



TECH FAIR




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Perfected by Human Intelligence, Laura Ceron Melo, Creative Arts at The Fortune Society

10:00 AM to 3:00 PM

Event Schedule

Supported by:

 Federal Reserve Bank of Atlanta



To be eligible for final giveaways, you must be a Fortune participant, attend 3 breakout sessions, have your raffle ticket, and be present.

Time	Presentation	Location
9:00 AM – 10:00 AM	Registration and Check-in	In-person at all locations
10:00 AM – 10:15 AM	Opening Remarks Rob DeLeon, Deputy Chief Executive Officer, The Fortune Society Milo Jones, Digital Equity Program, The Fortune Society	In-person at LIC Main Room and on Zoom
10:15 AM – 10:45 AM	Keynote: Nyerere “Nye” Hodge, Senior Research Analyst Center for Workforce and Economic Opportunity, Federal Reserve Bank of Atlanta Digital Skills: Impact on Workers and the Economy Digital skills are more important for getting a job in today’s economy than at any other time. 92% of today’s jobs require digital skills. These skills are no longer only necessary for jobs in tech; they’re necessary for jobs in industries across the economy. Plus, digital skills pay! Jobs requiring digital skills pay up to 144% more than jobs that don’t require any digital skills. And, of course, when workers earn more, it’s great for the economy!	
10:50 AM – 11:15 PM	Meet Tabling Organizations CanCode • WikiNYC • Activate Your Life • Justice Through Code • NYC Housing Preservation & Development • John Jay College Initiative Program	
11:15 AM – 11:30 AM	Networking Break	
11:15 AM – 2:00 PM	Artificial Intelligence (AI) Discovery Hub Explore the power of artificial intelligence and discover how it can add value to your life!	In-person at LIC
11:15 AM – 2:00 PM	Typing Competition Showcase your typing talent as you accurately speed your way through Fortune’s 1 st digital skill competition.	In-person at all locations
11:30 AM – 12:00 PM (Breakout Session)	Leveraging Entrepreneurship to Increase Economic Opportunity Kyle O'Connor & Clement Benedict, Defy Ventures Learn about how Defy's Entrepreneurship Bootcamp program can teach you the strategies and mindset needed to start your own successful business.	In-person at LIC Main Room and On Zoom

Time	Presentation	Location
11:30 AM – 12:00 PM (Breakout Session)	AI: Enhancing Robots, Inspiring Art Max Basescu, Engineer and Scientist Robot Motion Max will present applications of artificial intelligence (AI) in the field of robotics, showing examples of how AI is used to improve a robot's understanding of its environment and its behavior when interacting with that environment. He will also discuss AI as a tool for productivity in engineering as well as some interesting creative and artistic usages of AI.	In-person at LIC Room 168
12:00 PM – 12:45 PM	Lunch will be served.	
1:00 PM – 1:30 PM (Breakout Session)	Artificial Intelligence (AI) Impact on Society Javier Irizarry, John Jay College of Criminal Justice, College Initiative Program Artificial intelligence (AI) is rapidly transforming our world, and education is no exception. Learn about AI's global impact and how AI is helping students.	In-person at LIC Main Room and On Zoom
1:00 PM – 1:30 PM (Breakout Session)	Tech Tools for Business Success Lucinda Cross, CEO of Activate Your Life Discover how technology can boost your business! This presentation, "Tech Tools for Business Success," showcases the latest advancements and digital resources, helping you achieve efficiency, innovation, and a competitive edge. Learn practical tips and strategies to use technology for better productivity and sustainable growth.	In-person at LIC Room 168
1:30 PM – 1:45 PM	Networking Break	
1:45 PM – 2:15 PM (Breakout Session)	Digital Marketing for the Job Seeker and Entrepreneur Teccara Carmack, Founder & Chief Executive Officer of KOMPOSIT Group In the dynamic presentation on "Digital Marketing for the Job Seeker and Entrepreneur," attendees will dive into the essentials of digital marketing and branding, unraveling the distinction between personal and company brands. This engaging session will highlight the critical role of digital marketing in the modern job market and business world, emphasizing its necessity for visibility and success. Participants will learn how a robust online presence not only enhances their marketability as job seekers but also elevates their stature as entrepreneurs, making them stand out in a competitive digital landscape. Expect insightful answers to pivotal questions, practical strategies, and real-world examples that illuminate the path to achieving a compelling digital footprint.	In-person at LIC Main Room and On Zoom

