Career Cluster Video Archive & Help Topic Videos
(Updated 5/25/2016)

Now denotes HOT JOBS as listed by:
Career Builder – Hot Jobs for 2016
Wisconsin’s WORKnet – High-Growth Occupations 2012-2022

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Career Cluster: AGRICULTURE, FOOD & NATURAL RESOURCES

A Career on the Wild Side: DNR Wildlife Biologist Posted 01/22/2013
Presented by: Nancy Frost - Wildlife Biologist, Wisconsin Department of Natural Resources
Date: 12/04/2012
Description: It’s hard to describe a day-in-the-life of a Wildlife Biologist. So says Nancy Frost, a wildlife biologist for the Wisconsin Department of Natural Resources, who researches and manages all kinds of wild creatures. Duties can vary from day-to-day and even differ throughout the year for various regions of the state. Wildlife Biologists are often property managers for DNR public lands, working on habitat management for those properties based on species focus or natural community focus. Nancy explains what it is like to take on this career working on the wild side. (Running Time 21:04)

A Chemical Engineer’s Role in a Food Company Posted 04/21/2012 HOT JOB
Date: 03/21/2012
Description: When people think of working in the food industry, they don’t normally think of someone having an engineering degree. However, there are many skills that one learns as an engineer, especially as a chemical engineer, that make the field an excellent one in which to have a long term career. Beth Ann Nylander will share her insight about those attributes and how she has been able to apply them in the many varied roles that she’s had while working for Kraft Foods. (Running Time 22:13)

Presented by: Eric Olson - Sanitarian II, Public Health-Madison & Dane County
Date: 10/14/2015
Description: A sanitarian, also known as a public health inspector, is a person who promotes public health by conducting inspections and investigations in order to make sure standards of cleanliness and sanitation are enforced. Eric Olson will discuss the general educational requirements and training as well as the variety of duties a sanitarian can expect. (Running Time 23:07)

Agribusiness Careers: Supporting Wisconsin’s Agricultural Industry Posted 01/06/2014
Presented by: Bob Carlson - Chief Executive Officer, Landmark Cooperative
Date: 12/17/2013
Description: Being involved in Wisconsin’s agriculture industry spans far beyond life on the farm. From animal nutrition and agronomy services to grain management, transportation and marketing, there are a wide range of agribusiness careers to consider. As the head of Landmark Cooperative, CEO Bob Carlson shares insight on the variety of jobs that are involved with running an agricultural co-op and the skills needed to get into the field. (Running Time 22:44)
**An Adventurous Career in Chocolate** Posted 05/19/2011
**Presented by:** Gail Ambrosius - Chocolatier, Gail Ambrosius Chocolatier

**Date:** 04/06/2011

**Description:** Learn what it’s like to have your own chocolate company from nationally known chocolatier, Gail Ambrosius. Gail has traveled to France to learn how to make chocolate. She visits cacao farms, where the beans that make chocolate are grown, in Ecuador, Venezuela and Costa Rica. She brings that world of experience back to her shop, where she and her staff make dark chocolate truffles by hand that are shipped around the country. (Running Time 19:17)

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**Biofuel Developers: It ain’t easy being green** Posted 06/02/2011 **HOT JOB**
**Presented by:** Kelly Morgan - Marketing Manager, Virent Energy Systems, Inc.

**Date:** 05/12/2011

**Description:** It may not be easy being green, but it's definitely rewarding! Virent Energy Systems, on Madison’s east side, is curing the world’s addiction to fossil fuels. Around 80 chemists and engineers and 20 administrative staff work at this 8-year old renewable bioproducts company that uses plant sugars from feedstocks such as wheat, straw, pine chips and corn to make the very same chemicals and fuels that have historically come from crude oil. If you love science and would enjoy leveraging your curiosity to fix the world’s big problems, consider the exciting green fields of biofuels and biochemicals! (Running Time 24:08)

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**Botany and Plant Pathology: Life as a Plant Doctor** Posted 01/24/2014
**Presented by:** Brian Hudelson - Director, UW-Madison Plant Disease Diagnostics Clinic

**Date:** 10/01/2013

**Description:** Plants need doctors too. That’s been the passion for Brian Hudelson over the years as he turned his love of plants into a career. Learning to identify plant diseases and how to control them is an important area of plant science. Brian shares his insight on the areas of botany and plant pathology and how the work of plant scientists helps other industries such as agriculture and horticulture identify issues and find solutions. (Running Time 22:48)

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**Careers in Food and Agriculture** Posted 12/22/2010
**Presented by:** Maria McGinnis - Employer Relations & Career Advisor, UW College of Agricultural and Life Sciences

**Date:** 12/07/2010

**Description:** Food is a basic human need that takes a host of people to go from field to market. Both rural and urban students alike can have very rewarding careers in food and agriculture. This session will help students learn how to assess their interests in high school to see what a career in food or agriculture may look like for them. (Running Time 21:40)

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**Cheese Making for a New Generation** Posted 11/30/2012
**Presented by:** Katie Hedrich - Cheese Maker/ Marketer, LaClare Farms Specialties

**Date:** 11/15/2012

**Description:** Katie Hedrich is working in new territory and making a national name for herself in the world of cheese making. It’s a field dominated by men, but in the past three years she’s won 10 awards for her specialty goat cheeses including “Best of Show” at the 2011 U.S. Championship Cheese Contest. Katie shares how work on her family’s goat milking operation helped launch her cheese making career and what other opportunities exist off the farm in the agricultural industry for young people. Learn what it is like to be a young, first generation cheese maker and the challenges of running a small business in Wisconsin today. (Running Time 22:30)
Coastal Engineering: Civil Engineering on the Edge  Posted 09/03/2013
Presented by: Gene Clark - Coastal Engineering Outreach Specialist, UW Sea Grant Institute, Lake Superior Field Office
Date: 05/07/2013
Description: There are many types of engineering specialties. One specialty of Civil Engineering is “Coastal Engineering.” A specialist in the field, Gene Clark, will draw upon his experience with coastal engineering issues and projects on Lake Superior. This session will explain how Civil Engineers use special training and education to plan, design and build structures such as ports, harbors and marinas to protect coastal lands and the large bodies of water they border. (Running Time 22:49)

Conservation Scientist: Managing our Great Lakes  Posted 01/23/2014
Presented by: Julia Noordyk - Water Quality & Coastal Communities Specialist, UW Sea Grant Institute
Date: 11/14/2013
Description: There are many scientists in Wisconsin studying the best ways to make the Great Lakes healthy for people and wildlife. Conservation science is conducted across many different subjects, including biology, chemistry, ecology, economics, social studies, and communication. As a UW Sea Grant Outreach Specialist, it is Julia Noordyk’s job to translate the results of these studies into information people can understand so they can make good management decisions to help restore wildlife habitat, protect clean water, and lessen the consequences of intense storms on Great Lakes communities. (Running Time 22:24)

Conservation Warden: An Office with a View  Posted 02/12/2012
Presented by: Nathan Kroeplin - Conservation Warden, Wisconsin Dept. of Natural Resources
Date: 02/02/2012
Description: If you are the outdoorsy type and have an interest in the law, a job as a Conservation Warden may be a career path to choose. More than 200 Wardens serve as the law enforcement arm of the Wisconsin Department of Natural Resources. Nathan Kroeplin has been a DNR warden for more than a decade and will review the hiring process, minimum requirements and what students can do to better their chances of becoming a warden. With the Wisconsin outdoors as his office, Nathan shares what a typical day is like as a warden, the pay, benefits and perks and why he thinks it’s the best job in the world. (Running Time - 21:47)

Cutting the Cheese: Life as a Cheesemonger  Posted 07/23/2015
Presented by: Jeanne Carpenter - Cheesemonger, Metcalfe’s Market
Date: 02/24/2015
Description: As more Americans demand to know where their food comes from, the role of a professional cheesemonger in a retail setting is growing. Jeanne Carpenter, specialty cheese manager at Metcalfe’s Market in Madison, shares the stories of artisan and specialty cheeses with customers daily, while cutting, wrapping and merchandising more than 300 cheeses from around the world. Learn why this profession is one of the fastest-growing jobs in the nation, and how you can be part of it. (Running Time 23:35)
Dairy Operations Manager: From Raw Product to Finished Goods  Posted 09/17/2013
Presented by: Greg Hedrich - Operations Manager, LaClare Farms
Date: 04/18/2013
Description: In the global food markets consumers are paying more attention than ever to where their food comes from. In his role as Operations Manager for his family’s large dairy goat farm, Greg Hedrich is responsible for integrating the enterprise from the stage of raw milk all the way to finished product. LaClare Farms is at the forefront of the dairy goat/cheese industry in Wisconsin, preparing to open a new farmstead dairy plant this spring. Hedrich outlines the kind of training, schooling and background needed for a career in agricultural management. (Running Time 23:29)

Dairy Scientist: Bolstering the Cheese and Dairy Industry  Posted 01/07/2014
Presented by: Mark Johnson - Assistant Director & Senior Scientist, Wisconsin Center for Dairy Research
Date: 10/31/2013
Description: Wisconsin’s robust dairy and cheesemaking industry provides opportunity for careers in dairy food science; everything from lab work to being a world-renowned cheese judge. As a senior scientist at the Wisconsin Center for Dairy Research, Mark Johnson shares insight on a range of careers from research and development to food safety and training. (Running Time 21:43)

Engineering & Oreos: Delicious, but are they really related?  Posted 02/17/2014 HOT JOB
Presented by: Cindie M. Wells - Global Project Commercialization Manager, Mondelēz International
Date: 02/11/2014
Description: When you eat an Oreo, do you ever say to yourself, ‘wow, I would love a job making Oreos, but I want to be an Engineer’? Well, you actually can have it all and might be surprised to learn how many opportunities there are in the Food Industry! Cindie Wells will share her career path and explain how graduating as a Chemical Engineer allowed her to experience unique, diverse and rewarding roles throughout the past 25 years. (Running Time 22:41)

Entomologist: Understanding a Bug’s Life  Posted 09/23/2013
Presented by: Phil Pellitteri - Distinguished Faculty Associate, UW Madison Department of Entomology
Date: 05/01/2013
Description: Insects make up about 80 percent of the life forms on Earth. Understanding this dominant species is the role of an Entomologist. Phil Pellitteri has made the science of bugs his life’s work, running the Insect Diagnostic Lab at UW-Madison for about 35 years. Through his work as an Entomologist, and Wisconsin’s anointed “Bug Expert,” Pellitteri explains how this ever changing field of science can identify important insect issues and their impact on humans. (Running Time 23:31)

Environmental Careers in Private Business  Posted 05/12/2016
Presented by: Joan Kozisek - Environmental Team Lead, American Transmission Company, LLC
Date: 05/04/2016
Description: Government agencies or non-profits are not the only place to work if you love the environment and want to ensure it is protected for future generations. Businesses also need devoted people who can help them understand how business and protection of the environment can co-exist. Joan Kozisek is an environmental expert for American Transmission Company, developing methods that minimize environmental impacts when new transmission lines are developed by the utility. She explains her work on a typical project and offers guidance to students looking for careers helping protect our natural resources. (Running Time 22:14)
Environmental Planning: Managing Human-Wildlife Conflicts Posted 07/23/2015
Presented by: Kim Wagner - Environmental Coordinator & Wildlife Biologist, US Department of Agriculture
Date: 05/12/2015
Description: Wild animals are treasured by the American people, but sometimes wildlife can cause damage to property, livestock, crops and natural resources or pose risks to human health and safety. Government agencies and private industry hire individuals of varying education and experience levels to help people resolve wildlife conflicts in a safe and responsible manner. Professionals in this field need to develop management plans that balance the need to reduce conflicts, protect the environment and respect widely divergent public attitudes on how wildlife should be managed. Kim Wagner will talk about her role as an Environmental Coordinator for the US Department of Agriculture and how students who study the hard sciences have great career options in this field. (Running Time 22:55)

Equine Veterinarians: The Last of the “House Call” Doctors Posted 05/10/2016
Presented by: Howard Ketover - Equine Veterinarian, Irongate Equine Clinic
Date: 04/26/2016
Description: Do you know that you want to work with animals, but not sure that the small animal experience is for you? As an equine veterinarian, Dr. Ketover gets to work outside, with animals, and develop meaningful relationships with each client. He’s ready to talk to you about the pros and cons of equine veterinary work, and what you need to do to become a veterinarian. (Running Time 23:45)

Exploring Exciting Careers in Agriculture Posted 03/05/2011
Presented by: Thomas Browne - Asst. Dean Undergraduate Programs & Services, UW College of Agricultural and Life Sciences
Date: 02/16/2011
Description: Learn about career and academic opportunities offered in the College of Agricultural Life Sciences at the University of Wisconsin-Madison. Jobs in food, health, energy, and environment are all goals that students can attain, and in an economy and job situation that has many people rightfully concerned, opportunities in these areas are typically available. This discussion will highlight the pathways to consider in pursuing these goals. (Running Time 24:01)

Finding the Food Science in You: Food Scientist Posted 04/11/2012
Presented by: Alexander McGowan - Associate Food Scientist, Kraft Foods-Oscar Mayer
Date: 02/22/2012
Description: Food science is a study concerned with all technical aspects of foods, beginning with harvesting or slaughtering, and ending with its cooking and consumption, an ideology commonly referred to as "from field to fork." It is one of the life sciences and is usually considered distinct from the field of nutrition. Alexander McGowan will share what led him to the world of food science and now as a food scientist with one of the nation’s leading companies what he does on a day-to-day basis. (Running Time 22:36)
Fisheries Expert: Battling Aquatic Invasive Species  Posted 04/15/2012
Presented by: Phil Moy - Fisheries and Aquatic Invasive Species Specialist, University of Wisconsin Sea Grant Institute
Date: 03/08/2012
Description: Since the 1800s, more than 185 exotic aquatic organisms of all types – including plants, fish, algae, viruses and mollusks – have established themselves in the Great Lakes. The species displace those that are native, and take a toll on an ecosystem. There are ways to fight back. Well-known Wisconsin invaders, like the sea lamprey, are now better controlled. Even the high-jumping Asian carp, which is knocking at the door of Great Lakes, has run into shocking barriers thanks, in part, to the work of Phil Moy. In his role as a fisheries expert, Moy will talk about his battles with aquatic invasive species and review the kinds of career paths that can help in this fight to protect Wisconsin waters. (Running Time 22:11)

Forester: Speak for the Trees!  Posted 09/23/2013
Presented by: Mary Ann Buenzow - Forestry Team Leader, WI Department of Natural Resources
Date: 03/12/2013
Description: A career in Forestry can include a wide range of duties, from caring for trees in an urban forest, to battling wildfires or emerald ash borers, to marking timber to sustainably meet the demand for forest products. Foresters with the Wisconsin Department of Natural Resources may do any or all of these tasks, and more! If you are interested in a career that allows you to be outdoors in every season while helping to keep our forests healthy and productive, a career in forestry may be perfect for you! Mary Ann Buenzow will discuss her 28 year career in forestry with the DNR. (Running Time 24:01)

From Farmer to Chef, Exploring Culinary Careers  Posted 11/19/2012
Presented by: Dan Fox - Chef & Heirloom Pig Farmer, The Heritage Tavern
Date: 10/17/2012
Description: The culinary industry has seen a huge boost in popularity with the onslaught of cooking shows and contests in media today. Opportunities for careers can take you from farm to fork and everywhere in between. Dan Fox is working both sides of the spectrum; he’s been an executive chef in fine restaurants and is now an heirloom pig farmer, raising his own pork and living by the mantra of using local, farm fresh ingredients. Dan shares his experiences in the culinary world as he also prepares to open his own, new restaurant in Madison. (Running Time 23:43)

Girl on Fire: a Day as a Forestry Technician  Posted 09/16/2013
Presented by: Brooke Hushagen - Forestry Technician, WI Department of Natural Resources
Date: 02/20/2013
Description: If you like the outdoors, could drive a bulldozer, are not afraid of fire, and like hanging around a big fuzzy bear, a career as a Forestry Technician might be for you. Brooke Hushagen shares insight on the career that is as diverse as Wisconsin’s changing seasons. From helping to suppress wildfires, to making appearances with Smokey Bear and writing forestry management plans, a Forestry Technician’s career serves up challenges beyond a typical day in the office. Learn what kinds of special training, equipment and skills are involved in this truly hot job! (Running Time 20:13)
Got Fish? A day in the life of a Fishery Biologist Posted 03/20/2011
Presented by: Stewart Cogswell - Fishery Biologist, U.S. Fish and Wildlife Service
Date: 03/08/2011
Description: Fish are an important part of our ecosystems and can be an indicator of environmental health. This session will involve an energetic discussion on basic fish biology and the need for properly functioning aquatic systems. Based out of the U.S. Fish and Wildlife office near Green Bay, Stewart Cogswell reviews what it is like to be a fishery biologist for this national agency. He'll delve into current fisheries issues and the education requirements needed for a career in this field. (Running Time 24:11)

Humane Society Careers: So Much More Than Just Dogs and Cats! Posted 10/14/2014 HOT JOB
Presented by: Gayle Viney - Public Relations Coordinator, Dane County Humane Society
Date: 10/01/2014
Description: Love animals, but not sure which career path is right for you? Gayle Viney always knew she’d like to work with animals, but until working for a humane society, she had no idea the many career routes that were possible in this non-profit field. She will explain how she uses her communication degree daily and also the many other career opportunities at a humane society. From animal care staff, to adoption counselors, to medical staff and volunteer coordinators - there is so much more that happens at Humane Societies than just adopting out dogs and cats. (Running Time 22:13)

Ice Cream for Fun and Profit: Food Product Development Posted 11/11/2015
Presented by: Staci Fritz - Owner, Calliope Ice Cream
Date: 10/22/2015
Description: Have you thought about starting a small food business? Staci Fritz has been working with Calliope Ice Cream for 3½ years, building an ice cream business from its very beginnings in a restaurant basement making 8 pints at a time. And now having expanded into grocery stores and restaurants in the Madison area bringing the production to batches of 1200 pints at a time. Staci shares insight on the challenges and rewards of food product development. (Running Time 23:51)

Invader Crusader: Federal Biologist Posted 12/01/2014
Presented by: Art Wagner - Pest Survey Specialist, United States Department of Agriculture
Date: 10/28/2014
Description: The Federal Government employs a wide range of biologists in a variety of different agencies of varying education levels. They work on animal, plant and human health issues as well as farming, animal husbandry, forestry and fish and wildlife. Some are research scientists; others focus on regulatory efforts to facilitate international trade. Many of these jobs however, are not well known to the general public. Art will talk about his role as a Pest Survey Specialist for the US Dept. of Agriculture and how he trained for this interesting career. (Running Time 25:27)

Life with Fish: DNR Fisheries Manager Posted 01/09/2013
Presented by: Kurt Welke - Fisheries Manager, Wisconsin Dept. of Natural Resources
Date: 11/14/2012
Description: What is it like shepherding the natural resources of Wisconsin from a field manager’s chair? As a seasoned Fisheries Manager for the Department of Natural Resources, Kurt Welke shares insight on why natural resources are a valuable and worthwhile profession, what it takes to compete in civil service, and how the business of “the outdoors” works on a daily basis. We’ll walk through an average day in the life of a fisheries manager and outline what students need to know and how they go about getting the knowledge and experience required for this rewarding career. (Running Time 24:03)
Mammals, turtles & birds, oh my! The Life of a Wildlife Rehabilitator  Posted 07/22/2015  
**Presented by:** Jackie Edmunds - *Wildlife Rehabilitation Coordinator*, Dane County Humane Society  
**Date:** 11/12/2014  
**Description:** Many students discover their passion for the biological sciences during high school or college by taking courses in general biology, animal sciences, botany, or anatomy and physiology. However, with such a broad array of topics to choose from, it can be difficult to narrow that passion and focus on a future career path. Jackie was born with a passion for helping animals, yet she never could have dreamed of working as a wildlife rehabilitator or researching bird populations. Jackie shares how her experiences led her to the Dane County Humane Society and what other opportunities are available to students in the wildlife rehabilitation field. (Running Time 23:36)

