10:30 A.M. – 10:40 A.M. 10:40 A.M. – 11:30 A.M.	– Break – Breakout Session Two	
Session 2-1 Session 2-2 Session 2-3 Session 2-4	Employer Panel Soft Skills 101 Social Networking E3 - Empower, Educate, Employ	Lemon/ Key Lime Ruby Red/Valencia Tangerine Mandarin/Pomelo
11:30 A.M. – 11:40 A.M. 11:40 A.M. – 1:00 P.M. 1:00 P.M. – 2:00 P.M.	– Break – Employer Power Lunch – Closing Session / Keynote Speaker	Ruby Red/ Valencia Ruby Red/ Valencia
	<ul style="list-style-type: none"> <li>Amanda Puryear El, Author- Poet</li> </ul>	

### PERSONAL SCHEDULE

9:40 A.M. - 10:30 A.M.	– Breakout Session One Name of Session:	Check-Off Location: <input type="checkbox"/> Lemon/ Key Lime <input type="checkbox"/> Tangerine <input type="checkbox"/> Mandarin/Pomelo
10:40 A.M. - 11:30 A.M.	– Breakout Session Two Name of Session:	Check-Off Location: <input type="checkbox"/> Lemon/ Key Lime <input type="checkbox"/> Tangerine <input type="checkbox"/> Mandarin/Pomelo

# Opening General Session

8:45 A.M. – 9:30 A.M. | Ruby Red/Valencia | Monday, January 13, 2020

Welcome .....	Michael Gonzalez II Master of Ceremonies
Greetings from Workforce Solutions .....	Francisco Almaraz Chief Executive Officer Workforce Solutions
Introduction of Keynote Speaker .....	Michael Gonzalez II
Keynote Presentation .....	Amanda Puryear El Poet/Author/ Spoken Word Artist/ Motivational Speaker



## Amanda the Poet!

*Will speak to audience on my childhood upbringing that will be full in description as to how I self-rejected and turned my life around as an adult.*

*Give students an opportunity on understanding how crucial choice is.*

*Leading example of choice and change.*

*Explain my career in marketing and the entertainment business.*

*Speak on my life as an author/poetry writer.*

Closing Remarks ..... Michael Gonzalez II

# Breakout Session One

9:40 A.M. – 10:30 A.M. | Monday, January 13, 2020

## Session 1-1 Lemon/ Key Lime

### Employer Panel

The employer panel provides you the opportunity to hear first-hand from successful professionals and leaders representing the Construction, Law Enforcement, Finance, Healthcare, and Education industries. You will gain insight on the passion, commitment, and attitude needed to find success in the workplace.

Juan Garza, Owner, Pieology

Jessica Salinas, Director of Student Affairs, DHR- Health

Honorable Rubén Hinojosa, U.S. House of Representatives, Retired

Adrian Vega, Officer, U.S. Border Patrol, Office of Homeland Security

Michelle Lea Zamora, First Vice President, Commercial Relationship Manager, Vantage Bank

## Session 1-2 Ruby Red/ Valencia

### Soft Skills 101

This session will introduce the Top 10 Soft Skills and their importance in the workplace. Interactive activities will be included to enhance your communication, negotiation, critical thinking and interpersonal skills. You will walk away with valuable skills and information that will help you to prepare for a successful future!

Yesenia Garcia, Workforce Outreach Specialist

Workforce Solutions

## Session 1-3 Tangerine

### Social Networking

This session provides an overview of the use of social media and the impact it has on your life and career opportunities. It brings awareness to the dangers of social media and highlights the areas where you can use social media to your advantage.

Joby Garza, Officer, Mission Police Department

Heather Schrock, Officer, Mission Police Department

## Session 1-4 Mandarin/ Pomelo

### E3 Program - Empower, Educate, Employ

The E3 Program: Employer, Educate, Employ helps you in choosing career pathways in high demand industries that lead into self-sufficiency and continued success. You will learn about the training opportunities available at Workforce Solutions and the services available to support your educational and employment goals.

