If you can see it, you can be it!
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HONDA

Financial Services

American Honda Finance Corporation
"Shoot for the moon. Even if you miss...

You'll land among the stars"
Be Inspired.

Our motivational keynote speakers, knowledgeable panelists, diverse breakout speakers, and enthusiastic group leaders have been mindfully curated to deliver the insight you need to know you can pursue your dreams.

Gain Confidence.

We’ve brought together professionals from every walk of life to help you understand that there is a good career fit for you.

Make a new discovery.

Whether you learn about a job you didn’t know existed or a college program that sounds like what you need, we implore you to dive in, ask questions and be open to a world of possibility.
JA CAREER EXPLORATION SUMMIT

Schedule Overview

9:45am - 10:25am  KEYNOTE INTRODUCTION BY HONDA + KEYNOTE FOLLOWED BY PANLIST DISCUSSION:

with Keynote BeNeca Griffin
Moderated by Kat Delgado Kirkwood
Location: Gym

10:25am - 10:35am  STUDENT GROUPS TRANSITION TO BREAKOUT SESSIONS WITH THEIR GROUP LEADERS

10:35am - 11:05am  BREAKOUT SESSIONS FOR ALL STUDENTS COMMENCE
Classrooms of Holmes Hall

11:05am - 11:10am  STUDENT GROUPS TRANSITION TO BREAKOUT SESSIONS WITH THEIR GROUP LEADERS

11:10am - 11:40am  LUNCH WITH YOUR GROUP
Music with Estrella Media

11:50am - 12:35pm  TABLING AND TOURS OF COMMUNICATIONS + KINESIOLOGY
Tabling with Los Angeles City College, Netflix, Streetlights, Economic & Workforce Development Department

12:35pm - 12:45pm  STUDENT GROUPS TRANSITION BACK TO GYM

12:45pm - 1:15pm  CLOSING KEYNOTE + FINAL REMARKS
with Dawnn Lewis, Bob Kersee

Final remarks by Armineh Dereghishian, LACC Dean of Outreach and Student Life

1:15pm - 1:30pm  STUDENT DISMISSAL / BUS DEPARTURE
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OPENING KEYNOTE

BENECA GRIFFIN
CEO Moments of Focus LLC | International Speaker | Author | Executive Advisor | Corporate, Executive & Professional Brand Development Expert | Producer

In 2010 the White House recognized BeNeca Griffin, CEO of Moments of Focus LLC, for her leadership abilities. She is a Business, Executive & Professional Brand Development Expert who is called upon to help Fortune 100/500 companies, executives, entrepreneurs, professionals and athletes develop and take their brands, partnerships & leadership to the next level.

She spent 20 years in the entertainment business before venturing out across various industries. She has been a featured speaker for the National Football League (NFL) Players Association, United State of Women Conference, 40th Annual California Hispanic Chambers of Commerce Convention, the Sydney MANifest: Ultimate Men’s Symposium, CA Board of Equalization’s Connecting Women to Power Business Conference & more. She served as an instructor at the Center for Executive Development at UC San Diego’s Rady School of Management & was nominated for the Los Angeles Black Business Leaders Hall of Fame.

As someone who has benefited from Junior Achievement and other development programs, BeNeca provides countless hours as an advisor for young professionals across the country. She worked with JA, the Fulfillment Fund, California National Guard’s Youth Academy, the Los Angeles Unified School District where she’s chaired the Young Women’s Leadership Community & served on the Leadership Conference committees.

As an author BeNeca received an NAACP Image Award Nomination, was recognized as a community leader and is set to release her upcoming professional development how-to series.

www.momentsoffocus.com
**Sport Industry Panelists**

**DAVID SIEGEL**
President & CEO of LA Sports Council & Southern California Committee for the Olympic Games

David Siegel is President and CEO of the LA Sports Council and the Southern California Committee for the Olympic Games (SCCOG). The Sports Council is a private, non-profit organization, whose mission is to drive positive impact in greater Los Angeles by harnessing the collective and transformational power of the sports industry.

