USING THE FUSION OF DIGITAL MEDIA AND BUSINESS TO ACCELERATE FUTURE INNOVATION AND SUCCESS

DIGITAL MEDIA & BUSINESS EDUCATORS CONFERENCE

VISIT THE CONFERENCE SITE
www.ICT-DM.net/DMEC

#CCCDMEC
Digital Media & Business Educators Conference (DMEC) 2017 has gone mobile!

Get the app on your mobile device now, for free.

https://guidebook.com/g/dmec2017/

1. Visit the above URL on your device
2. Tap the “download” button to get the free Guidebook app
3. Open Guidebook and look for the guide:
   Digital Media & Business Educators Conference (DMEC) 2017

Scan to Get The Guide
# Conference Agenda - Thursday, June 8th, 2017

<table>
<thead>
<tr>
<th>TIME</th>
<th>ROOM 258</th>
<th>ROOM 259</th>
<th>ROOM 301</th>
<th>ROOM 312</th>
<th>ROOM 107</th>
<th>ROOM 207</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Registration (Coffee and Breakfast with Working Networking Opportunity)</td>
<td>Welcome: College of the Canyons, introduced by Steve Wright, Sector Navigator</td>
<td>Welcome:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>Keynote: Organizational Needs for Hiring</td>
<td>ERIE</td>
<td>Keynote: Organizational Needs for Hiring</td>
<td>Eric Kolb, President, CxO Consulting Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>ROOM 258</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
</tr>
<tr>
<td>9:45</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>ROOM 258</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
</tr>
<tr>
<td>11:30</td>
<td>ROOM 258</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
</tr>
<tr>
<td>12:00</td>
<td>ROOM 258</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
</tr>
<tr>
<td>2:30</td>
<td>ROOM 258</td>
<td>ROOM 259</td>
<td>ROOM 301</td>
<td>ROOM 312</td>
<td>ROOM 107</td>
<td>ROOM 207</td>
</tr>
<tr>
<td>3:30</td>
<td>New Technology Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td>What is Intellectual Property and Why Does It Matter for Our Students?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Hosted Reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Categories
- **Business – Digital Media’s New Playground**
- **Digital Media in Technology**
- **Social Responsibility**
- **Entertainment**
- **Innovation & Insights**

### Program Schedule

#### Transition to Classrooms

- **How to Teach Business for Artists**
  - Russell Nohelty
  - Wannabe Press

- **It’s Not Your Father’s Business: Marketing Your Company in a Digital Landscape**
  - Kayvan Motto
  - Infinite Communication

- **Ethics, Social Media, Generations and The New Norm: A Perfect Storm?**
  - Kim Pease
  - CISSP
  - Cloud Information Group

- **Magic Moments**
  - Stephen Meade
  - MagMo

- **Real World Application through a Live Virtual Business Simulation**
  - Jake Stubble
  - Virtual Enterprise International

#### Session Details

- **Room: 205**
  - Digital Media as Used in Business
  - Nancy Duitch
  - VisionWorx
  - 3D printing business security vulnerabilities
  - Alan Braggins
  - CCCC - Inland Empire/Dessert Region - Chaffey College

- **Room: 301**
  - Transition to Classrooms
  - Russell Nohelty
  - Wannabe Press
  - Kayvan Motto
  - Infinite Communication
  - Kim Pease
  - CISSP
  - Cloud Information Group

- **Room: 312**
  - Transition to Classrooms
  - Russell Nohelty
  - Wannabe Press
  - Kayvan Motto
  - Infinite Communication
  - Kim Pease
  - CISSP
  - Cloud Information Group

- **Room: 107**
  - Transition to Classrooms
  - Russell Nohelty
  - Wannabe Press
  - Kayvan Motto
  - Infinite Communication
  - Kim Pease
  - CISSP
  - Cloud Information Group

- **Room: 207**
  - Transition to Classrooms
  - Russell Nohelty
  - Wannabe Press
  - Kayvan Motto
  - Infinite Communication
  - Kim Pease
  - CISSP
  - Cloud Information Group

#### Networking Lunch - Lobby

- **Room: 312**
  - Legal Aspects of Innovation: Preparing Your Venture for Success in the Digital World
  - David R. Schwartz and Ryan Barncastle
  - Raines Feldman LLP
  - The New Digital Media: Advance Tech
  - Barbara Bickham
  - BarbaraBickham.com
  - Gamification of Life
  - Yael Swerdlow
  - Maestro Games, SPC
  - Virtual Reality – Creating content on that fits your budget?
  - Anthony Magliocco
  - RE:Vision Effects, Inc.
  - e-Marketing and Digital Media: The perfect Match
  - Warren Carter
  - Golden West College

- **Room: 107**
  - Leadership-Fusion: Transforming a Multigenerational Workforce
  - Gaynell Vanderslice, Ph.D.
  - Bright Coach, LLC
  - Where Animation, Music and Video meet for companies success
  - Ian Fish
  - Sounds Fishy Production
  - Pedagogies in Augmented & Virtual Reality Learning
  - Gustavo Medriga
  - ListoAmerica

- **Room: 205**
  - New Technology Development
  - Paul Allen
  - Paul Allen & Associates
  - Artificial Intelligence in Medicine: The Myths, Reality, and Transformation of Patient Care
  - Sam King
  - University of California, Irvine
  - Leadership-Fusion: Transforming a Multigenerational Workforce
  - Gaynell Vanderslice, Ph.D.
  - Bright Coach, LLC
  - Where Animation, Music and Video meet for companies success
  - Ian Fish
  - Sounds Fishy Production
  - Pedagogies in Augmented & Virtual Reality Learning
  - Gustavo Medriga
  - ListoAmerica

- **Room: 207**
  - Where Animation, Music and Video meet for companies success
  - Ian Fish
  - Sounds Fishy Production
  - Pedagogies in Augmented & Virtual Reality Learning
  - Gustavo Medriga
  - ListoAmerica

- **Room: 301**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

- **Room: 312**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

- **Room: 205**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

- **Room: 107**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

- **Room: 207**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

- **Room: 301**
  - What is Intellectual Property and Why Does It Matter for Our Students?
  - Mayra Lombera
  - The Michelson 20MM Foundation
  - Digital Storage for Media
  - Andrew Robinson
  - SynEd/FTS-LA Storage Innovations
  - Elevate Your Network: Authenticity Creates Opportunity
  - Jake Keifer
  - JK Management
  - 50 Ways to Work in Entertainment
  - Winnie Wong
  - Moments Insurance Brokerage, Inc.
  - Visual Communication - An Entrepreneurs Story
  - Minda Wilson
  - Our Care Hub