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Microbiology and Food Safety & Handling Careers  Posted 07/23/2015  
**Presented by:** Eric Hohol - *Plant Manager*, DuPont Nutrition & Health  
**Date:** 04/28/2015  
**Description:** Eric Hohol has had a robust career working in many aspects of food and bio-ingredient manufacturing. Starting out more than 20 years ago as a bacteriology technician at a chicken processing company, Eric has moved through the industrial microbiology field, taking on many challenges in quality control, food safety and other aspects of the manufacturing process. Currently he is Plant Manager of DuPont Nutrition & Health in Madison where he oversees 200 people in the production of live bacterial cultures and other food ingredients for the food, agriculture and dietary supplement industries. He also is a State of Wisconsin registered and licensed public health sanitarian. (Running Time 25:09)

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Park Ranger: Careers in the WI State Park System  Posted 09/18/2013  
**Presented by:** Jason Fritz - *Chief Ranger*, WI DNR State Parks System  
**Date:** 02/07/2013  
**Description:** Wisconsin has one of the oldest state parks systems in the country and with it a vast array of career opportunities. As the Chief Ranger of the Wisconsin State Parks System, Jason Fritz has a bird’s eye view of all positions and duties involved in the running the 66 state park units. Hear what kinds of skills are needed and what a career in parks and recreation looks like in Wisconsin’s great outdoors. (Running Time 24:19)

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Save the World: A Career in Environmental Advocacy  Posted 03/05/2011  
**Presented by:** Steve Hiniker - *Executive Director*, 1000 Friends of Wisconsin  
**Date:** 03/01/2011  
**Description:** Explore a rewarding career in making the world a better place to live. With concerns over global warming, future energy supplies, air and water pollution a career in environmental advocacy can be a challenging and exciting job choice. You will learn what it means to be an environmental lobbyist and what it takes to keep a nonprofit organization healthy. The financial rewards don’t come close the earnings of the private sector but the satisfaction of creating a better place for future generations is unequaled. (Running Time 21:38)
Small Business Ownership a Slice at a Time Posted 07/22/2015 HOT JOB
Presented by: Nick "Marty" Martin - Managing Partner, Ian's Pizza
Date: 03/12/2015
Description: Nick "Marty" Martin shares the story of the iconic Madison restaurant Ian's Pizza. What started as a pizza-by-the-slice shop near the UW campus has grown into five restaurants in three states, along with other spin-off businesses as well. As an owner of many of these companies, Martin has a wealth of experiences to share with young small business owners in the making. What does it take to start a business? What are the challenges and obstacles growing from one location to several? Marty shares some of the answers to this and more. With a lot of hard work and a little bit of luck, can you be the next successful entrepreneur? (Running Time 22:48)

The Challenges and Rewards of a Modern Day Dairy Producer Posted 01/29/2013
Presented by: Marty Hallock - Dairy Producer, Mar-Bec Dairy
Date: 10/16/2012
Description: Marty Hallock began farming young, raising crops on his own as a teenager to raise money. He didn’t come from a farm family, but it was his dream. Hear how this first generation dairyman grew his business from a 40-cow operation on rented land to a thriving dairy with 780 milking cows and 800 young stock. Learn what kind of work ethic and additional training and education can help you get ahead as a modern-day dairy producer. (Running Time 22:23)

The Varied Career Paths of a Veterinary Technician Posted 10/29/2012 HOT JOB
Presented by: Phong Yang - Certified Veterinary Technician, Research Animal Resources Center
Date: 10/02/2012
Description: Whether you live on a farm, have a pet, or simply enjoy wildlife, animals affect us every day in some way, shape or form. Learn what it’s like to work in a field where the goal is to help animals by providing veterinary care. As a veterinary technician, you can use your passion for animals and turn it into exciting careers in animal health care. (Running Time 22:44)

The World of an Arborist Posted 02/18/2014
Presented by: Fred Paasch - Retired Arborist, Dane County Land & Water Resources Parks Division
Date: 02/04/2014
Description: What began as a seasonal job working for a nursery and landscaping company evolved into a more than 30-year career as a Certified Arborist for Fred Paasch. So what is the difference between a forester and an arborist? Fred explains the differences and outlines the various pathways into the field of arboriculture. From the on-the-job experience to a four-year college degree, there are many ways to become an Arborist and make your love of trees and plants part of a fulfilling career. (Running Time 22:50)

Veterinary Medicine: Caring for all Creatures Posted 11/29/2011
Presented by: Michael Petersen, DVM - Veterinarian, Stoughton Veterinary Service
Date: 11/10/2011
Description: For those who have an innate interest in the care of animals, a career in veterinary medicine may be a good fit. Dr. Michael Petersen is a veterinarian who splits his time between his own veterinary practice caring for a wide variety of animals and his work as the Director of Veterinary Services for the Henry Vilas Zoo in Madison, Wis. Dr. Petersen will review the educational requirements for becoming a vet and offer tips to improve acceptance into veterinary school. He will also discuss the job opportunities and career pathways within veterinary medicine. (Running Time 23:30)
Veterinary Technician: Animal Care Large and Small  Posted 05/11/2012 HOT JOB
Presented by: Heather Wipijewski, CVT - Veterinary Technology Program Chair, Globe University
Date: 04/17/2012
Description: Must Love Animals! That’s how any job description reads for those considering a career as a Veterinary Technician. But what exactly does a Vet Tech do? A Vet Tech wears many hats - like a nurse, anesthesiologist, phlebotomist and X-Ray Technician all wrapped up into one. This session reviews the day-to-day work of a Veterinary Technician along with the wide variety of animals they work with. Learn what kind of schooling is required to become a Vet Tech, what courses students can focus on now and the career opportunities that lie ahead in the world of animal care. (Running Time 24:00)

Visualizing the Great Lakes, High-Tech Mapping  Posted 01/24/2013 HOT JOB
Presented by: David Hart - Geographic Information System Outreach Specialist, University of Wisconsin Sea Grant Institute
Date: 03/07/2012
Description: Ever wonder how Google Earth does what it does? Lots of data crunching by computers. It’s just one example of GIS, or Geographic Information Systems. This session explores the work of David Hart, who uses geographic information system tools like Google Earth to visualize the many aspects of the Great Lakes, which help make decisions about management, recreation and more. This session gives an overview of GIS and shows students how they too can make a career out of high-tech mapping and more. (Running Time 23:39)

Walk on the Wild Side: Animal Science/Zoology  Posted 04/21/2012
Presented by: Erin Flynn - Conservation Education Curator, Henry Vilas Zoo
Date: 03/13/2012
Description: From her beginnings as a teenage zoo volunteer in Nebraska to the remote reaches of Australia, Erin Flynn has had a vast range of experiences with a wide variety of animal species. Early on she planned to be a veterinarian, but soon was drawn by allure of exotic animals. Now the Conservation Education Curator at Henry Vilas Zoo in Madison, WI, Erin talks about her role in zoology today and how her travels have taken her around the world to practice animal science on some of the world’s most unique creatures. (Running Time 20:10)
Career Cluster: ARCHITECTURE & CONSTRUCTION

A High Voltage Career: Power Line Technician to Operations Management  Posted 11/19/2014  HOT JOB
Presented by: Brian Bartels - Manager of Customer Operations, Alliant Energy-Beaver Dam
Date: 11/06/2014
Description: Brian Bartels graduated from high school and was accepted to the UW Madison School of Engineering. At the last minute Brian decided that wasn’t his path, and found a job with a utility subcontractor. After a few years working with the utilities, he decided a line technician was his true calling. Fast forward to today, and Brian now manages projects that include subcontractors. Brian will share how job skills gained today can move you in new directions and opportunities in the future. (Running Time 22:07)

An Eye for Design: Exploring Careers in Architecture  Posted 01/16/2014
Presented by: Carol Richard - Partner & Architect, Richard Wittschiebe Hand
Date: 10/23/2013
Description: The world of architecture is an evolving industry with the use of new technologies and the focus on sustainability and green building efforts in recent years. Carol Richard has helped lead the industry’s evolution with more than 30 years of experience and founder of her own firm. Carol reflects on why she became an architect and how the field has changed for women over the years. She’ll discuss the career outlook for all young people with an eye for design and construction. (Running Time 21:40)

Architecture: You Can Change the World  Posted 11/16/2010
Date: 10/13/2010
Description: Do you have an eye for building design? Could a career in architecture bring out your imagination? Learn about the world of an architect, from one of Wisconsin’s best known architectural professionals. Arlan Kay will share ideas on what traits make a good architect, what kind of training is involved and where the industry is headed. (Running Time 23:02)

Becoming a Builder: Carpentry and Other Construction Trades  Posted 01/21/2014
Presented by: Tim Sweeney - President & Co-owner, Sweeney Construction
Date: 12/18/2013
Description: Whether it’s building things from the ground up or reworking existing structures, the construction trades provide careers that are truly hands-on. As the head of a well-established design and remodeling business, Tim Sweeney provides insight on the variety of skilled trades that are needed for those who want to become a builder, remodeler and everything in-between. (Running Time 22:03)
Construction & Service: What are the Pipe Trades  Posted 12/04/2014
Presented by: Al Johnson - Training Director, United Association, Plumbers & Steamfitters 118
Date: 11/04/2014
Description: For those looking for a truly hands-on career track, working in the Pipefitting Industry may be a good fit. Pipe Trades professionals perform different types of construction and service work in our homes, schools and businesses. These highly-trained crafts people work as Plumbers, Steamfitters, and Pipe Fabricators. As well, they work in Service Refrigeration or as Sprinkler Fitters. As the Training Director for United Association Local 118, Al Johnson reviews the road from new trainee to working professional in the Pipefitting Industry. (Running Time 21:23)

Deal Makers & Visionaries: Careers in Real Estate  Posted 11/15/2010 HOT JOB
Presented by: Sue Springman - Senior Real Estate Development Specialist, The Mullin's Group
Date: 10/20/2010
Description: It’s more than a wealthy person building something, an overview of the careers involved in Real Estate – architects, construction management, government relations, land and urban planners, trades folks, community leaders are just part of the team of careers required for development. Insight from an expert who has worked for the State of Wisconsin, the City of Madison and private developers in developing significant public and private hotels, public spaces, office and residential and low income housing. (Running Time 23:28)

Earn While You Learn: Apprenticeship Programs  Posted 01/16/2013
Presented by: James Cook - Apprenticeship Manager, Madison College
Date: 12/04/2012
Description: Do you like the idea of getting on-the-job training as a way to start your career? Not all students want to pursue a degree in college, but can still find a path to a great career through an apprenticeship program. Madison College Apprenticeship Manager James Cook reviews the kinds of skilled trades and technical jobs that utilize apprenticeships. Learn what you need to do to get in on the ground floor of an interesting career and earn while you learn as an apprentice. (Running Time 22:16)

Electrical Careers: From Apprentice to Master Electrician  Posted 01/17/2014
Presented by: RJ Logan - Vice President & Master Electrician, Design Electric of Madison
Date: 11/12/2013
Description: The road to becoming a Master Electrician is one that takes many hours of hands-on training, on-the-job experience and dedication to quality workmanship. RJ Logan began as an electrical apprentice in 1999 and through hard work has become a Master Electrician and co-owner of Design Electric of Madison specializing in lighting design, installation and remodeling. RJ takes students through the process of becoming an electrical apprentice, what to expect on the job and some of the long-term goals to consider for a career in electrical. (Running Time 22:46)
GIS – Mapping from Earth, Sky, and Space  Posted 10/30/2015  HOT JOB
Presented by: David Hart - President, Continental Mapping Consultants, Inc.
Date: 10/13/2015
Description: David Hart takes a look at the cutting edge Geographic Information Systems technology and how a career in GIS can be used in many different industries. Yesterday’s cartographer is today’s geospatial analyst. Modern technology, such as GPS in our phones and cars, are critically important components to our modern society. There is ever increasing demand for more and better – accuracy, detail, timeliness of the maps that help everyone live their lives. This means that opportunities in digital mapping – the modern day cartographer – are more plentiful than ever. We will explore some of these opportunities. Everything from land survey to satellite mapping. (Running Time 22:33)

Green Business: An Eco-Entrepreneur’s Path  Posted 11/21/2011
Presented by: Sonya Newenhouse - President, Madison Environmental Group, Inc.
Date: 11/09/2011
Description: Could you build a super-insulated green home in Wisconsin that doesn’t even need a furnace? Sonya Newenhouse did. NewenHouse kit homes are small, sustainable homes for people who want to live lightly on the earth. The endeavor is the most recent green business created by Sonya as the head of Madison Environmental Group. She also started Madison’s first car-sharing program, Community Car in 2003, after learning how much Carbon Dioxide is emitted into the air by burning just one gallon of gas. Sonya will share her eco-entrepreneurial career path that started by selling tomatoes in middle school to the recent launching of her third green business at the age of 45. Sonya will describe how her passions influenced her career and work choices. (Running Time 23:49)

Industrial Equipment Service Technician, a Hands-on Skilled Trade  Posted 07/22/2015  HOT JOB
Presented by: Patrick Dockerty - Field Service Manager, Crown Lift Equipment
Date: 11/12/2014
Description: Manufacturing, construction and industry settings use a variety of large machines in their operations. When equipment breaks down, trained technicians come to the rescue. In his role as a service manager for Crown Lift Equipment, Patrick Dockerty will review what it takes to be an Industrial Equipment Service Technician. What kinds of skills are needed to work on these high-priced machines and what are the rewards of a career in this hands-on field. (Running Time 22:27)

Pipeline Construction & Utility Contract Work  Posted 07/22/2015
Presented by: Martin Coffeen - Construction Manager, InterCon Construction & Energy Services
Date: 02/05/2015
Description: From planning and design to construction and operations, Martin Coffeen reviews the careers available in the pipeline industry, construction and other utility contract jobs. He’s been across the country and around the world for jobs ranging from deep sea commercial diving and hurricane reconstruction, to oil field construction and salvage and working on high profile projects with the World Trade Center and Ellis Island. Martin shares his story and passes on some of the lessons learned in the field. (Running Time 24:32)
Urban Designer – Shaping our Communities  Posted 05/12/2012
Presented by: Brian Munson - Urban Designer, Vandewalle & Associates
Date: 04/18/2012
Description: Imagine being able to create your own real-life SimCity. Dreaming up great ideas to make our communities vibrant places to live and work, is the role of an Urban Designer, also sometimes known as Landscape Architects. From creating new neighborhoods and city centers to managing growth and addressing transportation issues, learn how Urban Designers shape the landscape of our lives. (Running Time 23:00)

Presented by: Matthew Clark - Senior Project Manager, W.F. Baird & Associates
Date: 09/24/2014
Description: Coastal Engineering is an exciting and topical field, providing many opportunities to see the world, contribute to the public good and be well paid for it. If you are interested in math, science, and have a love of water, then you have come to the right place. We will explore the path to being a coastal engineer and why coastal engineering is becoming more important to all of us. (Running Time 22:09)

Youth Apprenticeship: Construction  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Construction Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:07)
Career Cluster: ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATIONS

App Development: a Young Entrepreneur’s Story Posted 07/23/2015 HOT JOB
Presented by: Wes Schroll - Creator & CEO, Fetch Rewards
Date: 04/14/2015
Description: From UW business student to app developer, Wes Schroll shares his story of the new Smartphone app he co-developed. If you asked him three years ago, he would have laughed at the thought he would ever be passionate about reinventing grocery shopping. However, looking back now at his path including dropping out of school at UW-Madison, raising millions of dollars, building a team of 25 employees, and now CEO of a startup; he has a very different response. Here how Fetch Rewards is helping reinvent the grocery shopping experience and what it takes to get into App Development. (Running Time 22:44)

Broadcast Engineering in the 21st Century Posted 10/01/2013
Presented by: Kevin Ruppert - Engineering Maintenance Supervisor, WISC-TV
Date: 02/05/2013
Description: In today’s era of digital media and high-definition technology, what does it take to maintain the high-tech machinery that runs today’s broadcast media? Students interested in the technical side of radio and TV can gain insight on the history and future of this ever changing field. Kevin Ruppert has been in broadcasting for over 40 years and is always excited to teach others about what goes on behind the scenes in radio and TV stations. (Running Time 23:52)

Careers in Advertising: Imaginative, Challenging and Fun Posted 01/28/2014 HOT JOB
Presented by: David Vrieze - Principal, Vrieze & Company
Date: 12/10/2013
Description: This interactive conversation endeavors to introduce and create interest in the varied career opportunities in advertising – from strategy and account management to research and media. Learn about the ad world from creative execution to production, to Internet and social media. David Vrieze shares his experiences in the industry and brings real examples illustrating what jobs were involved in the development of various ads and commercials. (Running Time 18:26)

Do you want to build a video game? Become a Video Game Programmer Posted 07/22/2015 HOT JOB
Presented by: Andrew Greenwood - Video Game Programmer, Filament Games
Date: 03/05/2015
Description: Are you interested in video games and do you believe they can change lives? Interested in programming, working with a team or making useful products? Then come hear Michael Yang speak about how he got into the industry and what he does on a typical day. Michael is a lead software engineer at Filament Games working on educational games ranging from silly games teaching bodily functions to FDA approved training regimens to combat the effects of ADHD. (Running Time 24:53)
English Junkies: Read & Write for a Living! Posted 10/04/2011 HOT JOB
Presented by: Christine Henzig - Director of Communications, Wisconsin Credit Union League
Date: 09/27/2011
Description: Is English your favorite subject? Do you love to read and write? Then consider a career in public relations, which involves reading, writing, editing and speaking for a business. As a PR pro, your job is to help a company achieve its goals through your communications. As Director of Communications for a trade association, Christine Henzig earns a living telling the media and lawmakers how Wisconsin citizens save millions annually by borrowing and saving at credit unions. Learn how sharing information starts with good writing and (never!) ends with lots and lots of editing. (Running Time 22:23)

Entrepreneurial Spirit: Turning your passion into a Career Posted 05/12/2014
Presented by: Jim Berkenstadt - Author & Researcher, The Rock And Roll Detective®, LLC
Date: 04/22/2014
Description: An attorney by training, Jim Berkenstadt left the legal world behind and turned his passion for rock and roll from a hobby into a career. As the Rock And Roll Detective® Berkenstadt has researched and written scores of articles, blogs and books on the topic of rock and roll including: “The Beatle Who Vanished,” “Nevermind Nirvana” and “Black Market Beatles.” He created a niche in the entertainment world that has allowed him to be a consultant to the Rock And Roll Hall of Fame, VH1 Behind The Music, Dick Clark Productions and director Martin Scorsese, to name a few. Berkenstadt will discuss how it’s possible to take your passion and build upon it into a career. (Running Time 24:14)

From high school yearbook staff to Corporate Communications Posted 10/20/2015 HOT JOB
Presented by: Anne Spaltholz - Manager of Corporate Communications, American Transmission Company
Date: 09/30/2015
Description: When Anne Spaltholz joined her high school yearbook staff, it turned out to be a window into her future as head of Corporate Communications for a $3 billion utility. A career in communications includes writing, graphic design, web development, social media, video production, public speaking, project management and leadership. (Running Time 23:35)

From Teacher to Therapist: What can I do with an Art Degree Posted 11/04/2014
Presented by: Beth Jesion - Lead Art Teacher, Monroe Street Arts Center
Date: 10/23/2014
Description: Students who have a passion for art may consider it as a pathway to a career. An art degree can lead to a role as a teacher in a traditional school setting or you can use your skills to become an art therapist, for example. Beth Jesion has done both and shares her experiences with students encouraging them to draw outside the lines when considering their desire to work in an art field. (Running Time 20:41)
Game Designer: a Career Path of Creativity Posted 11/26/2012 HOT JOB
Presented by: Abby Friesen - Game Designer, Filament Games
Date: 11/01/2012
Description: The younger generations of today have grown up on video and computer games. It’s an area of the entertainment industry that has seen rapid growth and is likely to continue as our video-centric culture expands from TV, to online and now via mobile devices. Abby Friesen is one of the newest game designers in the industry, developing educational games for Filament Games in Madison. As a young woman, she’s also in an industry that has many more male professionals than female. An avid puzzle solver and creative person at heart, Abby shares insight on what a video game design career is like for those seeking to join the booming industry. (Running Time 24:44)