David joined the Los Angeles Sports Council and Southern California Committee for the Olympic Games as President and Chief Executive Officer of both organizations in December 2018 after a 22-year career in the Los Angeles Dodgers organization.

**DR. CHELSEA HEYWARD**
Advisor, Player’s Coalition

Dr. Chelsea Heyward is on the leadership team at LaChica Sports and Entertainment, where she oversees core clients such as Players Coalition and S.H.I.E.L.D. 1 Foundation.

She uses impact strategy and programming, player and team relations, branding, and digital media, to help create lasting impact and reform through activism and athleticism.

Dr. Heyward holds a Doctorate degree from USC along with a Masters and Bachelors from CSU Longbeach. This commitment to her studies has helped her become the Sport and US professor she is today.

**Moderator/MC: Kat Delgado Kirkwood, SVP Programs, JASoCal**
CHRISTINE SIMMONS
COO, Academy of Motion Picture Arts and Sciences

Born and raised in Southern California, Christine Simmons is a true California girl. Simmons was named to the position of Chief Operating Officer at the Academy of Motion Picture Arts and Sciences in 2019. The first Woman and Black person to hold the position.

She is a graduate of UCLA, serves on numerous boards and formally mentors the next generation of Black women through Cari Champion’s foundation & Brown Girls Dream. Her proudest achievement is being a mom to her son, Christian.

MARK TAYLOR
Television Executive and Independent Producer

Mark has over 25 years experience working in the entertainment industry as a television executive and independent producer. He is currently employed as a development executive at Signature Studios where he is primarily focused on developing material for Hulu, Disney+, FX, FF, Onyx Collective, Nat Geo and ABC. He develops both comedies and dramas and looks for material that better reflects the diversity of the American viewing audience.

Prior to producing independently, Mark was the head of production for TBS and TNT and a production executive at HBO. He started his career working as an intern for the Black Filmmaker Foundation.
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CLOSING CO-KEYNOTE

DAWNN LEWIS
Singer/Songwriter/Actress/CEO

Dr. Dawnn Lewis is a multitalented and multifaceted individual: President & CEO of Morning Jewel Inc. – a multi-platform production company in the areas of film, television, animation, music / music publishing & experiential events.

She is also the Founder & CEO of the A New Day Foundation – a nonprofit 501(c)3 organization, that provides financial & programmatic support to underprivileged youth and grassroots community based nonprofit organizations.

She is a: Trumpet Award, Grammy Award-winning singer, multiple NAACP Image Award, BMI & ASCAP Award-winning songwriter, film, television & stage actor, a Series TV creator/producer and now an inductee into the Women Songwriters Hall Of Fame 2021.
Twitter & Instagram: @dawnn_lewis

BOB KERSEE
American Elite Track Coach

2021's Olympic Coach of the year, Bob Kersee has secured a Gold Medal in every individual event he’s coached. After completing his initial studies at CSULB, he went on to achieve a master’s degree in exercise physiology at CSUN.

By becoming Head Coach at UCLA, he established his reputation for training elite-level athletes. Bob works with several organizations to empower and nurture the youth, such as city parks and recreation, domestic violence prevention organizations & mental health awareness organizations.
THE WORLD OUT THERE

STARTS
HERE!
Not sure what to ask your Session Speakers? Feel free to use this list for inspiration!

**QUESTIONS**

What does a typical day look like for you?

How much money do you earn? (Provide a salary range or hourly rate.) When did you start? Did you go to school to learn your job?

How many days a week do you work? How many hours per day?

Do you travel for work? If so, when, where, and how often?

Do you work with a team? What’s that like? How do listening skills help you do your job?

What is your favorite thing to do at work? What is your least favorite?

What is the easiest part of your job? What is the hardest part?

Why is your job important to you? Why is your job important to your company or organization?

What subject do you wish you had studied more in school?