#### Hosted Reception

- **Hyatt Ballroom (Regional Birds of a Feather discussions)**
## CONFERENCE AGENDA - Friday, JUNE 9th, 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby</td>
<td>9:00-9:45</td>
<td>Sign-in Coffee and Pastries with Working Networking Opportunity</td>
</tr>
<tr>
<td>Lobby</td>
<td>9:00-9:45</td>
<td>Networking Lite Lunch, Closing Remarks From Sector Navigators and Raffle</td>
</tr>
<tr>
<td>RM 258</td>
<td>9:00-10:00</td>
<td>Sector News</td>
</tr>
<tr>
<td></td>
<td>9:00-10:00</td>
<td>Keynote: A One Minute Video is Worth 1.8 Million Words! Mike Cavanagh, President and Owner - Key Code Media</td>
</tr>
<tr>
<td></td>
<td>9:00-10:00</td>
<td>Keynote: 2017 Hiring and Compensation Trends for Creative and IT Professionals Carol Schenkler &amp; Jon Swift - Robert Half</td>
</tr>
<tr>
<td>Room 258</td>
<td>10:00-10:45</td>
<td>BUSINESS -- DIGITAL MEDIA’S NEW PLAYGROUND</td>
</tr>
<tr>
<td>Room 258</td>
<td>10:00-10:45</td>
<td>DIGITAL MEDIA IN TECHNOLOGY</td>
</tr>
<tr>
<td>Room 258</td>
<td>10:00-10:45</td>
<td>SOCIAL RESPONSIBILITY</td>
</tr>
<tr>
<td>Room 258</td>
<td>10:00-10:45</td>
<td>ENTERTAINMENT</td>
</tr>
<tr>
<td>Room 258</td>
<td>10:00-10:45</td>
<td>INNOVATION &amp; INSIGHT</td>
</tr>
<tr>
<td></td>
<td>10:00-10:45</td>
<td>“Friday Open Adobe Testing for any of the ACA Exams Lab in Room 309”</td>
</tr>
</tbody>
</table>

### Transition to Classrooms

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 301</td>
<td>11:00-11:45</td>
<td>3D Photoshop For Creative Professionals</td>
</tr>
<tr>
<td>Room 312</td>
<td>11:00-11:45</td>
<td>3D Printing - setting up a lab and a class</td>
</tr>
<tr>
<td>Room 107</td>
<td>11:00-11:45</td>
<td>Interview Skills for the Post-Modern Workforce</td>
</tr>
<tr>
<td>Room 205</td>
<td>11:00-11:45</td>
<td>What is Commercial Music?</td>
</tr>
<tr>
<td>Room 206</td>
<td>11:00-11:45</td>
<td>Enhanced Non Credit course development for Digital Media</td>
</tr>
<tr>
<td>Room 301</td>
<td>11:00-11:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 312</td>
<td>11:00-11:45</td>
<td>What is Commercial Music?</td>
</tr>
<tr>
<td>Room 107</td>
<td>11:00-11:45</td>
<td>Enhanced Non Credit course development for Digital Media</td>
</tr>
<tr>
<td>Room 205</td>
<td>11:00-11:45</td>
<td>Enhanced Non Credit course development for Digital Media</td>
</tr>
<tr>
<td>Room 206</td>
<td>11:00-11:45</td>
<td>Enhanced Non Credit course development for Digital Media</td>
</tr>
</tbody>
</table>

### Further Agenda

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 258</td>
<td>1:00-1:45</td>
<td>Avoiding Legal and Ethical Pitfalls</td>
</tr>
<tr>
<td>Room 301</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 205</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 206</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 301</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 312</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 107</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 205</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
<tr>
<td>Room 206</td>
<td>1:00-1:45</td>
<td>Breaking Down the Door/Invading the Creative Space</td>
</tr>
</tbody>
</table>

---

## CONFERENCE AGENDA - Wednesday, JUNE 7th, 2017

<table>
<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 258</td>
<td>9:00-9:45</td>
<td>Adobe Certified Associate -- validate real-world credentials</td>
</tr>
<tr>
<td></td>
<td>9:00-9:45</td>
<td>GitHub Foundations: Unlocking the Mysteries</td>
</tr>
<tr>
<td></td>
<td>9:00-9:45</td>
<td>Starting and Growing a Business</td>
</tr>
<tr>
<td></td>
<td>9:00-9:45</td>
<td>The Tornado Technique and Why Isolation is a Good Thing.</td>
</tr>
<tr>
<td></td>
<td>9:00-9:45</td>
<td>Digital Mastery - applying Adobe Tools for Student Creativity</td>
</tr>
<tr>
<td></td>
<td>9:00-9:45</td>
<td>Creating Expert-Driven Workshops, Boot Camps, and Workforce Training Programs</td>
</tr>
<tr>
<td>Room 309</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
<tr>
<td>Room 213</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
<tr>
<td>Room 301</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
<tr>
<td>Room 206</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
<tr>
<td>Room 205</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
<tr>
<td>Room 107</td>
<td>1:00-2:00</td>
<td>Workshops</td>
</tr>
</tbody>
</table>

---

Page 4
**Keynote Speaker - Thursday June 8th**

**Visual Communication and an Entrepreneurial Spirit are Key Drivers in the Evolution of Healthcare.**

In the fast-changing world of Healthcare, digital technology is critical to the business of providing health care. In addition, organizations are constantly looking for employees or business partners who are entrepreneurs to help drive innovation from within or as a partner. A key factor in promoting ideas, project and approaches is the ability to communicate complex concepts as visual images. That can include video, infographics, PowerPoint presentations, etc.