Graphic Designer: Imagine the Possibilities Posted 03/19/2012 HOT JOB
Presented by: Tara Ingalls - Owner/Graphic Designer, Tingalls Dzyn
Date: 02/22/2012
Description: Young entrepreneur and seasoned graphic artist Tara Ingalls takes students through the world of graphic design. Not long ago Tara was a young graduate not sure what to do with her advertising degree. But soon a chance to dabble in graphic design caught her eye and eventually led to her start her own firm, Tingalls Dzyn. Tara shares insight on what it takes to be a successful designer and offers tips to students looking to take their computer art skills to the business world. (Running Time 22:11)

How to get Paid to Tweet for a Living and Help Change the World Posted 04/30/2014 HOT JOB
Presented by: Stacy Harbaugh - Communications and Outreach Coordinator, Midwest Environmental Advocates
Date: 04/22/2014
Description: Whether you are reading the news on your smartphone, watching a documentary on PBS or seeing a public service announcement on the back of a bus, people spend a lot of time, energy and money to help you know how the world works, who to vote for or even what soda to buy. Changing the world begins with awareness, and communications work is essential for getting people to understand an issue and care enough to do something to make the world a better place. Learn more about some of the skills, classes and experience you can build to become a communications professional and advocate for a better, more just world. (Running Time 21:16)

Humane Society Careers: So Much More Than Just Dogs and Cats! Posted 10/14/2014 HOT JOB
Presented by: Gayle Viney - Public Relations Coordinator, Dane County Humane Society
Date: 10/01/2014
Description: Love animals, but not sure which career path is right for you? Gayle Viney always knew she’d like to work with animals, but until working for a humane society, she had no idea the many career routes that were possible in this non-profit field. She will explain how she uses her communication degree daily and also the many other career opportunities at a humane society. From animal care staff, to adoption counselors, to medical staff and volunteer coordinators - there is so much more that happens at Humane Societies than just adopting out dogs and cats. (Running Time 22:13)
Making a Living as a Musician  Posted 02/25/2014
Presented by: Beth Kille - Singer/Songwriter & Guitar/Songwriting Instructor, Beth Kille Music
Date: 02/20/2014
Description: Beth Kille will describe the skill set she has developed over the past 14 years as an independent (“Indie”) performing singer/songwriter to survive in the whirlwind music business without selling her soul. Details on a “day in the life” of a professional musician will be shared, along with specific resources one can use for learning the ropes of the music industry. (Running Time 21:09)

Meteorologist: More Than "Partly Sunny & 70!"  Posted 11/26/2012
Presented by: Luke Sampe - Meteorologist, WISN-TV
Date: 10/23/2012
Description: From nice sunny days, to blizzard conditions, the life of a Wisconsin weather forecaster serves up a variety of challenges from season-to-season and even day-to-day. There is a lot of science know-how that goes into becoming a meteorologist. Luke Sampe earned degrees in atmospheric science in order to become a meteorologist. He shares his background and love for the world of weather that has taken him from Northern Wisconsin to the airwaves of WISN-TV news in Milwaukee. (Running Time 23:17)

Navigating the Music Technology Industry  Posted 10/27/2014
Presented by: Roy Elkins - Founder and CEO, Broadjam Inc.
Date: 09/30/2014
Description: A musician himself and creator of Broadjam, one of the world’s largest web communities for independent musicians, Roy Elkins has a wealth of knowledge about how the music technology industry works. Learn about the career paths in the technological and intellectual property fields of the music industry. This includes opportunities with music instrument manufacturers and retailers, record labels, publishers, radio, television, performance venues and internet technology companies. Students will get a vast overview of the ever expanding opportunities in the music technology world. (Running Time 23:03)

New Media: Careers for an Expanding Digital Age  Posted 01/02/2013 HOT JOB
Presented by: Joe Daguanno - CEO, Mid-West Digital Marketing
Date: 11/08/2012
Description: The proliferation of online marketing has opened up a whole new world of career opportunities for young people today. Like many who’ve worked in traditional media, Joe Daguanno had to morph with the times, taking his knowledge of print, radio and TV marketing and melding it with new marketing tools through an Internet platform. From web site design and development, to social media, content marketing, blogging and search engine optimization, Joe provides insight for those interested in the new media world. (Running Time 23:38)
New Media: Careers in Digital Journalism Posted 12/12/2011
Presented by: Kyle Geissler - News Flow Editor, Bliss Communications
Date: 11/17/2011
Description: In the age of “New Media,” more and more multi-platform media groups are emerging creating a new opportunity for outlets to share content across print, broadcast and online formats, all under one roof. Kyle Geissler’s job involves managing news content for the radio stations and newspaper owned by Bliss Communications in Janesville, Wis. What are the prospects for working in journalism as it goes through the digital revolution? Kyle will discuss the importance of storytelling and writing skills. He’ll also explain the reasons for optimism and pessimism about the future of the journalism business. (Running Time 22:19)

New Media: Careers in Digital Marketing Posted 01/28/2014 HOT JOB
Presented by: Becca Berkenstadt - Owner & Digital Marketing Specialist, Worldly Strategies, LLC
Date: 12/05/2013
Description: The digital marketing world is continuously transforming at the speed of light and it is important to have a vision for the future as well as stay grounded in the present. In order for young people to thrive in the digital marketing arena in the next five years and beyond they must be ready to analyze online marketing trends and adapt to the changing market. They must plan and prepare for tomorrow today, essentially learning how to consistently absorb and retain knowledge while executing strategies in the present. These are some of the lessons Becca Berkenstadt had to ascertain in order to be a successful digital marketing professional and business owner. She is excited to share her experiences and a few industry secrets with the next generation of bright individuals. (Running Time 22:50)

News, Information & Politics: An Insider's Perspective Posted 06/01/2011
Presented by: Jeff Mayers - President, WisPolitics.com
Date: 05/10/2011
Description: Wisconsin experienced historical demonstrations in early 2011 with the passing of the controversial Budget Repair Bill, Act 10. News media, the public and politics collided. By example, veteran Wisconsin journalist Jeff Mayers, president of WisPolitics.com, provides insight on the role of traditional and social media in this historic event and the careers involved. Jeff also provides an insider’s viewpoint on the roles of elected officials, legislators and unions vs. the media. WisPolitics.com, a comprehensive online news service, combines traditional and social media to provide policymakers with almost instantaneous updates on the workings of Wisconsin state government, political happenings and business news. (Running Time 21:45)

Nonfiction Writing as a Career Posted 03/04/2014 HOT JOB
Presented by: Moira Urich - Freelance Writer & Dir. of Communications, Community Shares of Wisconsin
Date: 02/27/2014
Description: You like writing, but can you make a living with it? The answer is yes, and Moira will help students assess whether nonfiction writing is a good career choice for them. She’ll offer suggestions about various paths emerging writers could take when getting into the job market. Having focused in two distinct areas of writing—medical and health issues, as well as writing for nonprofit organizations—she will also explain how and why writers choose various specialties in their career. (Running Time 25:36)
Public Relations: A Career in Communications Posted 05/04/2011 HOT JOB
Presented by: Rick Fetherston - Vice President, Public Relations (retired), American Family Insurance
Date: 03/22/2011
Description: Many job opportunities often list "good communicator" as a top requirement. But when you are a chief communicator at one of the nation's top companies, you live, eat and breathe how you interact with others. From an early career in broadcast journalism, to law school and now the Vice President of Public Relations for American Family Insurance, Rick Fetherston reviews the kind of work available in the field. He'll highlight the challenges and opportunities for those seeking a career in PR. (Running Time 25:52)

Radio Marketing: The Art of the Sale Posted 01/22/2013 HOT JOB
Presented by: Katie Moreno - Sales Account Executive, Entercom Milwaukee
Date: 11/29/2012
Description: Do you have a knack for trying to make a deal? Are you good at persuading others to see the value in something? If so, you might have a future in radio marketing. Katie Moreno is a sales account executive for Entercom, one of the largest radio broadcasting companies in the country. Reflecting on her career path, Katie will take students through what kinds of skills are needed to master the “art of the sale.” From client relations, to research, and understanding radio formats, learn more about the world of radio. (Running Time 23:41)

Presented by: Chandra Lynn - News Anchor/Reporter/Producer, WIBA - Clear Channel Radio
Date: 10/13/2011
Description: If you like a fast-paced work environment, short deadlines and seeing immediate results, then a career in radio news might be for you. Before there was social media and online reporting, radio news ruled the airwaves as the first and fastest way to get information. Chandra Lynn is a news reporter and producer for 1310 WIBA radio in Madison. She sheds light on what her minute-to-minute day is like gathering and delivering the news and how the changes in the industry have made the career more challenging, immediate and exciting. (Running Time 20:02)

Radio Sales Today: Eyes & Ears (Mouths & Noses) Posted 12/16/2011 HOT JOB
Presented by: Allison (Ludwig) Jacobsmeier - Account Executive, Clear Channel Media
Date: 12/07/2011
Description: Radio has evolved from an “in the car, point of purchase” media to an “everywhere, integrated” media. For those in radio sales, this creates more opportunity to sell than ever before. In addition to selling traditional on-air commercial advertising, Clear Channel Account Executive Allison Jacobsmeier works with advertisers to develop cutting-edge on-line and on-site promotions. It’s not just about how many ears will hear an advertiser’s message anymore. Advertisers also want listeners to see their logos online, have DJs talk about their products via social media outlets, and yes, have listeners engage all their senses with interactive on-site promotions! Allison explains this evolution of radio and how it makes being in Radio Sales fun! (Running Time 21:57)
Social Media: It’s All About Content  Posted 07/22/2015  HOT JOB
Presented by: Ron Giordan - Content/Social Media Strategy Director, Mid-West Digital Marketing
Date: 01/28/2015
Description: What do people use the internet for? Just about everything. But, there has to be people to create the information that is being put out there to be consumed. This is content. Ron Giordan always wanted to be a writer/journalist. After realizing that what he was really doing was creating content for people to consume, he switched gears and now creates content for websites and social media for businesses across the country. What does that mean? He’ll tell you what a typical day is like! (Running Time 24:21)

Sportscasting – How to Stand Out From the Crowd  Posted 06/05/2012
Presented by: Jessie Garcia - Sports Anchor & Reporter, WTMJ-TV
Date: 05/01/2012
Description: Sport enthusiasts may look at it as a dream job – being a sports reporter. But in a crowded and competitive sports market how do you make your mark in a unique but not obnoxious way? This presentation offers practical tips on how to get into the sportscasting field, with an emphasis on doing things outside of the box. Hear from Jessie Garcia, a sports reporter with 20 years of experience who has covered three Super Bowls, hosted two coach’s shows and reported from the Packers sidelines. Jessie shares fun and interesting stories and advice. (Running Time 24:18)

Take a Bow: Careers in the Performing Arts  Posted 10/27/2014
Presented by: Tim Sauers - V.P. of Programming & Community Engagement, Overture Center for the Arts
Date: 10/09/2014
Description: Being an actor, singer or dancer aren’t the only jobs you can have in the performing arts. Did you know it takes someone to manage a singer’s career and someone else to schedule their performances in the concert venue? Someone else has to manage the business accounts and another person to market the show to the public. Tim will explore the various careers associated with the touring and presenting of the performing arts. If you have a love for theater or the arts then there’s probably a position for you! It might be one you never knew existed. (Running Time 22:09)

Talking Dairy & Ag: Agricultural Journalism and Communications  Posted 01/06/2014  HOT JOB
Presented by: Debra Wendorf Boyke - Senior Outreach Specialist, Wisconsin Center for Dairy Research
Date: 12/12/2013
Description: As leading industries in Wisconsin, the Dairy and Ag sectors are ripe with information to be shared, providing career opportunities for those interested in communications. As an agricultural communicator with the Wisconsin Center for Dairy Research, Deb Wendorf Boyke’s work takes her around the globe promoting Wisconsin’s Dairy industry. Work in Ag communications can be diverse as Deb explains; Agricultural Journalism provides a path to a variety of career roles for individuals. (Running Time 23:11)
The Technology and People Behind a Radio Station Posted 10/27/2011
Presented by: Kevin Trueblood - Broadcast Engineer, Wisconsin Public Radio
Date: 10/04/2011
Description: From the DJ who talks on-air and plays the music, to the person who sets up the prize giveaways, to the person who manages the technology, there’s a lot that happens behind the scenes at a radio station to bring hit songs into your homes and cars. Kevin Trueblood discusses the varying roles in radio, many of which he has held during his career. Now as a Broadcast Engineer, Kevin also explains how the technology makes all of it possible. (Running Time 22:35)

Presented by: Andy Choi - News Reporter/Anchor, WISC-TV Madison
Date: 10/20/2011
Description: People are getting their news from just about anywhere. Gone are the days of waiting for the newspaper or the evening news. Media platforms have evolved in new and exciting ways, but at the heart of quality journalism are quality stories. This presentation not only examines how emerging social media platforms further engage journalists with their news consumers, it will also show why the tradition of good storytelling is as relevant as ever before. (Running Time 25:06)

TV Promotions & Community Relations Posted 04/16/2012 HOT JOB
Presented by: Jill Genter - Marketing & Community Relations Manager, WKOW-TV
Date: 03/27/2012
Description: Television stations provide content: news and information, sports and entertainment programming. Promoting that product is the job of the station’s Marketing Department, much like an in-house advertising agency where the TV station is the sole client. Learn from seasoned professional Jill Genter about what kind of work goes into maintaining WKOW-TV’s brand in the Madison television market. From website promotions, contests, sales campaigns and station events, no day is the same in the world of local TV promotions. (Running Time 19:16)

Video Editing & Animation: the World at your Fingertips Posted 04/23/2013
Presented by: Steve Donovan - Senior Editor, Tweedee Productions
Date: 03/20/2013
Description: In today’s media rich world, video is everywhere and is an essential tool for business as well as entertainment. Becoming a video editor and animator puts you literally on the cutting edge of the industry. Steve Donovan shares insight on what it takes to become part of a creative team, telling stories through video and the expanding role of animation. (Running Time 20:06)

Video Production: Making a Living out of Show and Tell Posted 04/23/2013
Presented by: Dan Presser - Executive Producer/Owner, Tweedee Productions
Date: 03/07/2013
Description: Storytelling is part of who we are. Most of us like to hear and tell stories on a daily basis. Video production, at its core, is simply using video, graphics and sound to tell great stories. Just like with any good story, the devil is in the details. Dan Presser explains how video producers lay the groundwork for all successful media productions. (Running Time 22:17)
Career Cluster: BUSINESS MANAGEMENT & ADMINISTRATION

A League of Your Own: Sports Management Careers  Posted 11/03/2011
Presented by: Conor Caloia - General Manager, Madison Mallards Baseball Club
Date: 10/12/2011
Description: Sports are a major draw for many young people today, playing for leisure or for a bit of competition. But what is it really like to work for a sports organization? Being a pro-athlete is tough to do, but what about the other career possibilities for someone with a great interest in the sports arena. Conor Caloia is a UW-Madison graduate who began as an intern with the Madison Mallards while in school and now after working elsewhere in the field, has returned to help run the summer collegiate baseball team as their General Manager. Caloia will discuss his background and offer insight on sports careers on and off the field. (Running Time 24:35)

Accounting Careers Do Not Have To Be Taxing  Posted 11/10/2015 HOT JOB
Presented by: Randy Wichinski - Tax Partner/Executive Director (Retired), Ernst & Young
Date: 11/03/2015
Description: An accounting degree provides an excellent foundation for virtually every business related career in any industry. A career in accounting is not just about adding numbers or preparing tax returns; it is about understanding and providing the necessary support for critical business issues, which also includes compliance with a complex system of tax laws. As Randy Wichinski will discuss, accounting and tax positions in public accounting, industry, or in government are not boring, they are exciting and rewarding. They can also provide you with the skills and experience for other career opportunities that you may encounter. (Running Time 23:36)

Accounting Careers: The Role of a Controller  Posted 01/08/2014 HOT JOB
Presented by: Laura Klocke - Controller, First Supply Madison
Date: 12/03/2013
Description: A big part of running a successful business is managing financial resources. This main budgeting role is typically handled by a company's top accountant - the controller. Laura Klocke shares her insight on what a controller is responsible for and how this high-level accounting post can lead to great career advances. (Running Time 24:07)

Accounting: a Boost to a Business Career  Posted 01/09/2013 HOT JOB
Presented by: Paul Krejcarek - Vice President of Operations, Perlick Corporation
Date: 11/14/2012
Description: Getting a degree in accounting doesn’t mean you must be a CPA working on taxes and financial spreadsheets all day. An accounting degree can be a stepping stone into a career in business. Paul Krejcarek is the Vice President of Operations for Perlick Corporation, a Milwaukee manufacturer of high-end specialty bar equipment and refrigeration. Krejcarek relates how he used his accounting background to build upon a career in business. (Running Time 23:49)
**Accounting: A Perfect Fit for Some** Posted 11/10/2015 HOT JOB

**Presented by:** Megan Schultz - *Accounting Manager*, Advanced Pain Management

**Date:** 10/22/2015

**Description:** Unlike many young people who struggle with career path decisions, Megan Schultz had herself pegged to become an accountant since the seventh grade. She figured she’d become a Certified Public Accountant just like her grandpa. And while her career started that way, it has melded into a management accounting career within a company, challenging her to problem solve while working with the numbers behind the business. Megan highlights the numerous accounting career paths to fit all kinds of personalities. (Running Time 25:56)

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**Agribusiness Careers: Supporting Wisconsin’s Agricultural Industry** Posted 01/06/2014

**Presented by:** Bob Carlson - *Chief Executive Officer*, Landmark Cooperative

**Date:** 12/17/2013

**Description:** Being involved in Wisconsin’s agriculture industry spans far beyond life on the farm. From animal nutrition and agronomy services to grain management, transportation and marketing, there are a wide range of agribusiness careers to consider. As the head of Landmark Cooperative, CEO Bob Carlson shares insight on the variety of jobs that are involved with running an agricultural co-op and the skills needed to get into the field. (Running Time 22:44)

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**App Development: a Young Entrepreneur's Story** Posted 07/23/2015 HOT JOB

**Presented by:** Wes Schroll - *Creator & CEO*, Fetch Rewards

**Date:** 04/14/2015

**Description:** From UW business student to app developer, Wes Schroll shares his story of the new Smartphone app he co-developed. If you asked him three years ago, he would have laughed at the thought he would ever be passionate about reinventing grocery shopping. However, looking back now at his path including dropping out of school at UW-Madison, raising millions of dollars, building a team of 25 employees, and now CEO of a startup; he has a very different response. Here how Fetch Rewards is helping reinvent the grocery shopping experience and what it takes to get into App Development. (Running Time 22:44)

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**Are you an Entrepreneur?** Posted 12/05/2012

**Presented by:** Michelle Anich - *Business Advisor*, Wisconsin Women’s Business Initiative Corporation

**Date:** 11/06/2012

**Description:** Students today have seen many young entrepreneurs grow into successful business people – Steve Jobs, Mark Zuckerberg, to name a few. Do you think you have what it takes to be your own boss? Do you dream of one day creating a new product or business venture? As a business advisor and business owner herself, Michelle Anich, takes students through some of the skills needed and challenges that exist for those considering an entrepreneurial career path. (Running Time 22:21)

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**Being a Realtor: a Daring Adventure in Home Sales** Posted 10/08/2014 HOT JOB