Janette Aguirre, Youth Workshop Leaders, Workforce Solutions

Monica Cisneros, Special Programs Manager, Workforce Solutions

Meghan Davila, Youth Workshop Leaders, Workforce Solutions

Deborah De Leon, Youth Workshop Leaders, Workforce Solutions

Guillermo Garza, Youth Workshop Leaders, Workforce Solutions

Martha Lopez, Special Projects Coordinator, Workforce Solutions

# Breakout Session Two

10:40 A.M. - 11:30 A.M. | Monday, January 13, 2020

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Jasmine Hernandez, Workforce Outreach Specialist

Workforce Solutions

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Martha Lopez, Special Projects Coordinator, Workforce Solutions



# Employer Power Lunch

11:40 A.M. - 1:00 P.M. | Ruby Red/Valencia | Monday, January 13, 2020

Opening Remarks ..... Michael Gonzalez II

## Closing Session: Keynote Speaker

11:40 A.M. - 1:00 P.M. | Ruby Red/Valencia | Monday, January 13, 2020

**Amanda the Poet!** | *Performance of a spoken word piece "Hushed, but not Crushed"*

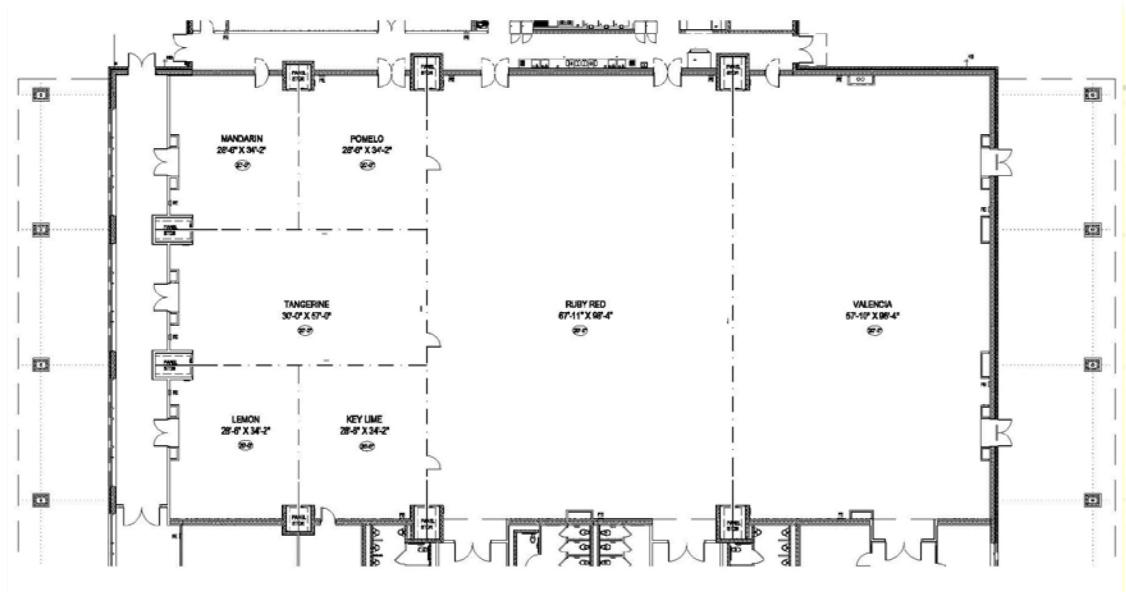


Amanda was born and raised in Pharr, Texas. Amanda always held a tight, hard work ethic in which has given her the opportunity to work in so many different avenues. Amanda turned her youth stubborn rejects into reality that required a lot of work, change, and dedication.

Considered a rebellious child because she always moved against the grade. Sometimes your surroundings can be a heavy hardship.

Amanda grew up expecting nothing for herself, but she always wanted and strived for more. Amanda beat the odds by changing her mentality and perspective. Focusing on changing her outlook, and access. Amanda grew her love working in marketing for the music and television entertainment industry where she combined her local survival skills and introduced it to the National stage working for several companies such as Telemundo, Advertir, Puro Tejano Tv, Drum Squad Productions, Cennarium, and Wall Street. Amanda currently lives in Brooklyn, New York and has published four books. Amanda is also working on an audiobook which too will be available Spring 2020. Her motto is that "Life is peace, love, nature, and poetry through pain, gain, feelings, and obstacles". If someone tells you that you can not do something it is only because they will not attempt to do it themselves.

# MISSION EVENT CENTER MAP



## SPECIAL THANKS

We gratefully acknowledge the contributions of the many wonderful people whose efforts have been critical to the success of the 2020 We Are The Solution Youth Leadership Conference.

A special thank you to all of the presenters and subject matter experts who have contributed their time, expertise and knowledge! We appreciate the insights and experience shared by all presenters. We hope this information will help you find the career of your choice and lead you to future success!

## NOTES

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Lower Rio Grande Valley Workforce Development Board Dba Workforce Solutions Is An Equal Opportunity Employer/Program And Auxiliary Aids And Services Are Available Upon Request To Individuals With Disabilities. Tty/Tdd Via Relay Texas Service At 711 Or (Tdd) 1-800-735-2989/1-800-735-2988 (Voice).