



**PRESENT THE**



## **College & Career Conference**

**Helping Houstonians Make Smart Education & Career Decisions**

**Open to the Public**

**At No Cost**



**George R. Brown Convention Center**

**1001 Avenida de Las Americas, Houston, TX 77010**

**Saturday September 21, 2019**

**9:00 a.m. to 3:45 p.m. - Registration at 8:00 a.m.**

**[www.lindalorelle.org](http://www.lindalorelle.org)**



## College & Career Conference

- CITYWIDE ALL-DAY CONFERENCE AT THE GEORGE R. BROWN CONVENTION CENTER
- SATURDAY SEPT. 21, 2019, 9AM – 4 PM
- FOR HIGH SCHOOL STUDENTS SEEKING ACCESS TO HIGHER EDUCATION AND A VIABLE CAREER PATH TO IMPROVE THEIR LIVES – PARENTS ALSO WELCOME
- BREAKOUT SESSIONS ABOUT THE COLLEGE PROCESS, CAMPUS LIFE, CAREER OPPORTUNITIES AND SKILLS REQUIRED TO FILL JOBS AVAILABLE RIGHT NOW AND JOBS OF THE FUTURE
- 2-YEAR AND 4-YEAR COLLEGES AND UNIVERSITIES INVITED TO ATTEND, INTERACT WITH AND RECRUIT STUDENTS
- EMPLOYERS INVITED TO ATTEND, SHOWCASE THEIR COMPANIES AND AVAILABLE POSITIONS AND INTERACT WITH HUNDREDS OF POTENTIAL EMPLOYEES
- WELL KNOWN SPEAKERS AND PROFESSIONALS FROM HIGHER EDUCATION AND HUMAN RESOURCES CONDUCT INFORMATIVE TRAINING AND AWARENESS BREAKOUT SESSIONS
- SPONSORSHIP OPPORTUNITIES AT AFFORDABLE LEVELS SO ALL MAY PARTICIPATE
- FOR FURTHER INFORMATION ABOUT THE 2019 CONFERENCE OR SPONSORSHIP OPPORTUNITIES, PLEASE SEE THE BELOW OR FEEL FREE TO CONTACT US DIRECTLY.

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The **LLSF** was founded in 1991 by Emmy Award winning Journalist, Linda Lorelle, her husband Lou Gregory and Linda's former colleague Martha Harvey. The **LLSF** has an impressive college enrollment rate of 99% and a graduation rate of 85%. To date, the **LLSF** has awarded over \$4.0 million in college scholarships and has sent more than 350 Houston area students to college, five of whom now serve on the LLSF Board of Directors. From the students served by the **LLSF** each year, approximately 61% are female and 39% are male. Hispanic students form the major portion of recipients (35%) followed by African American (32%) and Caucasian (13%).

The **LLSF** is dedicated to providing college scholarships to a population of students often overlooked by other scholarship funds. Many of our students have average grades, yet they have a burning desire to go to college and are capable of succeeding, if given the support and encouragement they so desperately need. Unlike other scholarship funds, we don't just award them scholarships and say "good luck". The **LLSF** gives them the tools they need to not only change the trajectory of their lives, but their families, as well. As the saying goes, "it takes a village to raise a child." We are the village.

## UP**SKILL**HOUSTON

The Houston region has experienced incredible growth over the last few years, and its economy has been recognized globally as one of opportunity. But in Greater Houston, as in many regions around the globe, too many people lack the skills or credentials they need to compete for 21st century jobs and too many businesses and employers are unable to find the workers they need, when and where they need them. These skills and people gaps have reached critical proportions among Houston's 1.4 million "middle-skills" jobs – advanced technical and craft careers that require education and skills development beyond high school, but less than a four-year college degree.

The Greater Houston Partnership's Up**Skill** Houston initiative helps address the regional skills gap and people gap. With business executives and employers leading the way, Up**Skill** brings together industry leaders, educators, community organization representatives and government officials to build a strong talent pipeline for critical careers and to provide opportunities for residents to share in the region's economic prosperity.

## SmartUp Houston: A Pioneering Partnership

The Linda Lorelle Scholarship Fund and the Greater Houston Partnership's UpSkill Houston initiative have forged a pioneering partnership to educate, engage and attract the region's future workforce.

**SmartUp Houston** is designed to prepare Houston area students for a 2-year or 4-year college and a well-paying career, while helping the region's employers address a critical need to find qualified workers to fill thousands of jobs vital to the success of our industries. "Many of these jobs require more than a high school diploma but less than a 4-year degree, and some starting salaries are as high as \$70,000," says Linda Lorelle, Co-Founder of the Linda Lorelle Scholarship Fund. "Most students don't know that, so we are not only putting greater emphasis on educating students about **all** of the career options available to them, we have also expanded our scholarship program to include 2-year degrees. We are very excited to partner with the GHP/UpSkill Houston as we broaden our scope and help our region achieve long-term success."