**Presented by:** Amy Sherman-Kortbein - *Realtor*, Restaino & Associates

**Date:** 09/30/2014

**Description:** Helping people buy or sell homes isn’t for the faint of heart. But being a Realtor is a very rewarding profession for people who love homes and have a passion for helping people through what can be one of the most stressful experiences in life. Having struggled to find the “right” career, Amy Kortbein threw caution to the wind and decided to get her real estate license. Amy will discuss what it takes to develop a real estate business and the ups and downs of industry. (Running Time 24:17)
Biting into Food Service Financial Management Posted 11/24/2015 HOT JOB
Presented by: Jack Thurnblad - Financial Director, Ian's Pizza
Date: 11/04/2015
Description: Planning to just work his way through his senior year in college as a delivery driver at the local pizzeria, Jack Thurnblad was not expecting to find his future career. Knowing what he was looking for from an employer, Jack was quickly able to recognize Ian’s Pizza as a restaurant he could grow with and provide value to help them grow as well. After working his way up in the company, Jack was ultimately able to apply his education in finance and experience in the restaurant industry to carve out his current position as Financial Director of the Madison cluster of Ian’s Pizza businesses. Knowing how to identify a great employer and putting in a lot of hard work can get you to great places you may never have expected to go! (Running Time 24:47)

Business Banker: Lending a Hand to Business Owners Posted 10/28/2015
Presented by: Evan Wing - Business Banking Officer, River Valley Bank
Date: 10/07/2015
Description: For those who are interested in helping businesses succeed, and understanding local and national economies, a career in business banking may be an option. Evan Wing enjoys his work in community banking, facilitating commercial lending needs and helping businesses monitor their financial performance and ward off troubles. He shares insight on what it takes to have a career as a banking officer and a trusted advisor to business owners. (Running Time 22:45)

Certified Public Accountant: Passport to Success Posted 05/17/2011 HOT JOB
Presented by: Jeff Brandenburg - Partner & CPA, Clifton Gunderson LLP
Date: 05/03/2011
Description: Many people believe they know what Certified Public Accountants do every day. This session will explore accounting careers and the many opportunities that can be taken to enjoy a rewarding and successful profession. Jeff Brandenburg enjoys discussing with students what they think a CPA does versus the actual career paths that are available in the profession. No matter what your career choice may be, Jeff will discuss why having some knowledge of accounting is important and he encourages students to ask questions about how they can use an accounting career as a passport to success. (Running Time 23:56)

Certified Public Accountant…More than just Math Posted 01/08/2014 HOT JOB
Presented by: Neil Keller - CPA/Tax Partner, Sikich LLP
Date: 10/10/2013
Description: It may surprise you that being good at math is not the key to becoming a Certified Public Accountant. Neil Keller heads up the tax department at Sikich LLP, ranked among the top 50 largest CPA firms in the nation. Keller explains how numbers are only a small part of the big CPA picture. Learn what new CPA’s can look forward to and what skills are important for a successful career. (Running Time 23:08)
Certified Public Accounting Options for Today's World  Posted 10/25/2012 HOT JOB
Presented by: Matt Vanderloo - CPA/Senior Manager, SVA Professional Services
Date: 10/03/2012
Description: As a CPA and Senior Manager of one of the top 100 public accounting firms in the country, Matt Vanderloo provides insight on options for a career in accounting. Matt will talk about his path from a music minor to an accounting major, and from a new staff accountant to a senior manager. From the busy tax season to the typical day as a CPA, learn about the training and exams involved to get into this numbers game. (Running Time 22:36)

Cheese Making for a New Generation  Posted 11/30/2012
Presented by: Katie Hedrich - Cheese Maker/ Marketer, LaClare Farms Specialties
Date: 11/15/2012
Description: Katie Hedrich is working in new territory and making a national name for herself in the world of cheese making. It’s a field dominated by men, but in the past three years she’s won 10 awards for her specialty goat cheeses including “Best of Show” at the 2011 U.S. Championship Cheese Contest. Katie shares how work on her family’s goat milking operation helped launch her cheese making career and what other opportunities exist off the farm in the agricultural industry for young people. Learn what it is like to be a young, first generation cheese maker and the challenges of running a small business in Wisconsin today. (Running Time 22:30)

CPA: Professional Chameleons in Business  Posted 11/14/2011 HOT JOB
Presented by: Karen Prochaska - CPA/Senior Tax Manager, Clifton Gunderson
Date: 10/19/2011
Description: Certified Public Accountants have many roles and jobs and many CPA’s perform a variety of duties which many of us do not always know about or see. Through Karen’s evolving duties in public accounting, she will describe where accounting has taken her in prior roles and with our ever changing economy on the forefront impacting all of our careers, Karen will discuss how she sees a CPA’s role today and in the future. (Running Time 24:52)

Dairy Operations Manager: From Raw Product to Finished Goods  Posted 09/17/2013
Presented by: Greg Hedrich - Operations Manager, LaClare Farms
Date: 04/18/2013
Description: In the global food markets consumers are paying more attention than ever to where their food comes from. In his role as Operations Manager for his family’s large dairy goat farm, Greg Hedrich is responsible for integrating the enterprise from the stage of raw milk all the way to finished product. LaClare Farms is at the forefront of the dairy goat/cheese industry in Wisconsin, preparing to open a new farmstead dairy plant this spring. Hedrich outlines the kind of training, schooling and background needed for a career in agricultural management. (Running Time 23:29)
**Data, Dollars and Deals: a Day in the Life of an Economic Developer**

*Posted 02/22/2016*

**Presented by:** Neil Stechschulte - *Director of Economic Development*, City of Sun Prairie

**Date:** 02/04/2016

**Description:** Behind every new business that opens or expands is a story that most people will never hear. Every decision made by a business to locate in or leave a community is made by evaluating a series of factors ranging from cold hard data to emotional appeal. An Economic Developer’s job is to build and leverage a community’s position on these factors to help ensure local businesses are able to be successful and grow. Neil Stechschulte will share some of his experiences ranging from working on a military base closure to attracting national retailers. (Running Time 23:17)

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**Entrepreneur: a Young Businessman’s Story**

*Posted 01/15/2013*

**Presented by:** Brennon Garthwait - *President*, Renwig Custom

**Date:** 11/27/2012

**Description:** Being an entrepreneur is as much about your career as it is a lifestyle. That according to young businessman Brennon Garthwait of Whitewater, Wisconsin. Brennon’s company, Renwig Custom is a unique start-up business that is developing a new technology for the control of Tube Amplifiers. This technology allows musicians to control the sound of the amplifier with their feet making the amplifier an extension of the instrument. Sharing his evolving experience, Brennon discusses the ins and outs of starting your own business, and how students can leverage their education to take the jump. (Running Time 22:53)

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**Entrepreneur: You Miss all the Shots You Don't Take**

*Posted 12/14/2011*  **HOT JOB**

**Presented by:** Jim Zellmer - *Vice President*, Virtual Properties, Inc

**Date:** 11/22/2011

**Description:** Wouldn’t it be great if you could just create your own job? Madison business owner Jim Zellmer thinks today’s students should understand and learn how they can do just that, relaying the famous quote: “You miss 100% of the shots you don’t take.” Zellmer’s career is one of entrepreneurial experiences from his young years mowing lawns to co-founding an Internet and app software firm in 1995. Jim offers his advice and shares his answer to a long ago boss who questioned, “Why are you working so hard?” (Running Time 23:43)

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**Entrepreneurial Spirit: Turning your passion into a Career**

*Posted 05/12/2014*

**Presented by:** Jim Berkenstadt - *Author & Researcher*, The Rock And Roll Detective®, LLC

**Date:** 04/22/2014

**Description:** An attorney by training, Jim Berkenstadt left the legal world behind and turned his passion for rock and roll from a hobby into a career. As the Rock And Roll Detective® Berkenstadt has researched and written scores of articles, blogs and books on the topic of rock and roll including: “The Beatle Who Vanished,” “Nevermind Nirvana” and “Black Market Beatles.” He created a niche in the entertainment world that has allowed him to be a consultant to the Rock And Roll Hall of Fame, VH1 Behind The Music, Dick Clark Productions and director Martin Scorsese, to name a few. Berkenstadt will discuss how it’s possible to take your passion and build upon it into a career. (Running Time 24:14)
Entrepreneurship as a Career Option Posted 11/18/2010 HOT JOB
Presented by: Richard Entennman - Executive Director, Asset Builders of America, Inc.
Date: 11/02/2010
Description: Richard Entenmann discuss how he became an entrepreneur, specifically a social entrepreneur, helping others become financially fit. Discover the value of becoming financially educated as a way to build wealth and enhance the quality of your life. Learn what kind of traits you may need to consider creating your own kind of career. (Running Time 21:56)

Environmental Careers in Private Business Posted 05/12/2016
Presented by: Joan Kozisek - Environmental Team Lead, American Transmission Company, LLC
Date: 05/04/2016
Description: Government agencies or non-profits are not the only place to work if you love the environment and want to ensure it is protected for future generations. Businesses also need devoted people who can help them understand how business and protection of the environment can co-exist. Joan Kozisek is an environmental expert for American Transmission Company, developing methods that minimize environmental impacts when new transmission lines are developed by the utility. She explains her work on a typical project and offers guidance to students looking for careers helping protect our natural resources. (Running Time 22:14)

From Cart Attendant to Retail Club Manager Posted 02/15/2012 HOT JOB
Presented by: Adam Peck - Club Manager, Sam’s Club
Date: 02/08/2012
Description: Many young people get their first jobs in retail stores as a way to earn spending money or save for college. But the industry also offers great opportunities for long-term careers. Adam Peck started working at a Sam’s Club in high school, which turned into a job that got him through college and now has become his career. Now as Club Manager at the Madison store, Peck discusses the day-to-day challenges, benefits and rewards in retail as well as his potential to grow in his career with the nationwide retailer. (Running Time 22:37)

From Farmer to Chef, Exploring Culinary Careers Posted 11/19/2012
Presented by: Dan Fox - Chef & Heirloom Pig Farmer, The Heritage Tavern
Date: 10/17/2012
Description: The culinary industry has seen a huge boost in popularity with the onslaught of cooking shows and contests in media today. Opportunities for careers can take you from farm to fork and everywhere in between. Dan Fox is working both sides of the spectrum; he’s been an executive chef in fine restaurants and is now an heirloom pig farmer, raising his own pork and living by the mantra of using local, farm fresh ingredients. Dan shares his experiences in the culinary world as he also prepares to open his own, new restaurant in Madison. (Running Time 23:43)

From high school yearbook staff to Corporate Communications Posted 10/20/2015 HOT JOB
Presented by: Anne Spaltholz - Manager of Corporate Communications, American Transmission Company
Date: 09/30/2015
Description: When Anne Spaltholz joined her high school yearbook staff, it turned out to be a window into her future as head of Corporate Communications for a $3 billion utility. A career in communications includes writing, graphic design, web development, social media, video production, public speaking, project management and leadership. (Running Time 23:35)
From Marketing to Executive: How Careers Evolve

Posted 11/17/2010

HOT JOB

Presented by: Annette Knapstein - V.P. Business and Workplace Services, American Family Insurance Corporation

Date: 11/10/2010

Description: It is often said that you will change careers four times in your life. It’s not unusual for students to worry about the need to be one thing, but in the “real world” that isn’t always how careers evolve. Annette Knapstein shares insight on her early career in advertising and marketing and how it brought her to American Family Insurance where she continued in those fields. Now 22 years later, she’s a top executive in this fortune 500 company. Learn how choosing change over comfort can lead to satisfaction, surprises and challenges in an exciting business environment. (Running Time 22:48)

Going to Business School: A UW Student’s Perspective

Posted 04/12/2016

Presented by: Mimi Mei - Student, UW-Madison, Wisconsin School of Business

Date: 02/24/2016

Description: So you’re thinking about going to business school. What is that really like? Mimi Mei is getting ready to graduate from the UW-Madison Wisconsin School of Business this spring with a Bachelor of Business Administration. She’ll share her perspective on the rigors of attending UW Madison and working to stand out as a student of business. Get your questions ready to ask a UW student first-hand. (Running Time 23:48)

Green at Work: Careers in Sustainable Tourism and Business

Posted 12/15/2015

HOT JOB

Presented by: John Imes - Co-owner, Arbor House

Date: 11/12/2015

Description: As a small business owner and nonprofit leader, John Imes walks the talk when it comes to providing the art of hospitality while showcasing a model for sustainable business. John is co-owner of Arbor House, an award-winning environmentally conscious Bed and Breakfast in Madison, Wis. For more than 20 years, the inn has stood as a model for sustainable tourism. But as John will explain the operation also has served as a “scratch test” for the development of other sustainable business programs and outlets for many kinds of careers in green business. (Running Time 23:41)

Green Business: An Eco-Entrepreneur’s Path

Posted 11/21/2011

Presented by: Sonya Newenhouse - President, Madison Environmental Group, Inc.

Date: 11/09/2011

Description: Could you build a super-insulated green home in Wisconsin that doesn’t even need a furnace? Sonya Newenhouse did. NewenHouse kit homes are small, sustainable homes for people who want to live lightly on the earth. The endeavor is the most recent green business created by Sonya as the head of Madison Environmental Group. She also started Madison’s first car-sharing program, Community Car in 2003, after learning how much Carbon Dioxide is emitted into the air by burning just one gallon of gas. Sonya will share her eco-entrepreneurial career path that started by selling tomatoes in middle school to the recent launching of her third green business at the age of 45. Sonya will describe how her passions influenced her career and work choices. (Running Time 23:49)
Hospitality & Hotels: 13 Million Employees Strong  Posted 12/22/2010  HOT JOB
Presented by: Stephen Zanoni - General Manager, Madison Concourse Hotel
Date: 12/06/2010
Description: Steve Zanoni is the CEO of two major hotels, one in Madison, Wisconsin and the other in the Aspen, Colorado area. A recognized leader in the field, Steve explains his success in the industry, his responsibilities, and an overview of the numerous hospitality careers. A discussion of all positions from entry level to top management leadership and the opportunities for advancement and growth that are available. (Running Time 23:25)

Hospitality and Tourism Careers – Helping others have Fun  Posted 01/27/2014  HOT JOB
Presented by: Nancy Schaaf - Director of Human Resources, The House on the Rock Properties
Date: 09/18/2013
Description: Wouldn’t it be fun if every day was a vacation day when you went to work? A career in the Hospitality and Tourism Industry is kind of like that as it takes many kinds of people in different roles to help others have a good time while on vacation or taking in leisure activities. As part the popular Wisconsin attraction, House on the Rock, Nancy Schaaf shares her insight on the career paths and the skills for success in the dynamic tourism and hospitality industry. (Running Time 24:17)

How to Succeed in Business Through Relationships and Communication  Posted 05/06/2014  HOT JOB
Presented by: Greg Levesque - Environmental & Local Relations, American Transmission Company
Date: 05/01/2014
Description: In today’s global economy it is more important than ever to develop good relationships and communicate effectively. Greg Levesque will talk about his business management experience and explore how you can be successful in your career (and personal life) by leveraging these two crucial areas, while also having some fun along the way. You will also learn how the work place is filled with a diverse array of talent and gain valuable insight into how you can recognize and develop your own unique skills and traits to achieve success in whatever you pursue in life. (Running Time 22:57)

Human Resources: Balancing the Needs of Employees and the Organization  Posted 05/20/2016
Presented by: Jake Nolin - Director of Human Resources, Rice Lake Weighing Systems
Date: 04/07/2016
Description: From recruiting new hires, to managing those leaving a company, the role of the Human Resources department is all encompassing. There is a lot involved working in HR to help an organization function to the best of its ability. Jake Nolin takes students through the work day of an HR director and reviews the kinds of skills and training needed for a career helping balance the needs of employees and the company. (Running Time 24:22)

Ice Cream for Fun and Profit: Food Product Development  Posted 11/11/2015
Presented by: Staci Fritz - Owner, Calliope Ice Cream
Date: 10/22/2015
Description: Have you thought about starting a small food business? Staci Fritz has been working with Calliope Ice Cream for 3½ years, building an ice cream business from its very beginnings in a restaurant basement making 8 pints at a time. And now having expanded into grocery stores and restaurants in the Madison area bringing the production to batches of 1200 pints at a time. Staci shares insight on the challenges and rewards of food product development. (Running Time 23:51)
In-House Accountant: Your ticket to Anywhere! Posted 04/21/2011 HOT JOB
Presented by: Linda Leikness - Chief Operations Officer, Deltanoid Pharmaceuticals, Inc.
Date: 04/05/2011
Description: All businesses need accountants, from professional football teams to technology companies to not-for-profits. Learn why accountants are many times promoted into management positions and are ideally suited to start their own companies in a variety of industries. The possibilities are endless when you start with accounting knowledge. (Running Time - 23:29)

Jobs that Make a Difference: Careers in the Nonprofit World Posted 11/12/2012
Presented by: Julann Jatczak - Vice President, Impact Initiatives, Wisconsin Women’s Business Initiative Corporation
Date: 10/10/2012
Description: We've all heard about organizations that work to make the world a better place or groups that help out individuals less fortunate. Nonprofit businesses – like Goodwill, Girl Scouts/Boy Scouts, hospitals, local theater companies – combine both social purpose and business principles to achieve big goals. Julann Jatczak has been the Vice President of a statewide nonprofit agency for 17 years. She’ll share what it means to work at a nonprofit and discuss the differences between private-sector, government, and nonprofit careers. Plus, Julann will dispel some common myths and show that it is possible to make money and make a difference at the same time! (Running Time 24:11)

Management Careers in the Big Leagues of Retail Posted 07/23/2015 HOT JOB
Presented by: Wally Amerson - Market Manager, Sam's Clubs of Wisconsin
Date: 04/28/2015
Description: Wally Amerson has built his 25 year management career with one of best known names in retail. Currently he oversees operations in 12 Sam’s Clubs with 1600 associates and 75 assistants throughout the state of Wisconsin. He began as a cart associate and worked his way into management, twice being named club manager of the year. Through his work with Sam’s Club, Wally shares insight with students on qualities and skills to be successful in big league retail management. (Running Time 24:21)

Managing Worker Issues: Union Leadership Posted 11/11/2010
Presented by: John Matthews - Executive Director, Madison Teachers, Inc.
Date: 11/02/2010
Description: More than confrontation, life lessons from one of Wisconsin's most respected union leaders. A how-to of essential skills for a successful career. Building trust, basic lessons for interpersonal communication, advocating for a positive result, collaborating with all stakeholders, establishing respect, promoting core beliefs, negotiating by being fair, honest and prepared. (Running Time 25:33)

Microbiology and Food Safety & Handling Careers Posted 07/23/2015
Presented by: Eric Hohol - Plant Manager, DuPont Nutrition & Health
Date: 04/28/2015
Description: Eric Hohol has had a robust career working in many aspects of food and bio-ingredient manufacturing. Starting out more than 20 years ago as a bacteriology technician at a chicken processing company, Eric has moved through the industrial microbiology field, taking on many challenges in quality control, food safety and other aspects of the manufacturing process. Currently he is Plant Manager of DuPont Nutrition & Health in Madison where he oversees 200 people in the production of live bacterial cultures and other food ingredients for the food, agriculture and dietary supplement industries. He also is a State of Wisconsin registered and licensed public health sanitarian. (Running Time 25:09)
More than Scores: Accounting in the NBA Posted 11/17/2011 HOT JOB
Presented by: Danica Olson - Accounting Manager, Milwaukee Bucks, Inc.
Date: 11/02/2011
Description: Accountants are numbers people. Professional basketball is also concerned with numbers: highest score, shot percentages, stats & standings, salaries. For Danica Olson the two worlds collide in her role as the Accounting Manager for the Milwaukee Bucks. Danica shares her story of how she came to work in the front office of the Bucks. She’ll talk about her training to become an accountant, her daily responsibilities and how students could also have a shot at a job in the NBA. (Running Time 23:02)