Time	Presentation	Location
1:45 PM – 2:15 PM (Breakout Session)	Understanding and Using AI: ChatGPT for the Job Search and Beyond Anthony Baker, Lead Product Manager at Workera.ai This presentation will cover useful strategies for using ChatGPT to craft engaging resumes, prepare for interviews, and understand industry trends. You'll learn how to integrate ChatGPT into your job search effectively, gaining insights into how it can help with analyzing job listings, improving resumes, and interview prep. We'll use real examples and straightforward advice to guide you in maximizing ChatGPT's potential, helping you approach the job market more informed and ready.	In-person at LIC Room 168
2:15 PM – 2:25 PM	Networking Break	
2:25 PM – 3:00 PM	Fortune's Digital Equity Program Champions Jacob Schwartz, Digital Equity Program, The Fortune Society Information and featured learners Closing Remarks and Final Giveaways Randi Rothchild, Chief Program Officer, The Fortune Society	In-person at LIC Main Room and On Zoom

Tabling the event at the Main Service Center in Long Island City

CanCode

Can Code Communities designs and delivers workforce [training courses](#), hands-on K-12 [coding programs](#), and [basic computer training workshops](#), in alignment with the needs of employers, educators, talent and the community in general. Our mission is to shift mindsets about who can work in technology, remove cultural and economic barriers to joining the tech workforce, and establish and promote pathways to tech careers throughout the region.

<https://cancode.org/>

WikiNYC

Wikimedia New York City (also known as WikiNYC) is the regional Wikimedia chapter serving the New York metropolitan area. We host local events and support Wikipedia editors in the NY metro area. We help promote free access to the world's knowledge in support of Wikipedia and the other projects of the Wikimedia Foundation. Wikimedia NYC is a separate organization from the Wikimedia Foundation and has no editorial control over Wikipedia or any other project hosted by the Foundation.

<https://nyc.wikimedia.org/>

Columbia University Justice Through Code

A world where every person, regardless of past convictions or incarceration can access life-sustaining and meaningful careers. We are working to make this vision a reality through our technical and professional career development accelerators.

<https://centerforjustice.columbia.edu/justicethroughcode>

Housing Preservation & Development - Housing Connect

NYC Housing Connect is your portal to find and apply for affordable rental and homeownership opportunities across the five boroughs of New York City.

<https://housingconnect.nyc.gov/>

John Jay College of Criminal Justice, College Initiative Program

More than one thousand justice impacted students have pursued higher education through College Initiative (CI), a college preparation program and community. Nearly 400 have earned post-secondary degrees, and roughly 20% of those graduates have earned multiple degrees. Founded as an independent nonprofit organization in 2002, CI merged with the John Jay College Institute for Justice and Opportunity in 2015, broadening our programming for students who have been involved with the criminal legal system. College Initiative's three pillars—Academic Counseling, Peer Mentoring, and Community Support—help students grow as learners and as leaders.

<https://justiceandopportunity.org/educational-pathways/college-initiative>

Activate Your Life

Lucinda Cross is an entrepreneur, motivational superstar and bestselling author who tells it like it is. If you want inspiration, authenticity, and straight talk with business and personal development leaders, then Lucinda Cross is your go-to.

<https://lucindacross.com>

Defy Venture

Defy's entrepreneurial programs enable one of America's largest forgotten communities to defy the odds. We equip them with new skills, new connections, and a new belief to match their new purpose, and succeed in their new life of economic independence.