**Speaker Bio:**
James is the Area Chief Information Officer at Kaiser Permanente Orange County, where he oversees all the information systems for the 262-bed Anaheim and 150-bed Irvine Medical Centers, 23 medical offices, 960 physicians, 8,000 employees, and over 550,000 health plan members. Prior to coming to Kaiser Permanente, he was the Chief Information Security Officer and Director of Technical Services at Hawaii Health Systems Corporation in Honolulu, Hawaii, the state’s fifth largest employer and the nation’s fourth largest community hospital system, with more than 1,270 beds, 4,000 employees, 1,000 physicians, and 14 facilities. At Hawaii Health Systems Corporation, James led the technology and infrastructure transformation, including deploying the Siemens Electronic Health Record system. Before working in Hawaii, he directed the $60M data center consolidation and migration program, and deployed the Epic Electronic Health Record system as an Enterprise Information Services Systems Manager at Cedars-Sinai Health System in Los Angeles, CA. James has earned two Masters Degrees, a PhD in Information Systems and Information Security, and 19 technical and professional certifications. He recently co-authored the HIMSS CPHIMS certification study guide, the Essentials of Health Information Systems textbook, and has been featured in many healthcare news articles and webinars, as well as industry and academic conferences and publications. James recently was the President and an Executive Board member for the HIMSS Southern California Chapter, is a certified HIMSS CPHIMS and CAHIMS instructor, and was recently awarded the 2015 HIMSS Distinguished Fellows Service Award, the 2015 Los Angeles Business Journal CIO of the Year Award, and was named to the 2017 Becker’s Top CIOs to Know list. James also holds an adjunct faculty role in the School of Health and Human Services at National University, lectures at the University of California at Los Angeles (UCLA) School of Public Health, and is a workgroup member of the UC Irvine Cybersecurity Policy and Research Institute. He is married with three children, enjoys jogging, tennis, and inline speed skating, and lives in Laguna Nigel, CA.
Across the digital media landscape, high growth businesses have experienced massive acceleration through the use of smaller, autonomous, product centric teams. At the same time, entrepreneurs of successful startups attribute part of their sustained growth to defining cultural tenants in their business’s early stages; then using them to help navigate key strategic and tactical decisions. These shifts and others, over the past decade have transformed the way businesses build and support their workforce. In order for businesses to scale, they need talented people who are emphatic about their cultural values. Whether it’s “Defaulting to Trust”, “Maintaining Customer Obsession”, or “Practicing Radical Candor” businesses believe their values are a source of strength, and are non-negotiable. Furthermore, it’s no longer sufficient to have candidates with strong programming, creative design, financial or other discipline specific hard skills. Businesses recognize the critical need for their talent to also possess strong “soft skills: (e.g. empathy, self-awareness, feedback communication). Together these types of skills, coupled with strong alignment with a business’s value system, creates a breeding ground for high-functioning, collaborative, cross-discipline teams who execute autonomously, enabling the company to adapt and scale as needed.

Speaker Bio:
Erik Kellener is a consultant (and former technology executive) to leading U.S. consumer brands in Media & Entertainment, Travel, and eCommerce. Erik scales businesses by fine-tuning their technology platform, evolving their team operations, and expanding their product & digital marketing portfolios. His contributions have increased revenues, reduced operating and capital costs, and improved efficiency company-wide. While Erik’s primary focus is in technology, his leadership experience spans across operations, digital marketing, and finance.

He consults to the SMB market, including pre- and post- revenue generating businesses. Erik works with executives and senior team members. He advises, audits, mentors, and steps in to lead his clients to higher ROI. Erik’s results replace expensive missteps in scaling a business with proven strategies and tactics for growth and profitability.

Successes include:

- Building and selling a GIS consulting business at age 25 for $2.5M
- Packaging and selling an entertainment media platform for $30M
- Increasing top-line revenues by 33% when leading a re-launch effort
- Grew leadership bench by 3x in 18 months by driving an accelerated mentorship program.
- Re-orienting team focus and operations to increase platform stability, increasing deployment cycles by 2x, and reducing rollbacks by 50%
- Optimizing a managed-service environment to reduce costs by 60% in 4 months.
- Building a technology team of 25 from scratch in 90 days to support an emerging business line.

Erik’s portfolio of businesses include Warner Bros., Dreamworks SKG, Ticketmaster, Hollywood.com (sold to Times-Mirror, 1999), Qwest Communications, Luxury Link, and Evite. Additionally, he’s consulted for Riot Games, Holland America Cruise Lines, ESPN, Yokohama Tire Corporation, Cedars-Sinai, and Alaska Airlines.
KEYNOTE SPEAKER - FRIDAY JUNE 9TH

A ONE MINUTE VIDEO IS WORTH 1.8 MILLION WORDS!

If you’re not using video, you’re missing out on a huge opportunity. It’s not just the number of people who are watching videos that’s important – it’s the reasons why they watch them. When you post an online video to a business website, you’ve got a great chance of engaging a busy executive who is specifically looking for your services but might not have reached out to schedule a meeting for a presentation. Your video is a great way to get your elevator pitch out into the ether and let it reel in opportunities. Educators need help students learn to be savvy and powerful communicators with both live and post production skills so they can excel in the 21st century job market.

Speaker Bio:
Mike Cavanagh has spent nearly every step of his career wading through a technological leap. He and his team have guided clients including the City of Burbank, Nike, and nearly every major studio through the changes in post-production technologies and digital outreach to audiences. The founder and president of KeyCode Media said one thing has kept him at the forefront of digital media strategies: finding ways new technology can make things better for clients. In the 13 years since its founding, KeyCode Media has expanded to include offices in Chicago, San Francisco, Irvine and Seattle, with most of the 54 staff members based in the company’s Burbank headquarters. Last year, the technology consulting and resale company reached $33 million in sales. Re-orienting team focus and operations to increase platform stability, increasing deployment cycles by 2x, and reducing rollbacks by 50%.

Mike Cavanagh
President - Key Code Media
2017 Hiring and Compensation Trends for Creative and IT Professionals

Want to know what's in store for the Creative and IT profession in 2017? The Creative Group’s Carole Schenkler and Robert Half Technology’s Jon Swift will give an overview of the current hiring landscape, most in-demand jobs and salary trends for creative and IT professionals. They will also discuss some of key skills employers desire as well as the competencies one needs to possess in today’s workforce to be successful.

Speaker Bio:
Carol Schenkler is the Division Director for The Creative Group (TCG), a division of Robert Half, the world’s first and largest specialized staffing firm. TCG is the fastest growing division of Robert Half, specializing in placing social media, interactive, creative, marketing, PR, UX, and advertising talent. With more than 15 record breaking years in the creative staffing arena, Carol helps creative and marketing professionals find fulfilling full-time employment and find top talent for businesses to be successful. In her role, Carol oversees the staffing, recruitment and business development in the greater Los Angeles area including both LA and Ventura counties. Carol works with some of the most renowned LA-based companies within entertainment, finance, advertising, healthcare and technology. Whether in the start-up phase or a current category leader, Carol intuitively understand the needs of her clients and has a keen eye for the talent that will ultimately drive a company’s success. As a consummate professional, she has placed key positions for various companies including: The Honest Company, Midnight Oil Agency, Mattel, Amgen, Sierra Investments and Ecosmart to name a few. In addition, Carol successfully provides resources & trusted counsel to help clients navigate challenges surrounding ever-changing market trends in talent acquisition and employment.