Navigating the Music Technology Industry Posted 10/27/2014
Presented by: Roy Elkins - Founder and CEO, Broadjam Inc.
Date: 09/30/2014
Description: A musician himself and creator of Broadjam, one of the world’s largest web communities for independent musicians, Roy Elkins has a wealth of knowledge about how the music technology industry works. Learn about the career paths in the technological and intellectual property fields of the music industry. This includes opportunities with music instrument manufacturers and retailers, record labels, publishers, radio, television, performance venues and internet technology companies. Students will get a vast overview of the ever expanding opportunities in the music technology world. (Running Time 23:03)

Project Management: Understanding the Business World Posted 12/05/2014
Presented by: Brandon Peck - Project Management Office (PMO) Manager, WTS Paradigm
Date: 11/11/2014
Description: What does it take to be a good manager? The business world is ripe with opportunities for those who want to become Project Managers. Brandon Peck has worked his way up through the ranks in various companies including two leading software developers. He takes students through an overview of what it takes to manage people and projects in a professional services organization. (Running Time 21:32)

Putting the "Fun" Back in Insurance Posted 12/09/2011 HOT JOB
Presented by: Ted Nickel - Commissioner, Office of the Commissioner of Insurance
Date: 11/16/2011
Description: Insurance is a growing industry that is facing significant workforce issues in the coming years as the baby boomers that make up a large percentage of the workforce begin to retire. Wisconsin’s Commissioner of Insurance Ted Nickel helps to ensure that the industry is doing its best to meet the insurance needs of Wisconsin citizens. Insurance companies and insurance agencies are major employers in Wisconsin. Commissioner Nickel reviews the large diversity of employment options including anyone in the information technology, financial, marketing and legal professions, not just sales and actuarial. (Running Time 22:47)

Raising Social Change: Non Profit Work & Fundraising Posted 04/15/2014
Presented by: Angela West Blank - Development Director, Wisconsin League of Conservation Voters
Date: 04/08/2014
Description: If you have a passion for wanting to make society better, a career in the non-profit sector may be a path to consider. As a fundraiser – or Development Director – for a Wisconsin group striving for environmental issues, Angela West Blank will share her insight on working in the nonprofit world. What are the rewards and challenges in fundraising for social change. (Running Time 24:14)
Real Estate Careers in a Challenging Economy

**Posted 05/26/2011**

**HOT JOB**

**Presented by:** Nancy Smith - *Real Estate Broker*, First Weber Realty Group

**Date:** 05/05/2011

**Description:** Tough economic times and unprecedented foreclosures have left a trail of bad news for the real estate industry nationwide in recent years. But the story isn’t bad all over. Wisconsin remains one of the most stable markets in the Midwest and a viable option for a career choice. Hear about what kind of training is needed to become a real estate broker and what it takes to help buyers navigate complex real estate transactions. (Running Time 18:56)

Retail Automotive Dealerships: Variety of Careers

**Posted 11/18/2010**

**Presented by:** Jim Neustadt - *Director of Human Resources*, Smart Motors, Inc.

**Date:** 09/22/2010

**Description:** The retail automotive industry is very exciting and complex. It takes a great deal of people to run an auto operation, offering a variety of career opportunities. The average dealership employs salespeople who sell new and used cars; office staff; finance and insurance experts; technicians; body shop technicians; parts specialists; and internet developers, to mention a few. In this session, learn how the retail automotive industry may be a career route for you. (Running Time 23:01)

Small Business Ownership a Slice at a Time

**Posted 07/22/2015**

**HOT JOB**

**Presented by:** Nick "Marty" Martin - *Managing Partner*, Ian's Pizza

**Date:** 03/12/2015

**Description:** Nick “Marty” Martin shares the story of the iconic Madison restaurant Ian’s Pizza. What started as a pizza-by-the-slice shop near the UW campus has grown into five restaurants in three states, along with other spin-off businesses as well. As an owner of many of these companies, Martin has a wealth of experiences to share with young small business owners in the making. What does it take to start a business? What are the challenges and obstacles growing from one location to several? Marty shares some of the answers to this and more. With a lot of hard work and a little bit of luck, can you be the next successful entrepreneur? (Running Time 22:48)

So, you want to change the world? Then roll up your sleeves

**Posted 11/17/2015**

**Presented by:** Katie Hensel - *Founder and Executive Director*, Tri 4 Schools

**Date:** 10/27/2015

**Description:** We all dream of a career where we’re able to give back in a meaningful way. You may even have an idea on how you can change the world around you for the greater good. Katie Hensel left her high stakes tech job in the corporate world and started her own non-profit dedicated to getting kids healthy and supporting health and wellness efforts in schools, and learned a lot about herself in the process. Find out the good, the bad, and the ugly side of being your own boss and how making a difference through a non-profit can be a fulfilling career path. (Running Time 24:04)

The Challenges and Rewards of a Modern Day Dairy Producer

**Posted 01/29/2013**

**Presented by:** Marty Hallock - *Dairy Producer*, Mar-Bec Dairy

**Date:** 10/16/2012

**Description:** Marty Hallock began farming young, raising crops on his own as a teenager to raise money. He didn’t come from a farm family, but it was his dream. Hear how this first generation dairyman grew his business from a 40-cow operation on rented land to a thriving dairy with 780 milking cows and 800 young stock. Learn what kind of work ethic and additional training and education can help you get ahead as a modern-day dairy producer. (Running Time 22:23)
**The Culver’s Restaurant Story** *Posted 11/28/2011 HOT JOB*
**Presented by:** Craig Culver - Co-founder and CEO, Culver’s Restaurants
**Date:** 11/08/2011
**Description:** Culver’s restaurant co-founder and CEO Craig Culver has built his career by following the credo to “do the right thing” for guests, team members, business relations and the community. From his early work in his family’s eateries to the creation of the “ButterBurger,” Craig will tell his story of how he got into the restaurant business and the influence his parents had on him. He’ll also discuss some of the challenges and lessons learned as he began to build the Culver’s restaurant chain which now spans 440 restaurants in 19 states. He’ll also have some advice for students planning their careers. (Running Time 22:55)

**The Sky’s the Limit for a Sales Career** *Posted 05/09/2016*
**Presented by:** Joan Ballweg - Vice President of Sales, Uniek Inc.
**Date:** 04/21/2016
**Description:** Are you outgoing; do you like being where the action is? If you said yes, then maybe sales is a career for you. Joan Ballweg discovered the excitement in selling while she was working as an Administrative Assistant in Sales and Marketing. That’s when she decided to return to UW Madison to get a degree in International Marketing which led to an exciting sales career for a home décor company selling product all over the globe. Joan shares her experience to help young people understand the opportunities that are available in the world of sales. (Running Time 23:40)

**Tourism Mindset: Fulfilling Your Potential in an Industry of Fun** *Posted 1/28/2016 HOT JOB*
**Presented by:** Kelli Trumble - Owner & Chief Fashionista, Alpha Beta Karma
**Date:** 12/15/2015
**Description:** With a deep love of her hometown of Wisconsin Dells, Kelli Trumble has taken many paths in her travel and tourism journey. From marketing and branding leader, to posh spa operator, and now current boutique owner, Kelli has a deep understanding of how to attract and cater to customers. She believes that with the right mindset, students can create a love of learning and a resilience that is the basis of great accomplishment in every area of life including their careers.

**Variety is the Spice of Life for Accounting Careers** *Posted 07/22/2015 HOT JOB*
**Presented by:** Todd Rakowski - Vice President Finance, CG Schmidt Inc.
**Date:** 01/28/2015
**Description:** All companies need to have accounting services, whether it is hiring a CPA firm or having dedicated accounting people on staff to chart the future as well as record the past. Todd Rakowski knows both sides of the career having worked in Public Accounting and now heading up the finances for a large Milwaukee construction firm. Learn about the variety of opportunities from a bookkeeper to a tax accountant at a CPA firm to the owner of your own Company. (Running Time 21:05)
We Mean Business! The Advantages of Business Degree Posted 04/12/2016
Presented by: Amanda Earle - Associate Director, Career Advising, Wisconsin School of Business
Date: 02/23/2016
Description: Despite generally being one of the more well-known college majors, there are plenty of misconceptions about the specifics of earning a business degree. Salary outcomes, employment prospects and/or working for a really great company are definitely considerations in why students choose to pursue a business degree. However, focusing too heavily on these can and often does distract students from the career research and professional/personal exploration needed to be a successful business student and professional. This session will speak generally and specifically about what it means to earn a business degree. (Running Time 23:37)

What do all Those Lawyers Do? Posted 12/22/2010
Presented by: Ann Wenzel - Corporate Counsel, American Family Insurance Corporation
Date: 12/08/2010
Description: Ann Wenzel, Corporate Counsel for American Family, a Fortune 500 company, highlights the career challenges, rewards and requirements of providing legal counsel that influences corporate decisions. With a spectrum of experience, from responsibility for a fleet of corporate jets, employee benefits, real estate, consumer finance, corporate governance to litigation, Ann explains the variety of careers available and the need for involvement with the communities served by corporations. (Running Time 24:07)

Why an Art Degree Made me a Better Lawyer Posted 11/18/2015
Presented by: Ann Wenzel - Corporate Counsel, American Family Insurance Corporation
Date: 10/29/2015
Description: Most students eyeing a law degree may think a pre-law undergraduate track is the best way to becoming an attorney. Maybe not, says Ann Wenzel, a corporate lawyer, currently working at American Family, a Fortune 500 company. Ann discusses the effect her undergraduate studio art degree has had her legal career and her approach to legal issues and problem solving. Echoing the advice of law school advisors, Ann suggests that there are many other valuable things other Bachelor's degree programs offer as a pathway to becoming a lawyer. (Running Time 22:13)

Why Choose A Career As An Attorney? Posted 05/16/2011
Presented by: Bryce Tolefree - Associate General Counsel, American Family Mutual Insurance Company
Date: 04/12/2011
Description: The road to a successful career as an attorney is extremely challenging, and yet, choosing to practice law can be incredibly gratifying and rewarding. The practice of law offers a variety of career options and opportunities. Lawyers permeate almost every facet of our society serving as leaders in government, business, and our communities. Lawyers are both indispensable in a civil society while at the same time disliked (by many) as a professional order. Bryce Tolefree will explain what it takes to be a successful lawyer? He will also discuss what high school students should consider before deciding to embark on the path that leads to law school; as well as, some of ethical challenges and paradoxical roles commonly encounter by lawyers. (Running Time 25:00)
Working Upstream: The Various Careers in Public Health Posted 04/19/2014 HOT JOB
Presented by: Barbara Duerst - Associate Program Director, UW School of Medicine and Public Health
Date: 04/09/2014
Description: Public health careers offer something for everyone. Interested in mathematics and modeling? Epidemiology and biostatistics may be for you. Do you love everything science-based? Environmental health is an important area of study you may wish to explore. Want to make the health care system better and more efficient? Health administration incorporates business and management skills. Health education involves skills required to develop community-wide prevention programs. Health policy includes an understanding of law-making processes. Most experts agree that major advances in improvement of health over the next decades will not come from new medical findings or cures, but from more population-based prevention (or upstream) programs. Participate in this session and learn how a career in public health may just be the right one for you. (Running Time 21:10)

Working with the Homeless: Compassion, Community & Cash Posted 05/20/2016
Presented by: Lori Bowman - Executive Director, Benjamin’s House Emergency Shelter
Date: 03/03/2016
Description: While it might not be as visible in some communities, homelessness is all around. For those who like people and want to make a difference, working to help the homeless may be a good fit. Lori Bowman leads Benjamin’s House Emergency Shelter in Rice Lake managing staff and spearheading efforts to fund their program. She outlines the career opportunities available to work with a nonprofit, like a homeless shelter, where you can make a living and make change. (Running Time 23:18)
Career Cluster: EDUCATION & TRAINING

Becoming a Teacher – a Career in Education Posted 03/19/2014
Presented by: Elizabeth A. Dohrn, PhD - Project Director, UW-Madison WI Center for Education Research
Date: 03/11/2014
Description: As students, we've all grown up seeing what teachers do every day. But what does the world of education look like from the other side? As one who teaches teachers, Elizabeth Dohrn shares details on the process to become a K-12 teacher in general education or special education. What type of coursework is needed, what a “day in the life” of a teacher is like, and what kinds of pre-teaching experiences will enhance your path to a career in education. (Running Time 24:52)

Being Smart About Your Money Posted 11/22/2010
Presented by: Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago
Date: 10/05/2010
Description: A brief overview of Money Smart Week — a financial education and awareness program aimed at teaching consumers about personal finance. Learn how an early career in public relations took Mr. Torres all the way to the Federal Reserve Bank of Chicago where they work to manage the nation’s money from your pocketbook to the bank vault. [Note: Due to technical difficulties this program does not include any Q&A portion of the presentation.] (Running Time 10:54)

Biomedical Engineering: Pioneering the Future of Global Medicine Posted 01/26/2016
Presented by: Kyle Edmunds - Doctoral Candidate/Associate Professor, Reykjavik University – Icelandic Center for Neurophysiology
Date: 01/07/2016
Description: What happens when you combine a crazy love for travel and science with an interest in truly making the world a better place? Well, a ton of things, actually! Kyle Edmunds is a biomedical engineer from Reykjavik, Iceland whose career started at UW Madison in nuclear engineering. In his talk, he will describe how a love for helping people and exploring the world can lead to truly make a difference in the lives of others – all it takes is a passion for humanity, a good backpack, and an opportunity to learn and explore! (Running Time 26:17)

Early Child Care and Education: It’s more than child’s play! Posted 10/01/2014
Presented by: Leighanne Dockerty - Administrator, Kids’ Safari Learning Center
Date: 09/23/2014
Description: Early child care and education is one of the fastest evolving professions in the world. With new knowledge and research stemming great social change that is encouraging greater responsibilities and heightened awareness for the education of our youngest children. Leighanne will share her insight and perspectives on the rewarding opportunities developing in this field and what attributes young teachers need to have to become successful teaching professionals. (Running Time 23:30)
Exploring Nature, One Microbe at a time: University Professor Posted 01/25/2016
Presented by: Garret Suen - Assistant Professor of Bacteriology, University of Wisconsin-Madison
Date: 12/09/2015
Description: Wonder what it’s like to be a professor working at a University? It’s not all just teaching! Much of what a professor in the biological sciences does is run a lab and conduct cutting-edge research. Garret Suen will share his experience as a professor at UW-Madison and talk about how his research has allowed him to study a host of exotic animals and microbes around the world. Garret will discuss what a day in the life of a professor entails, and how careers in research and biotech both at the university and beyond, can open the door to explore the wonders of the natural world. (Running Time 29:45)

Fitness Trainer: Helping Others Achieve Health and Happiness Posted 01/12/2016
Presented by: Jon Hinds - Founder & Owner, Monkey Bar Gymnasium
Date: 12/01/2015
Description: Jon Hinds’ business is health and happiness which comes down to people helping people. As a fitness trainer, he walks the walk and teaches others how to become healthier and happier through fitness. As the creator of Monkey Bar Gym in Madison, Jon shares insight into his innovative training methods and how they have led to a successful career helping others improve their lives. (Running Time 22:39)

From Teacher to Therapist: What can I do with an Art Degree Posted 11/04/2014
Presented by: Beth Jesion - Lead Art Teacher, Monroe Street Arts Center
Date: 10/23/2014
Description: Students who have a passion for art may consider it as a pathway to a career. An art degree can lead to a role as a teacher in a traditional school setting or you can use your skills to become an art therapist, for example. Beth Jesion has done both and shares her experiences with students encouraging them to draw outside the lines when considering their desire to work in an art field. (Running Time 20:41)

Game Designer: a Career Path of Creativity Posted 11/26/2012 HOT JOB
Presented by: Abby Friesen - Game Designer, Filament Games
Date: 11/01/2012
Description: The younger generations of today have grown up on video and computer games. It’s an area of the entertainment industry that has seen rapid growth and is likely to continue as our video-centric culture expands from TV, to online and now via mobile devices. Abby Friesen is one of the newest game designers in the industry, developing educational games for Filament Games in Madison. As a young woman, she’s also in an industry that has many more male professionals than female. An avid puzzle solver and creative person at heart, Abby shares insight on what a video game design career is like for those seeking to join the booming industry. (Running Time 24:44)

I Would Like To Be A Public School Teacher! Posted 10/10/2011
Presented by: Greg Vallee - Elementary School Teacher, Madison Metropolitan School District
Date: 09/20/2011
Description: Everyone across America has an opinion and individual experience about teaching, being a teacher, and what works and doesn’t work. It is one professional vocation where everyone is a true expert! Madison teacher Greg Vallee shares his experiences, his colleague's experiences, and curriculum with emphasis on Elementary Education. He’ll talk about the pros and cons about being a teacher, certification requirements and current issues facing the profession. (Running Time 24:50)
Learn Smart Money Habits to Benefit Your Future  Posted 06/02/2011 HOT JOB
Presented by: Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago
Date: 05/12/2011
Description: Learn about how the Federal Reserve Bank of Chicago is taking an active role in helping consumers become more ‘Money Smart’ and why managing money is such an important life skill. Mr. Torres also talks about his career in public outreach and how a Chicago-based financial literacy campaign is becoming a national phenomenon. (Running Time 23:01)

Making the Grade: Being a Grade School Teacher  Posted 07/22/2015
Presented by: Randy Kalscheuer - 3rd Grade Teacher, Middleton-Cross Plains Area School District
Date: 02/18/2015
Description: It’s called an A-Ha moment...the moment in which someone understands something for the first time and the “light bulb” goes on. Imagine if you were the one who flips the switch. Find out about the non-traditional path Randy Kalscheuer took from newsroom to classroom and what it takes to be an elementary school teacher. Randy will discuss certification requirements, license renewal, and what a typical day is like in order to “make the grade.” (Running Time 24:09)

So, you want to change the world? Then roll up your sleeves  Posted 11/17/2015
Presented by: Katie Hensel - Founder and Executive Director, Tri 4 Schools
Date: 10/27/2015
Description: We all dream of a career where we’re able to give back in a meaningful way. You may even have an idea on how you can change the world around you for the greater good. Katie Hensel left her high stakes tech job in the corporate world and started her own non-profit dedicated to getting kids healthy and supporting health and wellness efforts in schools, and learned a lot about herself in the process. Find out the good, the bad, and the ugly side of being your own boss and how making a difference through a non-profit can be a fulfilling career path. (Running Time 24:04)

Special Education Teacher: Revealing the potential in every student  Posted 04/05/2016
Presented by: Eric Smith - Special Education Learning Strategist, Stoughton High School
Date: 03/10/2016
Description: Discover an occupation that brings you the extraordinary opportunity to be an integral part of students’ lives and development. Each day different, each learner unique, encouraging teens to become their best is the invaluable purpose of this job. Eric Smith will explain the requirements to become a Special Educator and offer insight on skills needed to be effective in the career long-term. (Running Time 26:10)

Take Charge of Your Credit: How it can work For and Against you  Posted 10/17/2012 HOT JOB
Presented by: Debra Neubauer - Director, UW Extension Financial Education Center
Date: 09/26/2012
Description: We hear a lot about credit these days. Radio and television commercials tout services where you can find out your credit score. But what is this magic number and why is it so important for you to understand it? As director of the UW-Extension’s Financial Education Center, Deb Neubauer will break down the issue for students. What exactly is credit, and how young consumers can get on track to a good credit history. (Running Time 24:34)
Welding: Skills to Spark a Solid Path to Work Posted 04/10/2012 HOT JOB
Presented by: Dan Crifase - CWI & Welding Instructor, Blackhawk Technical College
Date: 03/29/2012
Description: Even as some work sectors have seen a slow down due to lingering economic issues, welding continues to be an area with great job opportunities. Becoming a welder is a skilled trade that takes a lot of hands-on training and experience to master. Dan Crifase is a Certified Welding Inspector and technical school instructor who shares his work experience under the welding hood. Dan offers up guidance to help you get on a path to a solid career as a welder in a wide range of industries in Wisconsin and across the globe. (Running Time 20:56)

