



PRESS RELEASE: Ferris Hosting Professional Career and Leadership Conference

Sandy C Gholston to: Archive

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Included below is a press release regarding the upcoming Professional Career and Leadership Conference on the Ferris campus in Big Rapids scheduled for Saturday, Oct. 27. A number of topics will be addressed during the conference, including: student loan debt, social media communications, financial management and networking. Any questions about the conference can be directed to Sandy Gholston, News Services and Social Media Manager.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2012/october/pclc.htm>

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Ferris Hosting Professional Career and Leadership Conference

BIG RAPIDS – Communicate and get connected at Ferris State University’s Professional Career and Leadership Conference on Saturday, Oct. 27 in the Rankin Student Center.

Ferris employees and students are invited to participate in the conference, which will include sessions on communicating through social media and hot topics concerning students, such as financial management and networking. The event will help participants discover the impact of leadership in workplace success and help them develop leadership and employability skills.

“Leadership is still the number one skill employers are looking for,” said Angela Roman, director of Career Services, which is offering the event with Student Leadership and Activities. “The Professional Career and Leadership Conference will teach students how to be a good leader and why that’s important.”

Registration begins at 11 a.m. with a light lunch and welcome gathering at 11:30 a.m. Participants can attend three, one-hour concurrent sessions. With 12 sessions available, students can choose those that best meet their interests. Topics include social media, the ABCs of networking, leadership characteristics and entrepreneurship, and will be presented by business professionals and university representatives.

At 4 p.m., attendees will head to an etiquette reception to engage in conversation with professionals and other students.

“This will help students practice the art of small talk,” Roman said. “We are most excited to offer this opportunity to students, because this type of event is very common at professional

conferences.”

The keynote speaker for the conference will be Rachel (Ramsey) Cruze, daughter of financial wizard Dave Ramsey. Cruze will offer advice about how to alleviate student loan debt, increase wealth, and live a full life.

To learn more about Cruze, visit:

<http://www.ferris.edu/HTMLS/news/archive/2012/october/cruze.htm>

To register for the conference and for more information, go to:

<http://ferris.orgsync.com/PCLConference> or contact Career Services at (231) 591-2685.

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