Speaker Bio:
Jon Swift is the Branch Manager for Robert Half Technology, a division of Robert Half, the world’s first and largest specialized staffing firm. Robert Half Technology provides highly skilled IT engineering professional on a permanent or consulting basis. In his role, Jon manages all technology recruitment and consulting operations for the West LA and Ventura regions. Within the LA Metro area, Robert Half Technology works with some of the most renowned LA-based companies within entertainment, law, finance, advertising, healthcare, and technology. Jon has played a pivotal role in crafting ongoing staffing and consulting partnerships with many public and private LA-based companies such as an Am-Law 100 Listed Law Firm, a major apparel manufacturer, a global publically-traded asset manager, a major motion picture studio as well as a Central-California based healthcare provider. In addition to helping companies source talent for major projects and initiatives, Jon and his team provide resources & counsel to help clients navigate challenges surrounding ever-changing market trends in talent acquisition and employment.
ADOBE CERTIFIED ASSOCIATE — VALIDATE REAL-WORLD CREDENTIALS

The workplace demand for digital media skills by using Adobe's video, graphic, web, illustration, or design software—is on the rise. The ACA certification program will help educators effectively teach and validate digital communication skills while providing students with credentials that demonstrate real-world prowess to prospective employers and academic institutions. In this workshop, we will cover best practices on becoming an adobe certification testing site. Sustainable funding models explored and how to deal with certification companies — without charging the student testing fees.

GIT HUB FOUN DA TIONS: UNLOCKING THE MYSTERIES

Dozens of commands! Hundreds of options! Git has dumbfounded sysadmins and developers alike since its appearance in 2005. And yet, this ingenious software is among the most fantastically useful ever developed. Learn Git from the ground up and the inside out with Git Foundations Training! This half-day class explores Git’s internals in depth and includes practical exercises to gain familiarity and comfort in handling the nuts and bolts. Target Audience: No prior knowledge of Git is required. Basic Unix/Linux command line experience is assumed for the practical portion of the course. Experienced users of Git have given rave reviews; the class is not aimed only at beginners, but at anyone wishing to thoroughly understand and use Git to the fullest.
**CREATING EXPERT-DRIVEN WORKSHOPS, BOOT CAMPS, AND WORKFORCE TRAINING PROGRAMS**

One of the most exciting trends in education is industry-directed workshops that provide hands-on training to those seeking to enter those fields or to “skill up” for a different career. Often used to beta-test prospective courses for the future, these events provide a rare opportunity for attendees to learn everyday skills as well as inside secrets from experts already experienced in the industry. Learn which types of experts should be involved; ideal number of sessions; hands-on workshops vs. traditional “chalk and talk,” and curriculum integration based on the outcomes. Utilizing the Production Assistant Boot Camp as an example, the deep dive focuses on lessons learned, feedback from the pros as well as some of the students, and how to improve these workshops for the future. It continues with descriptions on how YOU can put together your own industry-directed workshop. These workshops are important to prepare attendees for today’s entrepreneurially-oriented “gig economy,” and showcases the benefits both instructors and students can have with “in the field” pros.

**DIGITAL MASTERY - APPLYING ADOBE TOOLS FOR STUDENT CREATIVITY**

3D And Your Photo Composites With Adobe presenting some wonderful upgrades in a variety of areas in Photoshop Stephen Burns will share how to be artists with the new 3D tools by creating an artistic scene that complies to the rules of perspective to make you final scenes convincing. We will discuss the foundations of perspective and how to apply it in a two-dimensional view. We will then integrate 3D objects in such a way that they match the perspective of the scene. This will share a foundational art concept of pulling a three-dimensional look in two dimensional composite. Then we will explore how to integrate 3 dimensional objects into the composition. Come and enjoy as you see Stephen share what is possible with 3D in Photoshop CC 2015.

In addition, with Adobe presenting some wonderful upgrades in a variety of areas in Photoshop CC 2017 Stephen Burns will share how to be artists with the new 3D tools by creating an artistic scene before your eyes. One of our goals as artists is to use our chosen medium to express how the world around us has influenced us and how we can share our thoughts and feelings as to what we are experiencing. To do this we must understand medium and this also applies to the digital tools. Stephen will share how each of the tools and features work and how to create intuitively and uniquely with these new improvements. Come and enjoy as you see Stephen share what is possible in Photoshop 3D.

**STARTING AND GROWING A BUSINESS**

This three-hour lecture is an example of a module that could be incorporated into any Career Technical Education program or course to familiarize students with the basic information needed to start and/or grow a business. Whether you have the perfect idea for a start-up, you want to transition your hobby into a career, or have already launched your new business and don’t know what to do next, this three-hour lecture will teach you the key and essential steps to starting and running a business and getting it growing in the right direction. You will learn: The Entrepreneurship Mindset Choice Of Entity Options Funding Sources Leasing Financial Statements And Cash Flow Permits And Licensing Marketing/Promotion Employee Issues.
The Tornado Technique and Why Isolation is a Good Thing.

Many people think Isolation is about being alone- it's not. It's about being specific, targeted and focused on getting exactly what you want. Business networking is an important part of growth for companies, but all too often is done improperly or ineffectively. Come learn the tricks to explain your business in 90 seconds. Identify not what you do, but what you need. Learn how to leverage your network and events for maximum effect. This 10 step session will give you tips that you can implement immediately. No rah-rah, no hype, just practical steps that you can use to change your business. Come find out how to use the Tornado Technique and why Isolation is a Good Thing.
**How to Teach Business for Artists**

Most creatives leave college without the fundamental business practices for how to turn their art into a business. They are great artists, but they get treated terribly and underpaid because they don’t understand how to charge for their work and build their business. Join Russell Nohelty, publisher of Wannabe Press and host of The Business of Art, as he hosts a training about how to train artists to sell their work without feeling gross about it.