Presented by: Ken Karwowski - Instructor & Certified Welding Inspector, Gateway Technical College-Elkhorn
Date: 10/19/2010
Description: Advances in technology, while grand in nature, don’t diminish the need for those who know how to fix it, build it or create it by hand. Welders are among the many skilled trades that are in high demand nationwide. A 47-year veteran of the industry, Ken Karwowski will relate his experiences from a construction journeyman pipefitter and welder, to a full-time welding instructor in Wisconsin Technical Colleges, as well as owner of a welding inspection business. A review of opportunities for both men and women seeking to explore a welding career. (Running Time 25:56)

Working Upstream: The Various Careers in Public Health Posted 04/19/2014 HOT JOB
Presented by: Barbara Duerst - Associate Program Director, UW School of Medicine and Public Health
Date: 04/09/2014
Description: Public health careers offer something for everyone. Interested in mathematics and modeling? Epidemiology and biostatistics may be for you. Do you love everything science-based? Environmental health is an important area of study you may wish to explore. Want to make the health care system better and more efficient? Health administration incorporates business and management skills. Health education involves skills required to develop community-wide prevention programs. Health policy includes an understanding of law-making processes. Most experts agree that major advances in improvement of health over the next decades will not come from new medical findings or cures, but from more population-based prevention (or upstream) programs. Participate in this session and learn how a career in public health may just be the right one for you. (Running Time 21:10)
Career Cluster: **FINANCE**

**Accounting Careers Do Not Have To Be Taxing** *Posted 11/10/2015 HOT JOB*

**Presented by:** Randy Wichinski - *Tax Partner/Executive Director (Retired), Ernst & Young*

**Date:** 11/03/2015

**Description:** An accounting degree provides an excellent foundation for virtually every business related career in any industry. A career in accounting is not just about adding numbers or preparing tax returns; it is about understanding and providing the necessary support for critical business issues, which also includes compliance with a complex system of tax laws. As Randy Wichinski will discuss, accounting and tax positions in public accounting, industry, or in government are not boring, they are exciting and rewarding. They can also provide you with the skills and experience for other career opportunities that you may encounter. (Running Time 23:36)

**Accounting Careers: The Role of a Controller** *Posted 01/08/2014 HOT JOB*

**Presented by:** Laura Klocke - *Controller, First Supply Madison*

**Date:** 12/03/2013

**Description:** A big part of running a successful business is managing financial resources. This main budgeting role is typically handled by a company's top accountant - the controller. Laura Klocke shares her insight on what a controller is responsible for and how this high-level accounting post can lead to great career advances. (Running Time 24:07)

**Accounting: a Boost to a Business Career** *Posted 01/09/2013 HOT JOB*

**Presented by:** Paul Krejcarek - *Vice President of Operations, Perlick Corporation*

**Date:** 11/14/2012

**Description:** Getting a degree in accounting doesn’t mean you must be a CPA working on taxes and financial spreadsheets all day. An accounting degree can be a stepping stone into a career in business. Paul Krejcarek is the Vice President of Operations for Perlick Corporation, a Milwaukee manufacturer of high-end specialty bar equipment and refrigeration. Krejcarek relates how he used his accounting background to build upon a career in business. (Running Time 23:49)

**Accounting: A Perfect Fit for Some** *Posted 11/10/2015 HOT JOB*

**Presented by:** Megan Schultz - *Accounting Manager, Advanced Pain Management*

**Date:** 10/22/2015

**Description:** Unlike many young people who struggle with career path decisions, Megan Schultz had herself pegged to become an accountant since the seventh grade. She figured she’d become a Certified Public Accountant just like her grandpa. And while her career started that way, it has melded into a management accounting career within a company, challenging her to problem solve while working with the numbers behind the business. Megan highlights the numerous accounting career paths to fit all kinds of personalities. (Running Time 25:56)
Actuarial Careers: Dream Jobs for Math Lovers Posted 10/31/2012 HOT JOB  
Presented by: Katie Werner - Pricing Strategist, American Family Insurance  
Date: 10/25/2012  
Description: If you are a problem solver and enjoy math, actuarial science might be the profession for you. Actuaries draw upon a solid background of mathematics and statistics, financial economics, and even computer science to creatively solve problems, primarily for the insurance industry. As a young actuary at American Family Insurance, Katie Werner is hoping to encourage more young women into the field which typically has more men. However, for any interested individual, Katie says actuarial science provides a vibrant learning environment as well as good pay, job security and work-life balance. (Running Time 22:08)

Analyzing Data and Risk for the Insurance Industry Posted 11/15/2010 HOT JOB  
Presented by: Justin Cruz - Actuarial Vice President, American Family Insurance Corporation  
Date: 10/14/2010  
Description: How do insurance companies decide how much to charge for insurance? It’s all in the numbers. If you are into math, listen up. Learn about what it takes to be in the actuarial profession from one of the top actuarial decision makers at one of the nation’s largest insurance companies. (Running Time 24:42)

Being Smart About Your Money Posted 11/22/2010  
Presented by: Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago  
Date: 10/05/2010  
Description: A brief overview of Money Smart Week — a financial education and awareness program aimed at teaching consumers about personal finance. Learn how an early career in public relations took Mr. Torres all the way to the Federal Reserve Bank of Chicago where they work to manage the nation’s money from your pocketbook to the bank vault. [Note: Due to technical difficulties this program does not include any Q&A portion of the presentation.] (Running Time 10:54)

Biting into Food Service Financial Management Posted 11/24/2015 HOT JOB  
Presented by: Jack Thurnblad - Financial Director, Ian’s Pizza  
Date: 11/04/2015  
Description: Planning to just work his way through his senior year in college as a delivery driver at the local pizzeria, Jack Thurnblad was not expecting to find his future career. Knowing what he was looking for from an employer, Jack was quickly able to recognize Ian’s Pizza as a restaurant he could grow with and provide value to help them grow as well. After working his way up in the company, Jack was ultimately able to apply his education in finance and experience in the restaurant industry to carve out his current position as Financial Director of the Madison cluster of Ian’s Pizza businesses. Knowing how to identify a great employer and putting in a lot of hard work can get you to great places you may never have expected to go! (Running Time 24:47)
Business Banker: Lending a Hand to Business Owners Posted 10/28/2015
Presented by: Evan Wing - Business Banking Officer, River Valley Bank
Date: 10/07/2015
Description: For those who are interested in helping businesses succeed, and understanding local and national economies, a career in business banking may be an option. Evan Wing enjoys his work in community banking, facilitating commercial lending needs and helping businesses monitor their financial performance and ward off troubles. He shares insight on what it takes to have a career as a banking officer and a trusted advisor to business owners. (Running Time 22:45)

Certified Public Accountant: Passport to Success Posted 05/17/2011 HOT JOB
Presented by: Jeff Brandenburg - Partner & CPA, Clifton Gunderson LLP
Date: 05/03/2011
Description: Many people believe they know what Certified Public Accountants do every day. This session will explore accounting careers and the many opportunities that can be taken to enjoy a rewarding and successful profession. Jeff Brandenburg enjoys discussing with students what they think a CPA does versus the actual career paths that are available in the profession. No matter what your career choice may be, Jeff will discuss why having some knowledge of accounting is important and he encourages students to ask questions about how they can use an accounting career as a passport to success. (Running Time 23:56)

Certified Public Accountant...More than just Math Posted 01/08/2014 HOT JOB
Presented by: Neil Keller - CPA/Tax Partner, Sikich LLP
Date: 10/10/2013
Description: It may surprise you that being good at math is not the key to becoming a Certified Public Accountant. Neil Keller heads up the tax department at Sikich LLP, ranked among the top 50 largest CPA firms in the nation. Keller explains how numbers are only a small part of the big CPA picture. Learn what new CPA’s can look forward to and what skills are important for a successful career. (Running Time 23:08)

Certified Public Accounting Options for Today's World Posted 10/25/2012 HOT JOB
Presented by: Matt Vanderloo - CPA/Senior Manager, SVA Professional Services
Date: 10/03/2012
Description: As a CPA and Senior Manager of one of the top 100 public accounting firms in the country, Matt Vanderloo provides insight on options for a career in accounting. Matt will talk about his path from a music minor to an accounting major, and from a new staff accountant to a senior manager. From the busy tax season to the typical day as a CPA, learn about the training and exams involved to get into this numbers game. (Running Time 22:36)

CPA: Professional Chameleons in Business Posted 11/14/2011 HOT JOB
Presented by: Karen Prochaska - CPA/Senior Tax Manager, Clifton Gunderson
Date: 10/19/2011
Description: Certified Public Accountants have many roles and jobs and many CPA’s perform a variety of duties which many of us do not always know about or see. Through Karen’s evolving duties in public accounting, she will describe where accounting has taken her in prior roles and with our ever changing economy on the forefront impacting all of our careers, Karen will discuss how she sees a CPA’s role today and in the future. (Running Time 24:52)
Credit Counselor: Helping People Keep Their Homes Posted 04/21/2011 HOT JOB
Presented by: Ken King - Executive Director, Consumer Credit Counseling Service
Date: 04/06/2011
Description: In today's economy, many families have been struggling with home finances, under threat of losing their homes. Learn how the role of a credit counselor has completely changed due to the current economic climate. Ken King and his staff help people maintain their budgets, keep the lights on and even keep a roof over their heads. It is a challenging career with a big reward - helping people. (Running Time - 22:18)

Entrepreneurship as a Career Option Posted 11/18/2010 HOT JOB
Presented by: Richard Entennman - Executive Director, Asset Builders of America, Inc.
Date: 11/02/2010
Description: Richard Entenmann discuss how he became an entrepreneur, specifically a social entrepreneur, helping others become financially fit. Discover the value of becoming financially educated as a way to build wealth and enhance the quality of your life. Learn what kind of traits you may need to consider creating your own kind of career. (Running Time 21:56)

How your Credit Score Affects Your Way of Life Posted 12/21/2011 HOT JOB
Presented by: Pablo Sanchez - Vice President - Branch Manager, Park Bank
Date: 12/15/2011
Description: In recent years, you may have seen commercials and news reports talking about bad credit or knowing your Credit Score. What is this magic number all about? As a top administrator in one of Madison’s successful banks, Pablo Sanchez will try to make sense of it all for students. He will focus on the importance of establishing positive credit and how your Credit Report affects your way of life. Sanchez will give examples of how financing varies based on applicants with very different credit scores. He'll also show how much you could be saving by starting now to protect your credit. (Running Time 23:03)

In-House Accountant: Your ticket to Anywhere! Posted 04/21/2011 HOT JOB
Presented by: Linda Leikness - Chief Operations Officer, Deltanoid Pharmaceuticals, Inc.
Date: 04/05/2011
Description: All businesses need accountants, from professional football teams to technology companies to not-for-profits. Learn why accountants are many times promoted into management positions and are ideally suited to start their own companies in a variety of industries. The possibilities are endless when you start with accounting knowledge. (Running Time - 23:29)

Learn Smart Money Habits to Benefit Your Future Posted 06/02/2011 HOT JOB
Presented by: Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago
Date: 05/12/2011
Description: Learn about how the Federal Reserve Bank of Chicago is taking an active role in helping consumers become more ‘Money Smart’ and why managing money is such an important life skill. Mr. Torres also talks about his career in public outreach and how a Chicago-based financial literacy campaign is becoming a national phenomenon. (Running Time 23:01)
Money Smarts to Make Your Career Happen  Posted 11/13/2010
Presented by: Meridee Maynard - Senior Vice President, Northwestern Mutual Companies
Date: 10/20/2010
Description: In a few years, you’ll get the opportunity to do all the things you’ve always dreamed about….you could go to college, launch your career, start a business, or even sail the seas! No matter what you do, you’ll need the money smarts to make it happen! Meridee Maynard has made a career of helping people make their dreams become reality and will discuss financial sector careers. (Running Time 22:45)

More than Scores: Accounting in the NBA  Posted 11/17/2011 HOT JOB
Presented by: Danica Olson - Accounting Manager, Milwaukee Bucks, Inc.
Date: 11/02/2011
Description: Accountants are numbers people. Professional basketball is also concerned with numbers: highest score, shot percentages, stats & standings, salaries. For Danica Olson the two worlds collide in her role as the Accounting Manager for the Milwaukee Bucks. Danica shares her story of how she came to work in the front office of the Bucks. She’ll talk about her training to become an accountant, her daily responsibilities and how students could also have a shot at a job in the NBA. (Running Time 23:02)

Putting the "Fun" Back in Insurance  Posted 12/09/2011 HOT JOB
Presented by: Ted Nickel - Commissioner, Office of the Commissioner of Insurance
Date: 11/16/2011
Description: Insurance is a growing industry that is facing significant workforce issues in the coming years as the baby boomers that make up a large percentage of the workforce begin to retire. Wisconsin’s Commissioner of Insurance Ted Nickel helps to ensure that the industry is doing its best to meet the insurance needs of Wisconsin citizens. Insurance companies and insurance agencies are major employers in Wisconsin. Commissioner Nickel reviews the large diversity of employment options including anyone in the information technology, financial, marketing and legal professions, not just sales and actuarial. (Running Time 22:47)

Take Charge of Your Credit: How it can work For and Against you  Posted 10/17/2012 HOT JOB
Presented by: Debra Neubauer - Director, UW Extension Financial Education Center
Date: 09/26/2012
Description: We hear a lot about credit these days. Radio and television commercials tout services where you can find out your credit score. But what is this magic number and why is it so important for you to understand it? As director of the UW-Extension’s Financial Education Center, Deb Neubauer will break down the issue for students. What exactly is credit, and how young consumers can get on track to a good credit history. (Running Time 24:34)

Variety is the Spice of Life for Accounting Careers  Posted 07/22/2015 HOT JOB
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Date: 01/28/2015
Description: All companies need to have accounting services, whether it is hiring a CPA firm or having dedicated accounting people on staff to chart the future as well as record the past. Todd Rakowski knows both sides of the career having worked in Public Accounting and now heading up the finances for a large Milwaukee construction firm. Learn about the variety of opportunities from a bookkeeper to a tax accountant at a CPA firm to the owner of your own Company. (Running Time 21:05)
Career Cluster: GOVERNMENT & PUBLIC ADMINISTRATION

Presented by: Judy Ziewacz - Executive Director, Wisconsin Office of Energy Independence
Date: 09/23/2010
Description: You hear a lot these days about “being green.” The green energy movement is real and has created a lot of new employment opportunities as a result. Learn how one of the state’s top leaders in green energy got to where she is. Judy Ziewacz shares how her interest in politics led her to Washington, DC and Capitol Hill as a chief of staff for a Wisconsin member of Congress and then on to lobbying for agriculture and cooperatives at the state and national level. Now back in Wisconsin, she heads the Office of Energy Independence. Could a green energy career be in your future? (Running Time 24:15)

Data Cop: Using Technology and Data to Influence Policing Decisions Posted 12/08/2015
Presented by: Michael Walnoha - Crime Analyst, Dane County Sheriff's Office
Date: 11/10/2015
Description: In the current climate of decreasing budgets and understaffed departments, police agencies are turning to crime analysts to influence policing decisions and direct resources in a more efficient manner. Crime analysts perform a variety of tasks including identifying patterns and trends in crime incidents, creating crime maps and charts, analyzing hot spot maps for accidents, and interpreting cell phone records for criminal cases. Mike Walnoha reviews what's involved in becoming a crime analyst working alongside law enforcement to improve our communities. (Running Time 25:39)

Data, Dollars and Deals: a Day in the Life of an Economic Developer Posted 02/22/2016
Presented by: Neil Stechschulte - Director of Economic Development, City of Sun Prairie
Date: 02/04/2016
Description: Behind every new business that opens or expands is a story that most people will never hear. Every decision made by a business to locate in or leave a community is made by evaluating a series of factors ranging from cold hard data to emotional appeal. An Economic Developer’s job is to build and leverage a community’s position on these factors to help ensure local businesses are able to be successful and grow. Neil Stechschulte will share some of his experiences ranging from working on a military base closure to attracting national retailers. (Running Time 23:17)

Deal Makers & Visionaries: Careers in Real Estate Posted 11/15/2010 HOT JOB
Presented by: Sue Springman - Senior Real Estate Development Specialist, The Mullin's Group
Date: 10/20/2010
Description: It's more than a wealthy person building something, an overview of the careers involved in Real Estate – architects, construction management, government relations, land and urban planners, trades folks, community leaders are just part of the team of careers required for development. Insight from an expert who has worked for the State of Wisconsin, the City of Madison and private developers in developing significant public and private hotels, public spaces, office and residential and low income housing. (Running Time 23:28)
Disability Advocacy Careers: Affecting Policy and Lives  Posted 03/01/2016
Presented by: Lisa Pugh - Public Policy Director, Disability Rights Wisconsin
Date: 02/17/2016
Description: As a parent of a child with a disability, Lisa Pugh began running into obstacles with the system: health insurance policies that were difficult understand; programs that were supposed to help, but that had roadblocks. She never thought legislators would listen to her problems and help fix them, but she was surprised when they did. After coordinating a successful campaign that sparked awareness at the state capitol and ultimately raised $5 million dollars for early intervention programming for babies with disabilities, Lisa was hooked. Lisa will talk about her road from volunteer disability advocate to paid lobbyist and how she turned her passion and skills as a communicator into a career. (Running Time 25:30)

F-16 Jet Fighter Pilot Posted 10/27/2011
Presented by: John Sacia - Major/F-16 Jet Pilot, Air National Guard - 115th Fighter Wing
Date: 09/29/2011
Description: Being at the controls of an F-16 fighter jet is a unique job that takes intense training and dedication. Hear what an average work day is like for one of Wisconsin's Air National Guard jet pilots serving with the 115th Fighter Wing. Major John Sacia has been all over the world flying military aircraft and shares his career experiences providing combat readiness for the nation. (Running Time 20:41)

Grant Making for Community Change Posted 01/19/2016
Presented by: Martha Cranley - Director of Community Impact, United Way of Dane County
Date: 12/15/2015
Description: Foundations and charities work to raise and distribute dollars that help solve specific problems ranging from the environment to homelessness. Last year, United Way raised over $19 million dollars. Wonder who decides how that money gets spent? Martha Cranley will talk about how her career in public policy and lobbying as well as not for profit management prepared her for her role as a grant maker and the part grant makers play in making our community a better place to live. (Running Time 24:11)

Jobs that Make a Difference: Careers in the Nonprofit World Posted 11/12/2012
Presented by: Julann Jatczak - Vice President, Impact Initiatives, Wisconsin Women’s Business Initiative Corporation
Date: 10/10/2012
Description: We’ve all heard about organizations that work to make the world a better place or groups that help out individuals less fortunate. Nonprofit businesses – like Goodwill, Girl Scouts/Boy Scouts, hospitals, local theater companies – combine both social purpose and business principles to achieve big goals. Julann Jatczak has been the Vice President of a statewide nonprofit agency for 17 years. She’ll share what it means to work at a nonprofit and discuss the differences between private-sector, government, and nonprofit careers. Plus, Julann will dispel some common myths and show that it is possible to make money and make a difference at the same time! (Running Time 24:11)
News, Information & Politics: An Insider's Perspective  Posted 06/01/2011
Presented by: Jeff Mayers - President, WisPolitics.com
Date: 05/10/2011
Description: Wisconsin experienced historical demonstrations in early 2011 with the passing of the controversial Budget Repair Bill, Act 10. News media, the public and politics collided. By example, veteran Wisconsin journalist Jeff Mayers, president of WisPolitics.com, provides insight on the role of traditional and social media in this historic event and the careers involved. Jeff also provides an insider’s viewpoint on the roles of elected officials, legislators and unions vs. the media. WisPolitics.com, a comprehensive online news service, combines traditional and social media to provide policymakers with almost instantaneous updates on the workings of Wisconsin state government, political happenings and business news. (Running Time 21:45)