# College & Career Conference

## AGENDA

**8:00 a.m. – 9:00 a.m. Check In and Registration**

**Exhibitor Booths Open Throughout the Day**

**9:00 a.m. – 9:30 a.m. All Attendees Meet for General Assembly in Ballroom C**

Welcome and Conference Announcements: *Linda Lorelle, Mistress of Ceremonies*

Time:	Meeting Room 310-A	Meeting Room 320 - A	Meeting Room 330-AB
9:40 am – 10:10 am	College Prep & Admission Process (ACT/SAT)	FAFSA and Financial Aid	Right College Right Major Campus Life
10:20 am – 10:50 am	College Prep & Admission Process (ACT/SAT)	FAFSA and Financial Aid	Right College Right Major Campus Life
11:00 am – 11:30 am	College Prep & Admission Process (ACT/SAT)	FAFSA and Financial Aid	Right College Right Major Campus Life
11:35 am - 12:00 noon Break & Exhibitor Booths			
12:00 noon – 1:00 pm Lunch & Exhibitor Booths			
1:10 pm – 1:40 pm	Career Planning Job Opportunities Today and Tomorrow	Business Skills 101 How to get the job you want and how to keep it	CAMPUS LIFE
1:50 pm – 2:20 pm	Career Planning Job Opportunities Today and Tomorrow	Business Skills 101 How to get the job you want and how to keep it	CAMPUS LIFE
2:30 pm – 3:00 pm	Career Planning Job Opportunities Today and Tomorrow	Business Skills 101 How to get the job you want and how to keep it	CAMPUS LIFE

**3:10 p.m. – 3:45 p.m. Closing Ceremony: Ballroom C**

Conference Summary and Closing Comments: *Linda Lorelle, Mistress of Ceremonies*

**4:00 p.m. – College/Career Fair Closes**

**DRAWINGS FOR DOOR PRIZES WILL BE AT THE CLOSING CEREMONY AND YOU MUST BE PRESENT TO WIN**



## SMARTUP HOUSTON CONFERENCE

*Helping Houstonians Make Smart Education & Career Decisions*

### 2019 SPONSORSHIP FORM

**Exhibitor Name:** \_\_\_\_\_  
(please print legibly and exactly as it should appear in all printed materials)

**Mailing Address:** \_\_\_\_\_  
Street Address Suite #

City State ZIP Code

**Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Telephone:** ( ) **Fax Number:** ( )

**E-mail Address:** \_\_\_\_\_

### Sponsorships

#### **Underwriter - \$40,000**

##### **The Underwriter Sponsor Receives:**

- Prominent Booth Location
- Logo on tote bag and insert
- Recognition throughout the event during all presentations
- Promotion through pre and post event press releases and marketing campaigns
- Logo and link on website
- Opportunity to speak at opening ceremony
- Banner at event

#### **Bag Sponsors - \$20,000 or 4 at \$5000**

##### **All Bag Sponsors Receive:**

- Prominent Booth Location
- Logo on tote bag and insert
- Recognition throughout the event during all presentations
- Promotion through pre and post event press releases and marketing campaigns
- Logo and link on website
- Opportunity to speak at opening ceremony

### ***Keynote Speaker Sponsor - \$10,000 - 1 Only***

#### ***The Keynote Speaker Sponsor Receives:***

- Opportunity to introduce keynote speaker
- Logon on screen before keynote speaker
- Verbal acknowledgement from podium
- Logo on website

### ***Badge Sponsors - \$10,000 or 4 at \$2500***

#### ***All Badge Sponsors Receive:***

- Prominent Booth Location
- Logo on tote bag and insert
- Logo and link on website

### ***Room Sponsor (limited to 6) \$1,000***

#### ***All Room Sponsors Receive:***

- Signage on a room
- Logo on website

### ***Student Sponsorship (limited to 10 Educational Institutions) \$1,500***

#### ***All Student Sponsorship Sponsors Receive:***

- Booth
- Ability to award a \$1000 scholarship to a student at the event

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Will your organization provide a door prize? ☐ Yes ☐ No

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#### **Method of Payment**

**PLEASE SEND A COPY OF THIS FORM ALONG WITH PAYMENT**

#### **Type of Payment:**

☐ Enclosed is a check in the amount of \$\_\_\_\_\_ made payable to the Linda Lorelle Scholarship Fund

☐ Please charge \$\_\_\_\_\_ to: ☐ Amex ☐ Visa ☐ Master Card ☐ PayPal (Invoice To Follow)

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

#### **Please remit payment to:**

**The Linda Lorelle Scholarship Fund**

3302 Canal Street; Suite 34

Houston, Texas 77003

Phone: 281-667-0409

Email Logo via jpeg or png to [lslf@lindalorelle.org](mailto:lslf@lindalorelle.org)