<https://www.defyventures.org>

Speakers

Opening Remarks



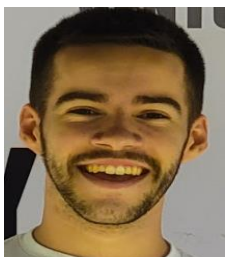
Rob DeLeon is the Deputy Chief Executive Officer at The Fortune Society, an organization that provides individuals involved in the criminal legal system with wrap-around clinical and social services to support community reintegration. Fortune also advocates for policy and legislation that will impact the people they serve. Mr. DeLeon is formerly incarcerated, he spent 10 years in prison beginning at age 17 at which time he was charged, and ultimately convicted as an adult. Since his release, Mr. DeLeon has leveraged his lived experience to become an active leader in the juvenile justice and criminal justice services and advocacy landscape. As an advocate and spokesperson, Mr. DeLeon has supported and advised on many social justice issues, including prison and parole reform, fairness in policing practices, access to appropriate health care for incarcerated and formerly incarcerated individuals, and youth and community justice. He has collaborated with community partners, service providers and government stakeholders on a number of important initiatives including Raise the Age, and Less is More.

Digital Skills: Impact on Workers and the Economy



Nye Hodge is a senior research analyst at the Federal Reserve Bank of Atlanta. His research focus includes: future of work to understand how technology and policy shape and re-shape the labor market for workers, occupation and skill trends to identify career pathways to better paying jobs for low and moderate income workers, and demographic analyses to highlight how different groups are experiencing the labor market.

Leveraging Entrepreneurship to Increase Economic Opportunity



Kyle O'Connor is the Senior Program Manager of Entrepreneurship Programs of the Defy Ventures Tri-State chapter. Kyle joined Defy in 2020 in an Associate role with a focus on facilitating their post-release Entrepreneurship Bootcamp program. Currently, Kyle still leads the Entrepreneurship Bootcamp, in addition to facilitating and overseeing Defy Tri-State's Business Accelerator program, and managing volunteer engagement with the organization. Before starting with Defy Ventures, Kyle held positions in account management and sales with two high-growth companies within New York City's preeminent hospitality industry, Convene and Legends, One World Observatory. He is a Dale Carnegie-certified public speaker.

AI: Enhancing Robots, Inspiring Art



Max Basescu is an engineer and scientist specializing in the control of robot motion. He graduated from Johns Hopkins University in 2018 with a degree in mechanical engineering. Throughout his career, he has developed a variety of robotic systems including flying robots at the Applied Physics Laboratory and self-driving trucks at Outrider.

AI Artificial Intelligence Impact on Society



Javier Irizarry is the Tech Coordinator for Support Programs at the Institute for Justice and Opportunity. Additionally, Javier is a seasoned IT professional with over 10 years of experience in supporting multi billion-dollar corporations. He is also a passionate social worker with a B.A in Psychology and over five years of experience as a domestic violence senior case manager and counselor.

In his role as Tech Coordinator, Javier oversees the development and implementation of tech assessments and classes that are tailored to the needs of the students. He also provides one-on-one support to students who face more specific challenges with their tech skills. Javier's interdisciplinary background allows him to combine his technical expertise with his understanding of human behavior to create innovative and effective tech-based programs that help students reach their full potential. He is a firm believer that mastering modern technology is a gateway to a future of infinite possibilities, and he is committed to helping students develop the skills they need to succeed in today's digital world.

Tech Tools for Business Success



Lucinda Cross, media personality, and leadership trainer for women, listed as Forbes Next 1000, 2023, stands tall as Verizon's Small Business Comeback Coach and was honored with the Lifetime Achievement award by our forever President, Barack Obama. As the visionary Founder and CEO of Activate Worldwide, a forceful entity dedicated to women's business empowerment, at-risk youth, and women reentry advocate. Lucinda is a beacon of inspiration and a true catalyst for transformation. Her voice resonates far and wide, having graced the stages of CNN, the Today Show,

BET, and Essence, to name a few.