Putting the "Fun" Back in Insurance  Posted 12/09/2011 HOT JOB
Presented by: Ted Nickel - Commissioner, Office of the Commissioner of Insurance
Date: 11/16/2011
Description: Insurance is a growing industry that is facing significant workforce issues in the coming years as the baby boomers that make up a large percentage of the workforce begin to retire. Wisconsin’s Commissioner of Insurance Ted Nickel helps to ensure that the industry is doing its best to meet the insurance needs of Wisconsin citizens. Insurance companies and insurance agencies are major employers in Wisconsin. Commissioner Nickel reviews the large diversity of employment options including anyone in the information technology, financial, marketing and legal professions, not just sales and actuarial. (Running Time 22:47)

Rehabilitation Psychology: Fighting the Underlying Issues  Posted 03/15/2016
Presented by: Walter Williams - Juvenile Court Worker, Dane County Juvenile Detention Center
Date: 02/24/2016
Description: Sometimes people are in rough circumstances and there never seems to be a way out. The field of Rehabilitation Psychology works with people facing issues such as physical or emotional disabilities, as well and drug and alcohol problems. As a juvenile court worker, Walter Williams uses counseling techniques from the field of Rehabilitation Psychology to help troubled teens combat some of the underlying issues they face on a daily basis. Williams shares highlights of his experience and guides students on careers helping others find a path to a better life. (Running Time 22:13)

Save the World: A Career in Environmental Advocacy  Posted 03/05/2011
Presented by: Steve Hiniker - Executive Director, 1000 Friends of Wisconsin
Date: 03/01/2011
Description: Explore a rewarding career in making the world a better place to live. With concerns over global warming, future energy supplies, air and water pollution a career in environmental advocacy can be a challenging and exciting job choice. You will learn what it means to be an environmental lobbyist and what it takes to keep a nonprofit organization healthy. The financial rewards don’t come close the earnings of the private sector but the satisfaction of creating a better place for future generations is unequaled. (Running Time 21:38)
Why Choose A Career As An Attorney? Posted 05/16/2011

Presented by: Bryce Tolefree - Associate General Counsel, American Family Mutual Insurance Company

Date: 04/12/2011

Description: The road to a successful career as an attorney is extremely challenging, and yet, choosing to practice law can be incredibly gratifying and rewarding. The practice of law offers a variety of career options and opportunities. Lawyers permeate almost every facet of our society serving as leaders in government, business, and our communities. Lawyers are both indispensable in a civil society while at the same time disliked (by many) as a professional order. Bryce Tolefree will explain what it takes to be a successful lawyer? He will also discuss what high school students should consider before deciding to embark on the path that leads to law school; as well as, some of ethical challenges and paradoxical roles commonly encounter by lawyers. (Running Time 25:00)
Career Cluster: HEALTH SCIENCE

Presented by: Eric Olson - Sanitarian II, Public Health-Madison & Dane County
Date: 10/14/2015
Description: A sanitarian, also known as a public health inspector, is a person who promotes public health by conducting inspections and investigations in order to make sure standards of cleanliness and sanitation are enforced. Eric Olson will discuss the general educational requirements and training as well as the variety of duties a sanitarian can expect. (Running Time 23:07)

Athletic Trainer: An Important Team Member in Sports Medicine Posted 04/15/2014
Presented by: Andrew Winterstein - Director/Associate Clinical Professor, Athletic Training Program UW-Madison
Date: 04/02/2014
Description: Andrew Winterstein takes students through the process of becoming a Certified Athletic Trainer. Learn how these highly trained healthcare professionals work hand-in-hand with physicians and other team members in sports medicine. What are the job responsibilities and rewards that come from working with athletes? And how do Athletic Trainers help general patients maintain active healthy lives? (Running Time 23:30)

Becoming a Pharmacist Posted 12/22/2010 HOT JOB
Presented by: Jeanette Roberts - Dean and Professor, UW Madison School of Pharmacy
Date: 12/01/2010
Description: Pharmacy, one of the most trusted professions in the world, has always been an exciting and rewarding career, and is a highly pursued field in health care. Pharmacists work directly with patients and help them get well. Career placement opportunities are vast and starting salaries are among the highest of college graduates. The Dean of the UW Madison School of Pharmacy guides students through the rewards and requirements of choosing a career in Pharmacy. (Running Time 22:48)

Biomedical Engineering: Pioneering the Future of Global Medicine Posted 01/26/2016
Presented by: Kyle Edmunds - Doctoral Candidate/Associate Professor, Reykjavik University – Icelandic Center for Neurophysiology
Date: 01/07/2016
Description: What happens when you combine a crazy love for travel and science with an interest in truly making the world a better place? Well, a ton of things, actually! Kyle Edmunds is a biomedical engineer from Reykjavik, Iceland whose career started at UW Madison in nuclear engineering. In his talk, he will describe how a love for helping people and exploring the world can lead to truly make a difference in the lives of others – all it takes is a passion for humanity, a good backpack, and an opportunity to learn and explore! (Running Time 26:17)
Biotech & Pharmaceutical Sales-Bettering Lives through Better Process  Posted 05/06/2014
Presented by: Chris Hamacher - Senior Clinical Specialist, Genentech, Inc.
Date: 04/24/2014
Description: Fresh out of school, Chris Hamacher landed in pharmaceuticals working with hospitals on replacement parts such as knees and hips. It meant grueling days – often hours observing in operating rooms. Now in sales for a leading international biotech company working on better processes for stroke patients, Chris’s days are still challenging, but very rewarding in seeing the outcomes for patient care. Chris takes students on a day in the life of a biotech sales rep, who’s also a “hockey mom” balancing her work on the road and life at home. (Running Time 24:02)

Biotechnology: Science Careers to Help Improve our Lives  Posted 01/22/2014
Presented by: Tom Zinnen - Biotechnology Policy & Outreach Specialist, UW-Madison Biotechnology Center
Date: 10/03/2013
Description: Biotechnology uses human ingenuity to harness Nature’s microbes, plants and animals to provide food, fuels and pharmaceuticals. Learn ways that scientists use experiments to test ideas and to put ingenuity to play to invent new tools and products. Look into ways that information about your DNA may change how you lead your life, protect your privacy, and make your living. Explore how you can prepare for careers in a wide range of life sciences that draw on biotechnology, from food science to health care, and from environmental sciences to biomedical engineering. (Running Time 22:40)

Chiropractic in the 21st Century  Posted 11/21/2010
Presented by: Tim Turino - Doctor of Chiropractic, Turino Chiropractic
Date: 10/05/2010
Description: The chiropractic profession has come a long way in the 31 years that Dr. Tim Turino has been in practice. The interaction between the chiropractic and medical profession has increased tremendously. Research has made the profession stronger and more viable. Public acceptance and usage of chiropractic has increased steadily over the years as has insurance coverage and acceptance in international health plans. Being a chiropractor is a very rewarding profession and worth serious consideration. (Running Time 23:35)

Clinical Research: a Real World Science Career  Posted 10/02/2013
Presented by: Kelly Boelter - Clinical Research Associate, Covance Clinical Research
Date: 02/13/2013
Description: Have you ever wondered how the drugs you take for a headache or prescriptions your family members take for ailments become available? It is a very long process involving many people, which means many career opportunities if you are interested in the health sciences! Kelly Boelter turned her biology degree into a career as a Clinical Research Associate. In her role with Covance, she travels the country visiting doctors’ offices, clinics, hospitals, and research centers where companies are running clinical trials. Learn how every day is different as Kelly works to insure the safety and integrity of research projects nationwide. (Running Time 22:46)
**Dental Hygienist: A Career Beyond Cleaning Teeth** Posted 06/02/2011  
**Presented by:** Tiffany Birkrem - Dental Hygienist, First Choice Dental Group  
**Date:** 05/19/2011  
**Description:** Most people have had an appointment with a Dental Hygienist, but few may understand the full impact a hygienist can have. A growing body of research links oral health to overall health. In the typical one-hour appointment, a Dental Hygienist can positively impact a patient’s overall health with dental hygiene, periodontal maintenance, oral cancer screenings, head, neck and joint examinations and more. Technology has also had a huge impact on Dentistry in general, and this constantly improves the Hygienist’s ability to provide superior patient care. If you want to be a health care provider with a listening ear and a value for nutritional and overall wellness, Dental Hygiene may be the field for you. (Running Time 22:45)

**Dental Hygienist: Vital Partner in Dental Health** Posted 11/27/2012  
**Presented by:** Mark Meisegeier - Dental Hygienist, Jody Schilling Periodontics  
**Date:** 11/07/2012  
**Description:** Many people may think the role of a dental hygienist is to clean teeth and churn out pretty smiles. But the profession goes far beyond simply scraping teeth. As medicine has advanced, we’ve come to know the link between diseases of the mouth other health issues such as heart disease. For more than 15 years, Mark Meisegeier has been a dental hygienist specializing in periodontal disease. He’s also one of very few men who have taken on the profession. Mark shares insight on the critical role hygienists play in patient care and encourages other young people to consider a career in this rewarding dental career. (Running Time 20:35)

**Dentistry: Where Art Meets Science** Posted 02/21/2011  
**Presented by:** Stephanie Kimball - Dentist, First Choice Dental  
**Date:** 02/10/2011  
**Description:** Dentistry is a challenging and rewarding career that combines creative expression, problem solving, and helping people feel better both physically and emotionally. One day is never the same as the next. If you enjoy working with your hands and are interested in creating meaningful, lasting relationships in your community, dentistry could be for you! (Running Time 23:33)

**Developmental Optometrist: Going beyond 20/20** Posted 01/21/2014 HOT JOB  
**Presented by:** Valerie Frazer - Developmental Optometrist, New Horizons Vision Therapy Center, LLC  
**Date:** 10/29/2013  
**Description:** If you want to make a difference in a child’s life and are interested in going into a health profession, you may want to consider the specialty of Developmental Optometry and Vision Therapy. Dr. Frazer will discuss why Developmental Optometry is so rewarding and goes beyond just prescribing glasses and contact lenses. She will also discuss how she became interested in the field, why she remains passionate about what she does and the role of the vision therapist in her office. (Running Time 22:39)
**Emergency Medicine: Life as an ER Doctor** *Posted 10/16/2014*

**Presented by:** Dr. Michael Lohmeier - *Emergency Room Physician, UW Hospital and Clinics, Emergency Department*

**Date:** 10/08/2014

**Description:** A career in medicine is challenging and rigorous, particularly for those who work in Emergency Medicine. Dr. Michael Lohmeier serves on the front line of patient care in the Emergency Room for UW Hospitals & Clinics in Madison, a Level One Trauma Center that cares for the most critical of patients. Dr. Lohmeier explains what life is like on the job as an ER Doctor and what kind of training, character traits and skills are needed for those who want a career saving lives. (Running Time 23:15)

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**Epidemiologist: Disease Detective** *Posted 02/16/2016*

**Presented by:** Amanda Kita-Yarbro - *Epidemiologist, Public Health – Madison & Dane County*

**Date:** 01/28/2016

**Description:** Medical professionals help heal the sick when illness occurs. But tracking what communicable diseases are in the community is the role of an epidemiologist. Amanda Kita-Yarbro studies infectious diseases in the Madison and Dane County area, investigating outbreaks and planning for public health emergencies. She reviews for students what it’s like to work in this biology-related field helping to keep our communities healthy. (Running Time 23:45)

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**Fitness Trainer: Helping Others Achieve Health and Happiness** *Posted 01/12/2016*

**Presented by:** Jon Hinds - *Founder & Owner, Monkey Bar Gymnasium*

**Date:** 12/01/2015

**Description:** Jon Hinds’ business is health and happiness which comes down to people helping people. As a fitness trainer, he walks the walk and teaches others how to become healthier and happier through fitness. As the creator of Monkey Bar Gym in Madison, Jon shares insight into his innovative training methods and how they have led to a successful career helping others improve their lives. (Running Time 22:39)

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**Getting to the Heart of the Matter: Exercise Physiologist** *Posted 01/02/2013* **HOT JOB**

**Presented by:** Sharon Carl - *Clinical Exercise Physiologist, St. Mary’s Hospital*

**Date:** 11/13/2012

**Description:** Heart Disease continues to be the number one killer of men and women. But until you know someone, maybe a family member or friend that suffers a heart attack or has open heart surgery, most people don't think much about it. It can be a life changing event for the person and family, and then what? As an Exercise Physiologist, Sharon Carl is part of a team of therapists at St. Mary’s Hospital in Madison who help patients recover from a heart event. Sharon shares her story of how she came into the cardiac rehab profession and why she still loves it today. (Running Time 20:29)
**Health Care Careers - Public & Private Sectors** Posted 12/08/2011 HOT JOB
**Presented by:** Tim Cullen - Former WI Health & Human Services Secretary, State of Wisconsin
**Date:** 11/15/2011
**Description:** The jobs in health care encompass the private and public sector. Tim Cullen has extensive experience in each sector and can provide insight on careers available in the fastest growing segment of the market. Cullen served as the Secretary of the Wisconsin Department of Health and Human Services from 1987-1988, and Vice President/Senior Vice President with Blue Cross/Blue Shield from 1988-2007. Now in his second stint as a Wisconsin State Senator, Cullen reflects on the path he’s taken and what kind of experience, background and character are useful for a career in the health care sector. (Running Time 22:50)

**Integrative Health Care: a Nurse Practitioner’s Story** Posted 03/10/2014 HOT JOB
**Presented by:** Debra Rodriguez - Nurse Practitioner & Coordinator, St. Clare Hospital - Healthy Living Center
**Date:** 03/05/2014
**Description:** The idea of combining alternative methods of treatments with traditional medicine began to emerge in the 1990s. Today the field of Integrative Health Care has opened up a multitude of new opportunities for young people interested in careers helping heal the whole person. Nurse Practitioner Debra Rodriguez shares her career story from registered nurse to coordinator of St. Clare Hospital’s Integrative Medicine efforts. Debra will explain what alternative treatments are and how patients are seeing results. (Running Time 23:30)

**Management in Healthcare and Research**Posted 11/22/2010 HOT JOB
**Presented by:** Frederick Wenzel - Assistant Professor, University of St Thomas Opus College of Business
**Date:** 09/23/2010
**Description:** There is an increasing need for leaders and managers in both healthcare and research in the health sciences. The presentation will focus on where those needs lie and the kind of background and education necessary for pursuing careers in these areas. There will be a focus on the need to prepare broadly because of the rapidly changing healthcare systems. (Running Time 24:02)

**Massage Therapy - A Career in Wellness** Posted 06/11/2012
**Presented by:** Robin Rinehart - Massage Therapist & Massage Therapy Program Chair, Globe University
**Date:** 05/16/2012
**Description:** The healing touch of massage therapy is a growing field that offers opportunities for careers in a variety of settings. What is involved in becoming a massage therapist? And is massage beneficial to everyone? Robin Rinehart shares her story of a day in the life of a Licensed Massage Therapist, and as an instructor, offers advice for those considering getting into this specialized health and wellness field. (Running Time 21:25)

**Medical Assistant: a Doctor’s Right-Hand Helper** Posted 01/16/2013
**Presented by:** Sarah Peck - Medical Assistant, Generations Fertility Care Clinic
**Date:** 11/28/2012
**Description:** Interested in a career in the healthcare field but not sure which direction to go in? Sarah Peck always knew helping others was what she wanted to do. She will explain how her path as a Certified Nursing Assistant (CNA) led her to a position today as a Medical Assistant at a nationally recognized fertility clinic in Madison, Wis. Sarah will talk through the training she had to have as well as what a typical day is like for her in the clinic setting. (Running Time 18:58)
Medical Interpreting: Bridging the Language Divide Posted 06/11/2012 HOT JOB
Presented by: Laura Stuntebeck - Lead Interpreter, Dean Clinic
Date: 05/02/2012
Description: You don’t have to become a doctor or nurse to find a career in the rapidly growing healthcare industry. If you have a knack for languages and are interested in helping people in a medical setting, medical interpreting may be the right field for you. Medical interpreters facilitate communication between Limited English Proficient (LEP) individuals and healthcare providers. Learn about what it is like to work as a medical interpreter, the steps to take to become a nationally certified medical interpreter and the career opportunities in the field of healthcare for people who are fluent in more than one language. (Running Time 22:13)

NICU Nurse – Specialized Care for Newborns Posted 09/04/2013 HOT JOB
Presented by: Stacey Hamre - NICU Nurse, St. Mary’s Hospital
Date: 05/14/2013
Description: Being a NICU nurse is a big job caring for the littlest of patients. The Neonatal Intensive Care Unit – NICU – is where newborns who are seriously ill, or who are born premature, go to get advanced medical attention. NICU nurses are on the frontlines of care, providing careful and diligent monitoring of babies who are sometimes just hours or days old. Stacey Hamre shares her experiences as a NICU nurse at St. Mary’s Hospital and reviews the required training and personal attributes needed for this area of specialized nursing. (Running Time 24:47)

Nursing Career Paths for Men and Women Posted 10/31/2012 HOT JOB
Presented by: Jonathan Garvey - Nursing Professional Development Specialist, Meriter Health Services
Date: 10/16/2012
Description: The field of nursing is consistently voted to be the most trusted profession. Whether personally or through the care of a loved one, most of us have been touched by the caring hands of a nurse. The U.S. Department of Labor estimates a 26 percent increase in nursing positions through the year 2020. And while nursing is commonly a career choice for women, a growing need for these frontline healthcare providers may interest more men into entering the field as well. Jonathan Garvey shares his experiences as a male nurse at Madison’s Meriter Hospital. What is the day-to-day like and what kinds of patient care settings and other behind-the-scenes roles could all future nurses find themselves working in. (Running Time 25:09)

Ophthalmology: Helping People See Better Posted 03/05/2011 HOT JOB
Presented by: Robert Weir - Ophthalmologist, Dean Health System
Date: 03/03/2011
Description: The world of eye care has many great opportunities for careers, from technicians to medical doctors. Learn first-hand insight from a leading Ophthalmologist whose career spans four decades and includes public health work as well as private practice. (Running Time 24:43)
Orthodontist: Designing Smiles Can Make You Smile  Posted 03/08/2016
Presented by: Siddhi Doshi DDS, MS - Orthodontist, Greater Madison Orthodontics
Date: 03/02/2016
Description: An orthodontist not only straightens teeth to provide a gorgeous smile, but also helps teeth fit together for proper long-term function. It’s not just about cosmetics. Dr. Siddhi Doshi says the fun of being an orthodontist comes from developing relationships with patients and their families and gaining tremendous satisfaction from transforming a shy adolescent into a confident teenager. Orthodontists also work as part of medical team caring for those with anomalies such as cleft lip. Dr. Doshi shares her insight on the spectrum of what you can do as an orthodontist, the schooling required, the pros and cons of the profession, and why she truly believes it’s the best career in the world. (Running Time 22:11)

Pediatric Nursing: Specialized Care for Young Patients  Posted 09/12/2013 HOT JOB
Presented by: Amanda Ramer - Registered Nurse - Pediatrics, St. Mary's Hospital
Date: 05/01/2013
Description: In the world of Pediatric Medicine, nurses encounter a wide range of patients; from infants that are just hours old, to young adults up to age 21. Pediatric Nurses often never know what the day will hold, caring for patients of varying developmental levels, family involvement, and a variety of diagnoses, from surgical to medical. Amanda Ramer shares insight on the career and what it takes to succeed in the specialized area. (Running Time 20:41)

Pediatrician: Caring for Newborns to Young Adults  Posted 12/06/2011
Presented by: Tom Murwin, MD - Pediatrician, Dean Clinic
Date: 11/10/2011
Description: Caring for children is a daily task for parents and many look to their Pediatricians for advice and help on raising healthy kids. Dr. Tom Murwin shares his insight on the world of Pediatric and Adolescent Medicine. As a specialist trained to work with the youngest of patients, Dr. Murwin can reflect on the challenges and rewards of dealing with everything from infant sleep issues and toddler runny noses, to adolescent independence and the most serious of childhood diseases. (Running Time 24:00)

Pharmacist: a Trusted Confidant in Patient Care  Posted 11/28/2011 HOT JOB
Presented by: Jeanette Roberts - Dean and Professor, UW Madison School of Pharmacy
Date: 11/09/2011
Description: Pharmacy, one of the most trusted professions in the world, has always been an exciting and rewarding career, and is a highly pursued field in health care. Pharmacists work directly with patients and help them get well. Career placement opportunities are vast and starting salaries are among the highest of college graduates. The Dean of the UW Madison School of Pharmacy will guide students through the rewards and requirements of choosing a career as a Pharmacist or in pharmaceutical sciences. (Running Time 24:42)
Pharmacy Careers in Today’s Patient-focused Health Care Industry Posted 10/01/2013 HOT JOB
Presented by: Karen Kopacek - Clinical Associate Professor, UW School of Pharmacy
Date: 02/26/2013
Description: Pharmacists are one of the most trusted professionals in the world. What are the important skills and knowledge required to become a pharmacist? With a growing aging population and shortage of primary care providers in the U.S., pharmacists will continue to be in demand as trusted advisors in a rapidly changing healthcare environment. Clinical Associate Professor Karen Kopacek reviews the academic and personal traits needed to be a successful pharmacist and how high school students can begin to prepare themselves to become the next generation of pharmacists. (Running Time 24:46)

Physical Therapy: an Important Role in Health Care Posted 02/24/2014 HOT JOB
Presented by: Lisa Steinkamp - Director, UW-Madison Doctor of Physical Therapy Program
Date: 02/18/2014
Description: Come explore the diverse world of physical therapy. Physical therapists are highly-educated and licensed health care providers who are experts in the examination and treatment of problems that affect people’s abilities to move and function. Physical therapists examine patients and develop a plan, using treatment techniques to reduce pain, restore mobility, and prevent disability. Physical therapists provide care for people in a variety of settings, including hospitals, private practices, outpatient clinics, home health agencies, schools, sports and fitness facilities, work settings, and nursing homes. (Running Time 21:49)

Physical Therapy: Helping People Feel Better Posted 11/19/2010 HOT JOB
Presented by: Daniel Reimer - Physical Therapist, Dean West Physical Therapy
Date: 11/16/2010
Description: One of the first line health responders, physical therapists specialize in helping people to get moving. PTs examine each patient and develop a treatment plan to promote the ability to move, reduce pain, restore function, and prevent disability. From newborn babies to the elderly, physical therapists have a variety of options for patient contact. Daniel Reimer relates the training involved in the profession as well as the rewards of simply helping others feel better.

