Unlock Your Potential: Joining the CEO Board and Elevate Your Leadership Journey!

Are you a dynamic and driven young professional seeking to take your leadership skills to new heights? We invite you to seize a golden opportunity by becoming a vital member of our creative and innovative CEO Board.

Why join the CEO Board?
1. **Enhance your leadership skills**: Gain hands-on experience in steering projects, making decisions, and elevate your ability to navigate challenges, inspire others and lead with confidence.
2. **Strategic Vision**: Shape the direction of our organization by contributing to visionary strategies. Your insights and ideas will play a pivotal role in driving innovation and growth.
3. **Professional Development**: Access exclusive training, workshops, and resources designed to nurture your leadership acumen. Acquire skills that will set you apart in any professional area.
4. **Resume Powerhouse**: Being a part of our CEO Board instantly transforms your resume. Showcase your involvement to potential employers as a testament to your leadership prowess and commitment to driving excellence.

All officers will be expected to meet for a 1 hour officer meeting every other week, attend member meetings, and work on their own CEO duties outside of this.

*All positions highlighted in yellow are OPEN*

Please reach out to krielk@uw.edu with any questions :)
President: Works with VP of Finance, VP of Fundraising and VP of Membership - Kayla Lokker

*Upcoming president*

- Registering org with student involvement
  - Get all officers registered
  - Get officers Keys to office
  - Get officers access to drive
- Weekly emails for board meeting
- Figure out what to do with panthersync, where do people go for information?
- Presenting speakers and activities at all meetings
- Meeting content
  - Finding speakers
  - Running officer meetings
- Regional and National Conferences
  - In coordination with VP of Special Events
  - Work with Pahit Yang in student involvement
- Weekly officer and advisor update email
- Speaker relations
  - Meeting speakers day of at 8pm
    - asking if they can stay late after for more questions
    - if they are willing to be contacted
  - One week before meetings: logistics emails
    - Reminders
    - Directions & parking
    - Room location
    - Powerpoint logistics
  - After meeting thanks-you/follow up
    - Thank you Email/letter?

Vice President : Works with VP of Special Events, VP of Marketing, VP of Advertising- Bernie Moyer

*Upcoming VP*

- Office - 387 Union
- Office Supplies
- Calendar
- Tabling for student org fair
- Creative Tabling
- Room booking and meeting set-up

VP of Special Events
• Conferences and Keynote speaker event
• National Conference in Collaboration with President - October 27-29, 2016
  ○ Rooms - Grant Funding
  ○ Transportation
  ○ Flights
  ○ Applications - La Macchia
• Elevator Pitch Competition
• Student Entrepreneur of the Year
• Regional Conference in Spring
• Startup visit
• With VP of Fundraising: ONE fundraiser besides EatStreet Tabling
• Community Service Event? High school student training day

**VP of Finance**

• Bank/Books
• Grant hearings for Spring funding
• Quarterly budget update for Joan
• Member Dues
• Funds for National Conference

**VP of Fundraising**

Planning and Organizing Fundraising
  ○ Eat Street Tabling
  ○ Dynamic Solutions Worldwide
  ○ LaMacchia Family
  ○ Scope out sponsors

**VP of Marketing- Shriya Mehrotra**

Work with business school to make website

Social Media
  ○ Weekly postings to social media
  ○ Create Social Media specific journal/guidebook for future reference
  ○ Instagram account
  ○ Snapchat Account
  ○ Facebook
    ■ Ads to Facebook groups: UWM Class of 2019, 2018, etc
    ■ Identify useful, relevant groups/influencers
    ■ Update Cover Photo and Profile Picture
    ■ Create a content schedule/calendar
    ■ Create an ad budget
Update “About” page attributes
- Identify top performing post or create new post to be pinned to top
- Weekly postings for meetings

- Scala Board

**VP of Advertising**
- Weekly Mailchimp Emails
- Member T-Shirts
- Meeting and Event Flyers
- CEO Group Posters

**VP of Membership**
- CEO recruitment
  - Tabling (student org fair and other)
  - Class lists (Before Semester Starts/First Week) and Spreadsheet
    - Find specific courses geared towards entrepreneurship
    - Reach out to professors
    - Get sign up sheet filled for classes (other officers)
    - Keep running list of professors that allow speakers
  - Create Presentation pitch - catered to specific major (arts/engineering/business)
    - Foster entrepreneurship and innovation at UWM
    - Turning ideas into an actual business
    - Learning entrepreneurial skills
    - Networking with like-minded individuals
    - Social / Community Aspect - a place for all majors
    - Specifically: Meeting times and maybe upcoming speakers

Updating member roster
- Scouting opportunities for members
- Meeting Icebreakers
- External (Not CEO) Events
  - Exterior student organization collaboration
  - Events like Student Entrepreneur Showcase
  - Company Tour

**VP of Business Development**
- Be a connection for CEO in the engineering school as we try to expand across disciplines
- Provide resources in/out UWM for students to learn and build their projects and prototypes (physically)
- Exposing business students to software
- CAD
- Cam
- Adobe Suite (Photoshop, premiere, pdf-legal docs)
- Eclipse-Java
- Keep tabs on the opening and structure usage of the EMS Makerspace for student use
- Organize one technical workshop in a skill of your choice
COLLECTIVE DUTIES

- Create Clear Mission Statement
- Personal and org goal setting
- Meeting member inclusivity
- Creating an org/meeting culture

Someday

- Community Service
- New entrepreneurship building and program
- Sponsors
  - Wisconsin Super Angel Fund / Tom Schuster - Derek
    - Golden Angel Fund / Tim Keane (Really only likes Marquette)
  - StartupMKE / Ward4 / Hudson - Derek
  - Johnson Controls
  - Lubar & Co. / Bill Harrison - Derek
- Speakers
  - Venture Capital Director - Derek
  - Successful Entrepreneurs in the area - Derek
  - Private Equity Analysts - Derek
  - Startup MKE

Sparked Systems (Programming and Coding) - Rick Sperko