**Digital Media as Used in Business**

I started out my career by bringing TV products to retail. I fell in love with the industry and evolved into a marketer by bringing some of the most successful products to market in the Beauty, Health & Wellness, Household and Technology sectors generating $3 Billion in revenue. I realized early on you needed to be a multi-channel marketer in order to survive and began to integrate digital with our campaigns as early as 2003. Digital has become the ultimate in multi-channel marketing with an emphasis in customer acquisition, branding, and the ROI. Understanding Direct Response made the transition to digital seamless, as transacting on the internet legitimized the direct to consumer industry. It is critical for marketers to understand all elements of digital as this channel has become one of the most important mediums in the industry. Digital needs to start with a branding strategy that will allow for authenticity, clarity and trust. The consumer has to believe you care about them and their experience. It’s no longer about us selling, but it’s about the marketers giving enough information to the consumer in order for the customer to make their own buying decisions. Digital/Mobile is evolving very quickly and you need to have your finger on the pulse daily with regard to channels, video, VSL’s, analytic tools, etc. It is essential for anyone working to build their business to understand all the elements required for success. You need to build assets, create compelling content, have a story to tell, media, back end analytics and an understanding of a realistic budget. It no longer matters if you have created the next Google or Uber; it is about your story, messaging, audience and focus that separates the winner from the ones that do not win.
LEGAL ASPECTS OF INNOVATION: PREPARING YOUR VENTURE FOR SUCCESS IN THE DIGITAL WORLD

Starting a new digital company presents many challenges at the outset. Entrepreneurs need to be mindful of several key decisions from inception to launch in order to position their idea for greatness.

In this presentation, attorneys Ryan Barncastle and David Schwartz will address the legal items to consider in order to establish a framework for success for your digital business.

Topics will include:

- Entity formation: What type of company should I choose for my business?
- Fundraising: When, if, and how should I raise outside money, and if I do, from whom?
- Company names and branding: How do I create value?
- Software / Website / Application development: Ownership strategies for your technology assets.
- Online Policies: Why do they matter? No one really reads these…do they?

NEW TECHNOLOGY DEVELOPMENT

We are experiencing a digital convergence like we have never seen before. Just think about how you entertained yourself with analogue devices (Walkman, VCR’s, NTSC Television, etc.) or how a visit to a doctor’s office led to an extended stay at their affiliated hospital because they could not diagnose you problems. Now, start to think about the cars we drive and the fuels we use. The way we communicate and the way we do business. When was the last time you saw a Pay Telephone, Video Rental Store, or even someone trying to hail a taxi? Today, Uber and Lyft are only a small part of the new APP society we are experiencing and trust me, if you don’t keep up, you will be left behind.

WHAT IS INTELLECTUAL PROPERTY AND WHY DOES IT MATTER FOR OUR STUDENTS?

Every business has a name, a logo, a website, a database of contacts and more, therefore, every business has intellectual property (IP). In today’s digital economy these are all intangible assets which are important to the success of a business. But how much do our students know about IP? Do they even know what IP is?

Join us to learn more about:

- How the National Association for Community College Entrepreneurship (NACCE) is spearheading a nationwide pilot to expand IP education at the undergraduate level.
- How Santa Monica College (SMC) Business Department is integrating modular IP curriculum in their courses this summer.
- How you can become a pilot partner college in the initiative led by NACCE.

All this and more in a rich session led by SMC Faculty Innovators and IP Legal Professionals, Dana Nasser and Nathan Khalil, joined by Rebecca Corbin, President of NACCE, and supporting foundation Michelson 20MM.
BRANDING: THE CRITICAL FIRST STEP FOR DEVELOPING DIGITAL MEDIA

In the world of digital media, the struggle to be noticed and remembered has never been more challenging. Businesses, non-profits, and even colleges have more ways than ever to communicate with their target audience but must do so against an increasingly cluttered landscape. In this session, we’ll focus on the origin of exceptional marketing and messaging: the organization’s brand. Topics covered will include brand discovery, visual development, crafting a message map, and basic communication strategy. This session will equip you to better evaluate your own organization’s brand, as well as give you strategic teaching tools for students in business and marketing pathways.

MARKETING OUTREACH FOR VIDEO PRODUCERS & VISUAL ARTISTS

As video producers and visual artists, we are often pigeonholed as technicians. We know the ins-and-outs of the latest creative software programs, can determine what filter or effect was used, and can adjust the shutter speed on a camera. We know our language. The problem: our client doesn’t. We try to distill the complexities of dynamic range and blending modes only to be met with blank stares. If only they could understand what we were doing for their project! Or maybe we could meet somewhere in the middle? Fact is, clients don’t hire you for the deliverable you provide. They hire you because of the benefit that deliverable creates, whether its ROI, a lower bounce rate, or so they can sleep better at night. Ultimately, we owe it to the client to speak their language so we can provide as much value as possible. We’ll go over strategies for capturing your market vertical’s language and understanding problems they experience so you can better serve your clients.

FREELANCE, GIGS AND BUSINESS

With the rise of Uber/Lyft, AirBnB, Fiver, UpWork etc. the gig economy/freelancing is growing faster and providing more income than any other “industry” in California. In addition, the majority of graphic and digital design skilled workers are self-employed, working as contractors to other content firms. Get more information about the legal requirements of owning a design firm and working under contract as well as selling your services on online platforms. There’s lots of legal hoops and paperwork, but there is also lots of room to maximize your profits in business. Come and learn!
IT’S NOT YOUR FATHER’S BUSINESS: MARKETING YOUR COMPANY IN A DIGITAL LANDSCAPE

The primary difference between your father’s way of marketing his business and the modern way to market your business lies in your approach. Content marketing is based on the idea of creating valuable information that customers can access when they want to make a purchase decision. Learn how your customers’ mindset has shifted because of tools like Google, YouTube, Blogs, LinkedIn, Facebook as well as other Social Media channels and what you can do about it to ensure you’re serving their needs. Familiarize yourself with common strategies & tactics used by businesses in various industries to attract your target audience in the modern digital landscape.

