

PORTLAND WORKFORCE ALLIANCE

# EXPO BREAKFAST

**SUPPORT OREGON'S SCHOOLS AND WORKFORCE**



**Wednesday,  
February 24, 2016**

**TIME:** 7:30 AM – 9:00 AM  
(doors open at 7:00 AM)

**PLACE:** Oregon Convention Center,  
Oregon Ballroom

**COST:** Free

Join us as we kick off our signature event:  
**THE 2016 NW YOUTH CAREERS EXPO**

We invite you to:

- **Celebrate** the work of our partners in business, K-12 and higher education.
- **Connect** with leaders who believe in developing young people's college-and-career aspirations
- **Meet** students who were inspired by our career-learning experiences.
- **Get involved** and help students graduate, continue their education and contribute to our region's economic vitality.

The PWA Breakfast is free, but we welcome donations to support our year-round work. Please register online at:

[portlandworkforcealliance.org/expo](http://portlandworkforcealliance.org/expo)

**THANK YOU TO OUR SPONSORS**



**Want to do more? Sponsor the Breakfast!**

Sponsorship levels available at Gold (\$3,500), Silver (\$2,500), Bronze (\$1,000), Table (Employer \$300 / Individual \$100)



## Full speaker lineup announced for 2016 PWA Expo Breakfast

Joining **Oregon Gov. Kate Brown** as speakers for the annual **PWA Expo Breakfast** on Feb. 24, 2016, at the Oregon Convention Center are Portland Public Schools Superintendent Carole Smith and two private-sector visionaries from Meyer Memorial Trust and the global advertising firm Wieden+Kennedy.

"This is a fantastic group of people," said Scott Kleiner, board president of the nonprofit Portland Workforce Alliance. "We're so pleased to see this support for Oregon students."

**Rukaiyah Adams**, chief investment officer for **Meyer Memorial Trust**, grew up in North Portland and attended Portland Public Schools and Catlin Gabel School. Her college-and-career journey took her from Stanford Law School to a corporate law firm. She later returned to Stanford for an MBA after realizing that finance was her true calling.

She now oversees all of the investment activities of one of the Northwest's largest charitable foundations. She's a candid, engaging leader with a great story to tell about the importance of resilience (and of math class).

**Mark Fitzloff** is the executive creative director of **Wieden+Kennedy**, the Portland-based advertising firm regularly cited as one of the world's best ad agencies for its work on Nike, Coca-Cola, Old Spice, Levi's and other household brands.

Fitzloff sees firsthand the importance of creativity, humor, technical savvy and innovation in his industry. He will share with the audience some of the perspectives gained from his unique role.

**Kate Brown** will join PWA for her second time as Oregon governor. The Portland Democrat and former Secretary of State is a strong supporter of K-12 education, including career and technical education. **Carole Smith** will round out the program as the longtime chief of Oregon's largest school district. PPS is restoring career-related electives and intensifying its work around career readiness.

**About the breakfast:** The **PWA Expo Breakfast** is an annual student-centered event to celebrate career learning and inspire more community volunteering and employer support. It attracts more than 400 business leaders, educators and high school students, and is held the morning of PWA's **NW Youth Careers Expo**. This year's Expo has already drawn 6,500 students and 130+ exhibitors, including Oregon's leading employers.

Our early breakfast sponsors include Nike, The Standard, Ball Janik, SureID, Arnerich Massena and Tonkon Torp.

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EVENT DETAILS, FLYER AND REGISTRATION:  
[www.portlandworkforcealliance.org/expo](http://www.portlandworkforcealliance.org/expo)