Digital Marketing for the Job Seeker and Entrepreneur

Teccara Carmack



Teccara M. Carmack has over 15 years as a seasoned, award-winning expert in the media and advertising industry. Known for her creative ideation and strategic vision, Teccara excels in developing tailored media and marketing solutions that resonate with diverse audiences while hitting ROI and business goals for her clients. Her work is marked by a deep commitment to cultural relevance and innovation, consistently delivering impactful results that enhance brand relationships and drive conversation. Her secret sauce is her signature style of creativity and ideation - producing award-winning campaigns and executing immersive experiences for

clients and audiences alike.

Teccara has an impressive track record of helping top-tier brands like SC Johnson, NIKE, AT&T, Kaiser Permanente, and Godrej/African Pride, build strong relationships with both general and multicultural consumer audiences through unique brand campaigns and experiences. Her expertise also includes many years at Meta in the Global Sales and Marketing division, where she further honed her skills in driving revenue-generating strategies for Ad Agencies. Currently serving as the Brand, Content & Culture Manager for McDonald's US Marketing, Teccara is managing the development and execution of custom brand programs that impact and shift social and culturally relevant conversations.

Understanding and Using AI: ChatGPT for the Job Search and Beyond



Anthony is a Lead Product Manager at Workera.ai, an AI-powered skills measurement and verification platform. Workera helps employees understand their strengths and weakness across a wide variety of technology skills, and uses data to create personalized learning experiences and drive equitable, data-driven hiring decisions. At Workera, AI powers everything we do.

Anthony has nearly a decade of experience building digital products in the education and data science space. He holds degrees from Lafayette College and Harvard University in creative writing, computer science, and education. Outside of work he loves skiing, surfing, and synthesizers. He lives with his fiancée and dog in Woodstock, New York. Ask him about entrepreneurship, startups, coding, data analytics, or product management.

Closing Remarks



Randi Rothschild, LCSW, is a licensed clinical social worker and nonprofit executive. Mrs. Rothschild has worked in both non-profit and government sectors and has expertise in program development, implementation and management. She works to build innovative, evidence based and sustainable programming for marginalized populations throughout NYC with a special focus on the justice involved population. Mrs. Rothschild has over 15 years of experience working in direct service and program management, serving individuals with mental illness, substance use, HIV/AIDS, Hepatitis C, and justice involvement.

Mrs. Rothschild has helped to spearhead large scale reentry and diversion programming and has managed upwards of 60 million in government and private monies. Mrs. Rothschild has extensive experience collaborating with inter-governmental stakeholders and managing community partnerships. Additionally, Mrs. Rothschild has extensive grant management experience; managing program budgets, staffing and productivity and has acquired over 30 million in new funding. Mrs. Rothschild has also assisted in evaluating programs in criminal justice, HIV/AIDS, mental illness and substance use. She has experience developing data management systems, quality assurance tools and reporting metrics. At present, Mrs. Rothschild is the Chief Program Officer with The Fortune Society, overseeing its service areas and in accordance with Fortune's vision, mission and values, plans strategies and sets service goals. Mrs. Rothschild is a Nassau County native, residing presently in Westchester, New York, is a certified yoga teacher and has a small private clinical therapy practice.

Proof of Attendance

Name: _____ Fortune ID #: _____

Remember to have the room host record your attendance for each breakout session you attend. You must attend 3 breakout sessions to be eligible for the final giveaways, have your raffle ticket, and be present.

Breakout Sessions 1

Time	Breakout Session	Attend
11:30 AM – 12:00 PM	Leveraging Entrepreneurship to Increase Economic Opportunity	
(Breakout Sessions)	AI: Enhancing Robots, Inspiring Art	

Breakout Sessions 2

1:00 PM – 1:30 PM	Artificial Intelligence (AI) Impact on Society	
(Breakout Sessions)	Tech Tools for Business Success	

Breakout Sessions 3

1:45 PM – 2:15 PM	Digital Marketing for the Job Seeker and Entrepreneur	
(Breakout Sessions)	Understanding and Using AI: ChatGPT for the Job Search and Beyond	