3D PRINTING BUSINESS SECURITY VULNERABILITIES

3-D Printing technology is subject to Cyber interference through sound as well as the internet. This presentation explores the security vulnerabilities that both businesses and manufacturers have as well as possible preventative measures.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Presenter</th>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 8 2017</td>
<td>2:00 – 2:45 pm</td>
<td>107</td>
<td>Barbara Bickham</td>
<td><strong>THE NEW DIGITAL MEDIA: ADVANCE TECH</strong></td>
<td>How is Digital Media evolving by advanced technologies? AI, AR/VR, IoT: How do they all impact Digital Media and what should people prepare for.</td>
</tr>
<tr>
<td>Thursday, June 8 2017</td>
<td>3:00 – 3:45 pm</td>
<td>207</td>
<td>Sam King</td>
<td><strong>ARTIFICIAL INTELLIGENCE IN MEDICINE: THE MYTHS, REALITY, AND TRANSFORMATION OF PATIENT CARE</strong></td>
<td>Industry analysts IDC predicts that 30 percent of providers will use cognitive analytics against patient data and real world evidence for personalized medicine by 2018. Their impacts and implications are shaping up the future of healthcare. This highly interactive session will introduce the foundation of Artificial Intelligence (AI), Machine Learning, and Deep learning using easy-to-understand terms, with emphasis on their practical uses in healthcare and how they transform personalized medicine and population health. Learning objectives: 1. Explain the concepts, trends and development in AI, Machine Learning and Deep Learning in an easy and relatable way 2. Discuss the practical uses of many AI applications in healthcare 3. Describe how AI transforms the future of medicine and personalized patient care.</td>
</tr>
<tr>
<td>Thursday, June 8 2017</td>
<td>4:00 – 4:45 pm</td>
<td>312</td>
<td>Andrew Robinson</td>
<td><strong>DIGITAL STORAGE FOR MEDIA</strong></td>
<td>Next Generation Digital Storage for Media and why you need to know.</td>
</tr>
<tr>
<td>Friday, June 9 2017</td>
<td>11:00 – 11:45 am</td>
<td>207</td>
<td>Stephen Burns</td>
<td><strong>3D PHOTOSHOP FOR CREATIVE PROFESSIONALS</strong></td>
<td>3D Photoshop For Creative Professionals With Adobe presenting some wonderful upgrades in a variety of areas in Photoshop CC 2017 Stephen Burns will share how to be artists with the new 3D tools by creating an artistic scene before your eyes. One of our goals as artists is to use our chosen medium to express how the world around us has influenced us and how we can share our thoughts and feelings as to what we are experiencing. To do this we must understand medium and this also applies to the digital tools. Stephen will share how each of the tools and features work and how to create intuitively and uniquely with these new improvements. Come and enjoy as you see Stephen share what is possible in Photoshop 3D.</td>
</tr>
</tbody>
</table>
3D Printing - Setting up a Lab and a Class

Want to teach 3D printing, but don’t know where to start? Let me walk you through setting up a lab and creating a course. Includes discussion of hardware and software needs.

The Power of Story - How to Use PowerPoint Effectively for Business

PowerPoint is the number one application used for corporate presentations. Learn what is required to create a presentation that communicates the corporate story effectively in a meaningful and lasting way.
**Ethical Social Selling**

As digital media becomes mainstream and as businesses use it to learn about and purchase products and services, marketers and sellers need to be grounded in ethical practices. Learn what digital media is in this context and specifically social selling, how it’s used, and what workers of the future need to know about selling ethically.

**Ethics, Social Media, Generations and The New Norm: A Perfect Storm?**

Technology, social media, smart devices, endless outlets of information and more are all at our fingertips. Our society has embraced sharing information and photos, publicly revealing who we are linked to or friends with, disclosing our favorite things and our behaviors, and communicating our beliefs, both political and personal. We live in a free country that allows uncensored expression from everybody. There are philanthropic entities and people. There are bigots and haters. There is self-exposed communicators and those who remain anonymous. There are certain laws in place to protect from anticipated or perceived threats. Add the fact that social networking is still in its infancy and one could argue we are in The Perfect Storm. And now you want to add ethics into the mix? Hang onto your seats as this controversial topic will be a fun, dynamic and robust discussion.
Thursday, June 8 2017
2:00 – 2:45 pm
Room: 301
Yael Swerdlow
Maestro Games, SPC

**Gamification of Life**

Has the obsession with Gamification been taken too far? Do we need to be rewarded for everyday tasks? What are the risks and benefits of gamifying efforts on society? Or, can gamification help heal humanity’s ills?

---

Thursday, June 8 2017
3:00 – 3:45 pm
Room: 107
Gaynell Vanderslice, Ph.D.
Bright Coach, LLC

**Leadership-Fusion: Transforming a Multigenerational Workforce**

According to the US Census Data, 40 percent of the millennial generation (19-34), including college graduates, are unemployed. And yet, employers report that they can't fill open positions. Additionally, as 10,000 Baby Boomers retire daily, employers report that they are experiencing a severe deficit of critical skills and leadership capabilities. Learn what hiring managers and business leaders have revealed as 21st-century workforce challenges. Uncover the impact of socioeconomic dynamics on the labor force. And engage in a collaborative exercise to reveal practical solutions that will enhance the employability of tomorrow’s workforce today.

---

Thursday, June 8 2017
4:00 – 4:45 pm
Room: 205
Jake Kelfer
JK Management

**Elevate Your Network: Authenticity Creates Opportunity**

Over 80% of jobs are landed through networking! The world is becoming more and more digital which means there are more and more opportunities for connection. This presentation is based on Jake’s experiences, interactions, and conversations with highly successful people with a focus on the importance of building relationships with a WE mentality rather than a ME mentality. In the presentation Jake uses stories, energy, authenticity, and entertainment as a way to capture the audience’s attention and inspire them to understand the importance and value of networking and developing genuine, mutual benefiting relationships. Not just that, but Jake will teach a simple six step process to becoming a champion networker as described in his best selling book Elevate Beyond! To cap it all off, Jake will leave the audience with actionable strategies to elevate their network.

---

Friday, June 9 2017
11:00 – 11:45 am
Room: 312
Eric Fan
Squarage

**Interview Skills for the Post-Modern Workforce**

You’re wondering how to answer interview questions? What are the best job interview tips? Simple. Push the boundaries of social science or look like every other generic job seeker. We’ll show you how to push those boundaries. Job interview tips taught today are fixated on outdated and generic concepts and do not take into account the social, scientific, and human elements of conversing. Not Squarage®. Squarage® has created an interview skills curriculum for Today’s Post-Modern Workforce because we want to remedy the unfavorable reputation Millennials have of being entitled, lazy, and addicted to technology (digital dementia). Most people would like the world to stay the same. Most people think Squarage® is a bad idea. Most people are afraid. Most people aren’t curious. You’re not most people. You don’t get hired by being most people.
**BREAKING DOWN THE DOOR/INVADING THE CREATIVE SPACE**

Hollywood and the creative community has been doing a lot of talk about increasing diversity in the creative arena. This panel presents a group of entertainment industry veterans and newcomers talking about how they were able to get past traditional barriers, whether they be race, gender, age, or culture in general. Combined with entrepreneurship, we see that “breaking down the door” is a matter of filling in the gaps... and making buyers aware that there is a gap to begin with. Part of the discussion includes movies and TV shows that initially appeared initially to be lacking mainstream appeal but turned out to be major hits. The time to inspire students is now.

