

**All sessions will be held at:**

**Point Park University**

**14 Wood Street**

**West Penn Hall, 1<sup>st</sup> Floor**

**Center for Media Innovation & Michael P. Pitterich Sales and Innovation Center**

**Pittsburgh, Pa 15222**

<https://www.pointpark.edu/about/directions/index>

**Session 1: Saturday, November 16 – Noon – 1:30pm**

**“Sports & Giving Back to the Community” – Chuck Cooper/Sean Gibson/Jaden Lindo/Curtis Aiken**

Chuck Cooper & Josh Gibson Foundation to discuss their impact on the community and a commitment to service. They will be joined by Jaden Lindo, Executive Fellow of the Pittsburgh Penguins and the Willie O’Ree Foundation.

**Session 2: Saturday, December 14 – 1pm – 2:30pm**

**College Preparation and Admissions: - George Santucci – VP Financial Aid**

- This session focuses on preparing students for the college admissions process, including how to navigate FAFSA and understand college requirements.
- Workshops on completing college applications and writing impactful personal statements.
- A detailed walkthrough of the FAFSA process led by financial aid experts from Point Park.
- Discussions on selecting colleges that align with students’ academic and career goals.

**Financial Education Workshop: Prof. Brittney Arnett/AND FNB Bank representative**

- Interactive budgeting exercises that simulate real-world financial decisions.
- Presentations from Point Park business faculty and financial experts from Pittsburgh’s banking sector.
- Q&A session where students can ask questions about personal finance challenges and opportunities.

**Session 3: February 8<sup>th</sup>, 12-1:30 PM**

**Sales and Marketing: Dorene Ciletti, Program Director Sales and Marketing Department PPU faculty**

### Session 4: 3/22/25

#### **NIL (Name, Image, Likeness) and Personal Branding: - Prof. Chuck Berry/Dallas Jackson U. of Pitt**

- This workshop will educate students about the opportunities and responsibilities associated with NIL rights and how to build their personal brand.
- Presentations on NIL legislation and its impact on student-athletes.
- Branding exercises to help students articulate their personal stories and strengths.
- Guidance on using social media and digital platforms to promote their brand positively.

### Session 5: 4/5/25

#### **How to start a Business – “Getting down to Business: Side Hustles, Start-Ups and the Secrets to Starting and Running your own business.” Curtis Aiken/Prof. Hagen Starz**

- Outline the basic steps of starting a business (i.e., business plan, filing for a fictitious name, type of business (LLC, S Corp LP, etc.), registering with appropriate government agencies, taxes, etc.).

### Session 6: 4/12/25

#### **Guest Speaker Series/Award Ceremony**

- Guest lectures featuring professionals from various sports and business-related fields. This session will focus on career paths, industry insights, and personal stories of success and challenges:
  - Professional athletes and coaches who share their journeys and the importance of resilience and hard work. **CURTIS AIKEN**
  - Local Business leaders from discuss leadership and entrepreneurship. **FNB Leadership**