What kinds of conflicts do you have in your work? How do you resolve them?

What kinds of problems do you need to solve? How do you make your decisions?
READY TO SET A GOAL?
VISUALIZE
What inspires you? Doodle it here
IS YOUR GOAL SMART?

Goals are not wishes that you HOPE will happen. They require effort to MAKE them happen.

S.M.A.R.T GOALS: GOALS ARE ACHIEVED BY BEING SMART.

As you begin to goal set, keep the following in mind..

SPECIFIC: Make sure the goal is specific and narrow enough to effectively plan

MEASURABLE: Define what evidence will show that you are making progress towards your goal.

ATTAINABLE: Make sure you can reasonable accomplish your goal within a reasonable timeframe.

RELEVANT: Your goal should align with the values and long-term objectives you have for yourself.

TIME-BASED: Set a realistic, ambitious end-date for task prioritization and motivation!

Got it? Great! Let's keep diving in!
STEP 1: DISCOVER

Get started in the S.M.A.R.T Goal building process:

EXPLORE. Think about what inspires you and makes you happy.

BRAINSTORM. What are your passions and interests? How do you spend or want to spend your free time?

What are your personal strengths?

Who are the important people in your life?
STEP 2:
DEFINE

DECLARE YOUR GOAL
You've got a picture of your goal now make it yours by writing it down. This can help it feel tangible, real and most importantly, POSSIBLE.

WRITE IT DOWN

My goal is:

I have chosen this for my goal because I believe that:

This goal is good for ME because:
Create a goal roadmap for yourself with tangible, achievable checkpoints. Start with the first step you need to take, and build an action plan from there:

START HERE

S

M

A

R

T

GOAL!!!
STEP 3:
BUILD

BUILD A DREAM TEAM
Now that you've defined your goals, enlist others to help you achieve the steps you've defined. From teachers to friends and anyone in between, make yourself accountable by sharing your goal so they can help you stay on track.

Identify your current skills and talents. I am good at:

... ...

List areas where you may need guidance (college applications, how to have an interview)

... ...
YOUR SQUAD:
List the people you know and how they can help

List the types of people you want to know...

VOCAB MOMENT!

Networking
/ˈnetwɜːkiɪŋ/
noun

The action or process of interacting with others to exchange information and develop professional or social contacts.

Networking is the process of making connections and building relationships. These connections can provide you with advice and contacts, which can help you make informed career decisions. Networking can even help you find unadvertised jobs/internships. Networking can take place in a group or one-on-one setting.
**Soft Skills**

Put a **✓** in the soft skills you already have and a **〇** in the ones you would like to work toward!

*Example:* **✓** Time Management  **〇** Attention to detail

- Time management
- Communication
- Adaptability
- Problem-solving
- Teamwork
- Creativity
- Leadership
- Goal setting
- Verbal communication
- Written communication

- Attention to detail
- Persuasion
- Self-management
- Self-motivation
- Brainstorming
- Conflict resolution
- Collaboration
- Mediation
- Mind-mapping
- Scheduling
Hard Skills

Put a ✓ in the soft skills you already have and a ○ in the ones you would like to work toward!

Example: ✓ Time Management ○ Attention to detail

- Copywriting
- CSS
- HTML
- Java-Script
- Video Editing
- User Interface Design
- Graphic Design
- Automotive Services, Parts, and Design
- 3D Printing
- Garment Alteration
- Confectionary Art
- Social Media Analytics
- Budgeting/Accounting
- Plant Identification
- Dog Grooming
- Chemical Handling and Disposal
- Collaboration
- Robotics Repair
- IT & Troubleshooting
- Meta Business Suite
"There's two buttons I never like to hit: that's panic and snooze." - Ted Lasso
"Yesterday's home runs don't win today's game" - Babe Ruth
BELIEVE IN YOU!
Optimism is sustainable when you keep coming back to gratitude, and what follows from that is acceptance."

Michael J Fox