**AVOIDING LEGAL AND ETHICAL PITFALLS**

Students encounter digital media in every aspect of their personal and professional lives—from smartphones, websites and social media to education, technology, business, politics and entertainment. As digital media increasingly connects the world, understanding the related but often unknown ethical and legal issues becomes critical. How can students leverage the benefits of digital media in today’s world, while avoiding legal and ethical pitfalls lurking behind the scenes? This presentation will help to understand how students can successfully navigate issues surrounding digital media today.
The Impact of Innovation on the Business of Media & Entertainment

As a result of technology and innovation, there is a seismic shift in consumer behavior as it relates to the media and entertainment experience. Fans and consumers have been empowered and have more control now than ever as innovation has amplified the ‘on demand / direct-to-consumer’ relationship. Brands and companies across the media and entertainment landscape must have an effective ‘consumer centric’ strategy to survive this accelerated evolution or risk becoming irrelevant, or even worse, obsolete.

Magic Moments

MagMo creates storybooks, or “mini-magazines,” using photos from your iPhone or Android mobile device or tablet. Laid out in a scrapbook style with templates and text boxes, MagMo allows you to easily share your most exciting stories through a dynamic 1-4 page photo storybook. Other applications require you to post photos individually, but MagMo lets you quickly and easily share highlights from your amazing vacation, shots of that incredible touchdown, or behind the scenes photos with your favorite artist at a concert. Post your MagMo to Facebook, Twitter, Tumblr and unleash your creativity!
**Virtual Reality – Creating Content on That Fits Your Budget?**

Virtual Reality – Creating content on that fits your budget? The entertainment, business, and education markets are all buzzing about these immersive technologies. The tools for creating these experiences seem complicated and expensive or are they. Why should you consider using immersive experiences? What do you need to consider to get your first project completed? To be presented: • Who is your audience? • How will your content be consumed? • Immersive or standard video, what should you use and when? • Planning your project • What resources will you need to create content? o Hardware o Software o Testing • Do you need 360-degree video or will panoramic content achieve your goals? • Should I hire a professional? • QC – Quality control.

**Where Animation, Music and Video Meet for Companies Success**

This session will discuss the steps on transforming audio broadcasting into a video online experience.

**50 Ways to Work in Entertainment**

Have you ever wondered if you could work in the Entertainment industry? Winnie will discuss the many options that are available for all types of working professionals such as artists, carpenters, business majors, accountants, attorneys, human resources to join the industry. Entertainment is an economic ecosystem that anyone can enter at any level.

**Production Workflow**

Panel discussion with our Entertainment leaders on the status and workflow in the “industry”

Production workflow is a key element of digital media production... yet it is often not covered in the classroom. The workflow process is best thought of as the process of ingesting media, processing it, and then outputting it. Yet every step of the process as its own set of procedures. If any of these are done out of order, potential trouble could result. The best part of this is that many parts of the workflow provide jobs for new graduates, so knowing all of the steps in a process is a good way for a student begin their post-graduate careers.
WHAT IS COMMERCIAL MUSIC?

Commercial Music is a broad term used to describe contemporary music production and contemporary music performance. As a result, colleges are free to develop degrees and programs that best reflect their student population, infrastructure, and financial resources. While the TOP code for commercial music is 1005.00, the related SOC codes, which is what is used for labor data at the state and federal level, are much more specific in their description. SOC code 27-4011 has the title of Audio and Video Equipment Technicians and SOC code 27-4014 refers to Sound Engineering Technicians. These job titles reflect two very different aspects of the commercial music industry, one is clearly aimed at the recording sector while the other is much more general. The purpose of this presentation is to explore these two job descriptions and determine what skill sets will best prepare students for careers in the many interpretations of commercial music.

STUDENTS SPEAK BACK

This popular panel is updated every year and features students who have graduated and are now in the workforce returning to discuss program successes and areas for improvement. As the entertainment industry is in a constant state of flux, it it often difficult for instructors to know exactly what is needed by the current workforce. Having ex-students from a variety of campuses provides an opportunity to learn what works, what needs work, and how to prepare students for work. This panel will be led by Robert Reber, who has become not only a familiar face at all events ranging from DMEC to but many for LA region CCPs.
MARKETING THE PRE-SUCCESS OF A COLLEGE PROGRAM

With the current administrative emphasis on “productivity,” it is often hard to cope with the natural enrollment ups and downs that college programs experience from semester to semester. But is there anything faculty can do to alleviate the fluctuation? Through a post-mortem style look at the successful launch of the Game Design program at Moorpark College, Professor Tim Samoff will present methods for using social and traditional media, grass roots initiatives, and the greater community to ensure that no one ever forgets about what your program offers.

REAL WORLD APPLICATION THROUGH A LIVE VIRTUAL BUSINESS SIMULATION

With an emphasis on college and career readiness, Virtual Enterprise (VE) is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of skills in entrepreneurship, global business, problem solving, communication, personal finance and technology. Virtual Enterprise International (VEI) is a multidimensional, experiential learning model, which is part of a global network of student-run businesses in over 40 countries, transforms high school students into independent-thinking business professionals, and their classrooms into offices. In addition to giving students a head start on jobs and careers, VE reinforces students’ academic skills and achievement, reignites their interest in education, and raises their desire to graduate and pursue lifelong learning. Through developing and managing businesses, students gain expertise in problem-solving, decision-making, communication, collaboration, technology, and accessing, using and analyzing information—21st-century skills that are key to success in both college and careers.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 8</td>
<td>2:00 – 2:45 pm</td>
<td>206</td>
<td>Warren Carter</td>
<td><strong>E-Marketing and Digital Media: The Perfect Match</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Golden West College</td>
<td>Case study on development of Golden West College e-Marketing Specialist certificate and the collaborative efforts of Business, Marketing and Digital Media. Workshop examines emerging labor demand for e-marketing technicians and specialist and curriculum development. Presentation will walk participants through the step by step development and implementation of e-marketing certificate at Golden West College.</td>
</tr>
<tr>
<td>Thursday, June 8</td>
<td>3:00 – 3:45 pm</td>
<td>207</td>
<td>Gustavo Madrigal</td>
<td><strong>Pedagogies in Augmented &amp; Virtual Reality Learning</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ListoAmerica</td>
<td>Augmented, virtual, and mixed reality are set to revolutionize many industries. These technologies will benefit education as it allows students to be immersed in active learning experiences not possible in other mediums. However, these technologies are still in their infancy and standards have yet to be fully implemented. In this presentation Gustavo will highlight some of the unique affordances these technologies offer that other media does not. As these devices become accessible to students how can educators rethink educational content and teaching strategies?</td>
</tr>
<tr>
<td>Thursday, June 8</td>
<td>4:00 – 4:45 pm</td>
<td>207</td>
<td>Minda Wilson</td>
<td><strong>Visual Communication - An Entrepreneurs Story</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Our Care Hub</td>
<td>Every business needs to tell their story in a compelling way. In today’s start up world building the next “entrepreneurial success story” takes a variety of skills; both technical and interpersonal. What you need to know on day one is not what you need to know 10 years later. Resources and other constraints impact what you can accomplish. Skill sets change and evolve as the needs of the business develop and grow. Most of these required skills can be developed, even the interpersonal ones. You will learn what Employers are really looking for in Employees in the Digital Market Place, on day 1 and beyond; what technical skills are needed; and how you train people to become innovators.</td>
</tr>
<tr>
<td>Friday, June 9</td>
<td>All Day</td>
<td>Computer Lab 309</td>
<td></td>
<td><strong>Adobe Certified Associate Onsite Testing for Any of the ACA Exams Lab</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Now is your chance to become an Adobe Certified Associate (ACA) at no cost to you! Offered by Certiport. Test being offered:</td>
</tr>
</tbody>
</table>
|                   |               |                 |                 | - Photoshop
|                   |               |                 |                 | - Illustrator
|                   |               |                 |                 | - InDesign
|                   |               |                 |                 | - Dreamweaver
|                   |               |                 |                 | - Flash
|                   |               |                 |                 | - Premiere
**ESHIP EDUCATOR RESOURCE SHARING WEBSITE**

Discover how small business and entrepreneurship is being embedded/infused into Career Technical Education (CTE) courses at both the high school and community college level so that students can develop an entrepreneurial mindset as well as the business skills to make them more valuable employees and future entrepreneurial leaders. The California Community Colleges Small Business Sector has developed an entrepreneurship resources sharing website called Eship Educator in which faculty can share best practice curriculum, modules, videos, website links and other learning resources used in teaching entrepreneurship. Learn how this resource can be used to access both faculty generated and nationally recognized third party curriculum and resources.

**ENHANCED NON CREDIT COURSE DEVELOPMENT FOR DIGITAL MEDIA**

Primer on how to develop enhanced noncredit courses, and short term CTE certificates for Digital Media. Presentation covers Title 5 and Education Code regulations governing enhanced non credit certificates, curriculum approval process and leveraging enhanced non credit certificates to grow Digital media program.

**OPEN SOURCE GAME DESIGN**

Open source software levels the playing field and gives access for students that cannot afford expensive software and frees them from restrictive licenses in educational versions of commercial software. This discussion will focus on teaching core elements of 3D modeling and game design using Blender, an open source software environment. During the workshop I will show projects that have been created by students during a 16 week semester, discuss the limitations with educational software and how access to open source software provides students with the tools they need to develop their skills in emerging digital media fields.
LEVEL 2

<table>
<thead>
<tr>
<th>Donor</th>
<th>Room Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anonymous</td>
<td>201</td>
</tr>
<tr>
<td>Roberta G. Veloz</td>
<td>204A</td>
</tr>
<tr>
<td>Lundgren Management Construction Managers</td>
<td>204B</td>
</tr>
<tr>
<td>College of the Canyons Faculty &amp; Staff</td>
<td>205</td>
</tr>
<tr>
<td>ITT Aerospace Controls</td>
<td>206</td>
</tr>
<tr>
<td>Union Bank</td>
<td>208</td>
</tr>
<tr>
<td>Answer Products, Inc., Hedman Partners, Jane Sheets</td>
<td>209</td>
</tr>
<tr>
<td>Betty Burke Oldfield</td>
<td>210</td>
</tr>
<tr>
<td>Ultra Violet Devices, Inc., In Memory of Tom Veloz</td>
<td>212</td>
</tr>
<tr>
<td>Wallace &amp; Yolanda A. Morton</td>
<td>213</td>
</tr>
<tr>
<td>The Ralph M. Parsons Foundation</td>
<td>214</td>
</tr>
<tr>
<td>Klassen Corporation</td>
<td>222</td>
</tr>
<tr>
<td>The Lee Family</td>
<td>223</td>
</tr>
</tbody>
</table>

PA = Pull Alarm
FE = Fire Extinguisher
FH = Fire Hose
E = Exit
**Special Thanks to Our Event Support Providers**

Key Code Media sells and supports live production, editorial, storage/archive, media management and automation solutions. We focus on helping our clients to maximize their creativity and efficiencies.

Our installations are equally at home in entertainment, broadcast, corporate, educational, house of worship and government production facilities. Key Code Media revenues exceed $40 million per year, throughout our 6 offices. Key Code Media offers a proven selection of hardware and software tools designed to meet a variety of needs and preferences. Providing award winning creation and editorial tools, the latest technological advances in storage and media management solutions, as well as data distribution systems from the leading manufacturers in the industry.

The city of Santa Clarita has generously provided support for our conference and welcomes conference visitors to our growing and vibrant community.

As a full-service business consulting firm, ListenToSee is dedicated to helping clients “fast-forward” to achieving their goals and growing their business. To accomplish these objectives, ListenToSee works closely with its clients to identify their core strengths and market opportunities, and creates strategies that maximize these strengths and opportunities so companies can expand their presence both locally and abroad, increase profits, and remain competitive. Additionally, as the business environment becomes more virtual, ListenToSee helps organizations implement the appropriate technology so they are able to conduct business and support customers and clients in multiple time zones and on a worldwide scale.
Entertainment and Media Technology Marketing is located in Los Angeles, CA

EMTM provides consulting and project specific support for short and long term business development, and marketing projects. Founded to assist new and existing companies enhance their market acceptance and reach. Current projects include fiber optic infrastructure products for data and video, video signal monitoring, human machine interface technologies, special effects and image processing software, and content delivery applications. EMTM is based in Los Angeles, CA.

We dream of a world alive with creativity

We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty. We dream of a world alive with creativity, where people are free to explore and express new ideas.

Certiport is dedicated to helping people excel and succeed through certification. Our globally recognized credentials are aimed at enhancing individual productivity, marketability, and value. Get certified and get noticed.

Listening closely to employers, students, educators and government, SynEd identifies priorities, values and synergies of intention and technology that increase transparency and establish trusted communication between employers, jobseekers and education providers.

SynED does not provide or intend to provide commercial solutions but seeks instead to assure that the complete needs of the workforce education ecosystem are recognized and addressed.

Makeit, Inc. is a privately held company founded in 2014 in Pasadena, California. Since the earliest prototypes, Makeit has focused on building the highest quality desktop 3D printers for professional design, industrial, and manufacturing applications. Makeit printers are designed, built, assembled, and tested in Los Angeles county with the help of trusted local suppliers and partners.