Real Life Experiences of an Emergency Department Nurse Posted 07/22/2015 HOT JOB
Presented by: Kelly Borelli - Emergency Department Nurse, UW Hospital and Clinics
Date: 12/09/2014
Description: Emergency Department nurses are often the first line of care for patients facing serious health conditions. Being an ER Nurse means being able to respond with a high level of medical skill, along with a great deal of care and compassion. Kelly Borelli shares her real life experiences as an Emergency Department Nurse and offers tips to future nursing students. (Running Time 21:52)

Registered Dietitian: Promoting Health through Nutrition Posted 04/29/2014
Presented by: Rene Walters - Clinical Nutritionist/Diabetes Educator, UW Health - West Clinic
Date: 04/23/2014
Description: Helping patients feel better can be as easy as managing what they eat. That is the role of a Registered Dietician, also called Clinical Nutritionists. Rene Walters has expanded his work in nutrition a step further by becoming a Certified Diabetes Educator. With so many people impacted by this disease, Rene says understanding the sick side of sweet is rewarding work that helps patients manage their diabetes and avoid the devastating impacts of the illness. (Running Time 23:09)
Respiratory Therapist: a Life and Breath Career *Posted 10/09/2012*

**Presented by:** Justine Ropp - *Pediatric Respiratory Therapist*, American Family Children's Hospital  
**Date:** 09/18/2012  
**Description:** It’s the first line in critical care, making sure the patient has a clear way to take in breath. Being a Respiratory Therapist provides a challenging and rewarding career path for those who are interested in hands-on patient care in a variety of settings. Hear from Justine Ropp, an experienced medical professional who works with some of the youngest patients in her role as Pediatric Respiratory Therapist for American Family Children’s Hospital in Madison. (Running Time 23:09)

Sports Medicine: So you want to be a Jock Doc? *Posted 01/05/2016*

**Presented by:** David Gronski, MD - *Sports Medicine Physician*, Dean Medical Center  
**Date:** 11/17/2015  
**Description:** A career in Sports Medicine as a physician requires a commitment to education and helping others. David Gronski’s interest in Sports Medicine evolved during his education and was combined with a career in Family Medicine. As a primary care physician he has cared for patients from their birth until death. His career in Sports Medicine has included being a team physician for a local high school for 21 years. As well, he has cared for pre-teens, high school, college, Olympic and professional athletes, as well as “Weekend warriors” and “athletes” over 100 years old. Dr. Gronski reviews the common pathways to becoming a Sports Medicine physician and what to expect from a sometimes demanding, but very rewarding career as a “Jock Doc”. (Running Time 24:04)

Sterile Processing Tech: Clean Freaks Must Apply *Posted 06/12/2012*

**Presented by:** Tony Bondon - *Sterile Processing Manager*, St. Mary's Hospital  
**Date:** 05/08/2012  
**Description:** If you like things neat, orderly and clean, a career as a Sterile Processing Technician may be a good fit. They are the frontline in the field of medicine to make sure all instruments, supplies and medical devices are sterilized and stored properly. It’s a critical role in infection control for hospitals, clinics, laboratories and other facilities. Tony Bondon manages a team of Sterile Processing Techs for one of Madison’s busy hospitals. He shares insight into this essential position and how it is growing and changing with advances in medicine and technology. (Running Time 24:13)

Surgical Technologist: Inside the Operating Room *Posted 05/25/2011 HOT JOB*

**Presented by:** Maureen Vick - *Surgical Technologist*, Stoughton Hospital  
**Date:** 05/03/2011  
**Description:** Have you ever wondered what it’s like to work in an operating room? It’s not just surgeons and nurses who are involved. This session explores the role of a Surgical Technologist, an important member of the operating team. Learn what kind of education and training are involved from Maureen Vick, a Surgical Tech who’s marking one year on the job at Stoughton Hospital. Maureen shares what a typical day is like in the OR and why she thinks it’s truly a privilege to see inside the human body. (Running Time 23:16)
The Path to Becoming a Medical Doctor Posted 06/11/2013
Presented by: Elizabeth Petty, MD - Senior Associate Dean, UW School of Medicine and Public Health
Date: 05/22/2013
Description: Many young people who have an interest in science and can see themselves helping others, may be considering a career in medicine. But what does the path to becoming a medical doctor really look like. Dr. Elizabeth Petty of the UW School of Medicine and Public Health gives an overview of what it takes to get into medical school and what students can expect in this very competitive but crucial field of patient care. (Running Time 22:54)

The World of an Echosonographer: The Beat Goes On Posted 01/22/2014 HOT JOB
Presented by: Marilyn Rastall - Echosonographer, St. Mary's Hospital
Date: 09/25/2013
Description: Technology has come a long way in helping diagnose all kinds of health issues including cardiac problems. Echosonographers use ultrasound technology to get a look at what’s going on with a person’s heart. This session explores the world of an “Echo Tech” as an important link between doctor and patient. How does the technology work and what kind of advances are ahead? Marilyn Rastall shares her experiences and what you can expect with a career in Echocardiography. (Running Time 19:02)

Trauma Surgeon: Helping Patients in Critical Need Posted 07/22/2015 HOT JOB
Presented by: Dr. Amy Liepert - Trauma Surgeon, UW Hospital & Clinics
Date: 12/11/2014
Description: When patients are facing critical situations, from trauma or emergency medical issues, surgery is often needed. Dr. Amy Liepert is on the forefront of medicine in her role as a Trauma Surgeon at UW Hospital in Madison, Wis. As a Level One Trauma Center, the hospital cares for the most serious of patients. Dr. Liepert takes students through a day in the OR and outlines what it takes to be a surgeon in today’s world of cutting edge medicine. (Running Time 22:09)

Ultrasound Technician: A Journey Inside the Body Posted 10/24/2011 HOT JOB
Presented by: Elizabeth Brodell - Sonographer/Ultrasound Tech, American Family Children's Hospital
Date: 09/28/2011
Description: Ultrasonography is a medical diagnostic imaging tool used to investigate the internal organs of the body using sound waves. A career as an Ultrasound Technician involves closely working with many different people and requires a great understanding of normal and abnormal anatomy and physiology of the internal organs in the body. Also called a Sonographer, this job serves as the “detective” for the interpreting Physician. Elizabeth Brodell explains the different types of ultrasound examinations used today and discusses the varying avenues for Sonographers to take after successful completion of an accredited program. (Running Time - 22:20)

What is Occupational Therapy? Posted 04/19/2014 HOT JOB
Presented by: Alexia Rebne - Occupational Therapist, UW-Madison Occupational Therapy Program
Date: 04/16/2014
Description: If you are interested in a healthcare profession that assists people of all ages, a career in Occupational Therapy may be a path to consider. Also called OT, these healthcare experts, help people across the lifespan simply develop, recover or maintain daily living and working skills. Alexia Rebne is a practicing Occupational Therapist who shares real-world insight on the educational needs to get into the field and the rewards of working in this growing healthcare profession. (Running Time 24:45)
Presented by: Jason Stephenson - Radiologist & Assistant Professor, UW School of Medicine - Radiology Dept.
Date: 10/15/2014
Description: Most of us have heard the term – radiology, but we may not know what the profession entails. Dr. Jason Stephenson will describe what a Radiologist does and what special training is required for the field. This will also include a brief discussion of what the term “Medical Imaging” means and why it is important in the care of patients. Dr. Stephenson also shares his story in the pursuit of a career in Radiology. (Running Time 23:17)

Working Upstream: The Various Careers in Public Health  Posted 04/19/2014 HOT JOB
Presented by: Barbara Duerst - Associate Program Director, UW School of Medicine and Public Health
Date: 04/09/2014
Description: Public health careers offer something for everyone. Interested in mathematics and modeling? Epidemiology and biostatistics may be for you. Do you love everything science-based? Environmental health is an important area of study you may wish to explore. Want to make the health care system better and more efficient? Health administration incorporates business and management skills. Health education involves skills required to develop community-wide prevention programs. Health policy includes an understanding of law-making processes. Most experts agree that major advances in improvement of health over the next decades will not come from new medical findings or cures, but from more population-based prevention (or upstream) programs. Participate in this session and learn how a career in public health may just be the right one for you. (Running Time 21:10)

Youth Apprenticeship: Nursing Assistant  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Nursing Assistant Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:42)

Youth Apprenticeship: Pharmacy Technician  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Pharmacy Technician Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 13:12)
Career Cluster: HOSPITALITY & TOURISM

An Adventurous Career in Chocolate Posted 05/19/2011
Presented by: Gail Ambrosius - Chocolatier, Gail Ambrosius Chocolatier
Date: 04/06/2011
Description: Learn what it’s like to have your own chocolate company from nationally known chocolatier, Gail Ambrosius. Gail has traveled to France to learn how to make chocolate. She visits cacao farms, where the beans that make chocolate are grown, in Ecuador, Venezuela and Costa Rica. She brings that world of experience back to her shop, where she and her staff make dark chocolate truffles by hand that are shipped around the country. (Running Time 19:17)

Cutting the Cheese: Life as a Cheesemonger Posted 07/23/2015
Presented by: Jeanne Carpenter - Cheesemonger, Metcalfe’s Market
Date: 02/24/2015
Description: As more Americans demand to know where their food comes from, the role of a professional cheesemonger in a retail setting is growing. Jeanne Carpenter, specialty cheese manager at Metcalfe’s Market in Madison, shares the stories of artisan and specialty cheeses with customers daily, while cutting, wrapping and merchandising more than 300 cheeses from around the world. Learn why this profession is one of the fastest-growing jobs in the nation, and how you can be part of it. (Running Time 23:35)

From Farmer to Chef, Exploring Culinary Careers Posted 11/19/2012
Presented by: Dan Fox - Chef & Heirloom Pig Farmer, The Heritage Tavern
Date: 10/17/2012
Description: The culinary industry has seen a huge boost in popularity with the onslaught of cooking shows and contests in media today. Opportunities for careers can take you from farm to fork and everywhere in between. Dan Fox is working both sides of the spectrum; he’s been an executive chef in fine restaurants and is now an heirloom pig farmer, raising his own pork and living by the mantra of using local, farm fresh ingredients. Dan shares his experiences in the culinary world as he also prepares to open his own, new restaurant in Madison. (Running Time 23:43)

Green at Work: Careers in Sustainable Tourism and Business Posted 12/15/2015 HOT JOB
Presented by: John Imes - Co-owner, Arbor House
Date: 11/12/2015
Description: As a small business owner and nonprofit leader, John Imes walks the talk when it comes to providing the art of hospitality while showcasing a model for sustainable business. John is co-owner of Arbor House, an award-winning environmentally conscious Bed and Breakfast in Madison, Wis. For more than 20 years, the inn has stood as a model for sustainable tourism. But as John will explain the operation also has served as a “scratch test” for the development of other sustainable business programs and outlets for many kinds of careers in green business. (Running Time 23:41)
Hospitality & Hotels: 13 Million Employees Strong Posted 12/22/2010 HOT JOB
Presented by: Stephen Zanoni - General Manager, Madison Concourse Hotel
Date: 12/06/2010
Description: Steve Zanoni is the CEO of two major hotels, one in Madison, Wisconsin and the other in the Aspen, Colorado area. A recognized leader in the field, Steve explains his success in the industry, his responsibilities, and an overview of the numerous hospitality careers. A discussion of all positions from entry level to top management leadership and the opportunities for advancement and growth that are available. (Running Time 23:25)

Hospitality and Tourism Careers – Helping others have Fun Posted 01/27/2014 HOT JOB
Presented by: Nancy Schaaf - Director of Human Resources, The House on the Rock Properties
Date: 09/18/2013
Description: Wouldn’t it be fun if every day was a vacation day when you went to work? A career in the Hospitality and Tourism Industry is kind of like that as it takes many kinds of people in different roles to help others have a good time while on vacation or taking in leisure activities. As part the popular Wisconsin attraction, House on the Rock, Nancy Schaaf shares her insight on the career paths and the skills for success in the dynamic tourism and hospitality industry. (Running Time 24:17)

Hospitality Management: Start here, go anywhere! Posted 1/30/2016 HOT JOB
Presented by: Lynea LaVoy - Hospitality Program Director and Instructor, Madison College
Date: 01/26/0016
Description: Jobs in hospitality are not just about being at the front desk or host stand? The possibilities are endless…including opportunities as social media manager, executive chef, general manager, spa director, revenue manager, call center representative, sous chef…and more! Lynea LaVoy began in the hospitality industry at age 11 peeling potatoes at 5 a.m. at a small restaurant in Madison. With nearly 30 more years of hospitality experience including front of the house, back of the house, leadership, call center, academic and consulting experience, Lynea is focused on connecting students to education and training to lead to meaningful careers in hospitality. She will review industry trends and how students can jump start their careers in hospitality.

Hotel & Hospitality Management Posted 07/22/2015 HOT JOB
Presented by: Amanda Ridout - Regional Sales Manager, IDM Group
Date: 02/25/2015
Description: Amanda Ridout caught the “hospitality bug” while working in hotel management at properties in her native Northwest Wisconsin. From there her career took her to Madison where she led Sales and Events for a new luxury boutique property HotelRED and then on to Milwaukee where she became General Manager of the historic Plaza Hotel. Now as Regional Sales Manager for the parent company IDM Hospitality, Amanda shares insight on careers in hotel and hospitality and what makes a good manager. (Running Time 24:12)

Meeting & Event Management: It’s All About the Details Posted 04/20/2016
Presented by: Jodi Goldbeck - Instructor, Meeting & Event Management Program, Madison College
Date: 04/06/2016
Description: Are you the person that is always planning your family gatherings? Are you a list maker with an eye for detail? Do you go to events and notice all of the logistics that went into making it a success? If so, the meeting and event industry is calling you! Join this session to hear about the typical “day in the life” of a meeting professional, the skills necessary to be successful in the field and how program alumni are changing lives, all around the world. (Running Time 20:02)
Park Ranger: Careers in the WI State Park System
Posted 09/18/2013
Presented by: Jason Fritz - Chief Ranger, WI DNR State Parks System
Date: 02/07/2013
Description: Wisconsin has one of the oldest state parks systems in the country and with it a vast array of career opportunities. As the Chief Ranger of the Wisconsin State Parks System, Jason Fritz has a bird’s eye view of all positions and duties involved in the running the 66 state park units. Hear what kinds of skills are needed and what a career in parks and recreation looks like in Wisconsin’s great outdoors. (Running Time 24:19)

Small Business Ownership a Slice at a Time
Posted 07/22/2015 HOT JOB
Presented by: Nick "Marty" Martin - Managing Partner, Ian's Pizza
Date: 03/12/2015
Description: Nick “Marty” Martin shares the story of the iconic Madison restaurant Ian’s Pizza. What started as a pizza-by-the-slice shop near the UW campus has grown into five restaurants in three states, along with other spin-off businesses as well. As an owner of many of these companies, Martin has a wealth of experiences to share with young small business owners in the making. What does it take to start a business? What are the challenges and obstacles growing from one location to several? Marty shares some of the answers to this and more. With a lot of hard work and a little bit of luck, can you be the next successful entrepreneur? (Running Time 22:48)

The Culver’s Restaurant Story
Posted 11/28/2011 HOT JOB
Presented by: Craig Culver - Co-founder and CEO, Culver’s Restaurants
Date: 11/08/2011
Description: Culver’s restaurant co-founder and CEO Craig Culver has built his career by following the credo to “do the right thing” for guests, team members, business relations and the community. From his early work in his family’s eateries to the creation of the “ButterBurger,” Craig will tell his story of how he got into the restaurant business and the influence his parents had on him. He’ll also discuss some of the challenges and lessons learned as he began to build the Culver’s restaurant chain which now spans 440 restaurants in 19 states. He’ll also have some advice for students planning their careers. (Running Time 22:55)

Tourism Mindset: Fulfilling Your Potential in an Industry of Fun
Posted 1/28/2016 HOT JOB
Presented by: Kelli Trumble - Owner & Chief Fashionista, Alpha Beta Karma
Date: 12/15/2015
Description: With a deep love of her hometown of Wisconsin Dells, Kelli Trumble has taken many paths in her travel and tourism journey. From marketing and branding leader, to posh spa operator, and now current boutique owner, Kelli has a deep understanding of how to attract and cater to customers. She believes that with the right mindset, students can create a love of learning and a resilience that is the basis of great accomplishment in every area of life including their careers.
Career Cluster: HUMAN SERVICES

Alcohol and Drug Counseling: Helping Others Recover  Posted 01/27/2014
Presented by: Erica Lehr-Reuber - Alcohol and Drug Counselor, St. Clare Center for Alcohol and Drug Treatment
Date: 11/21/2013
Description: Alcohol and drug abuse and addiction are ever present in our society. Helping people regain control of their lives from chemical dependency is a job that takes dedicated individuals. As an Alcohol and Drug Counselor at St. Clare Center in Baraboo, Erica Lehr-Reuber shares her first-hand experiences in the field and reviews the training and personal skills that are imperative to this very important career path. (Running Time 22:17)

Child Life Specialist: Play with a Purpose  Posted 09/07/2013
Presented by: Allie Weigman - Certified Child Life Specialist, American Family Children’s Hospital
Date: 02/06/2013
Description: Come and explore the fast growing, challenging, and rewarding career of a Child Life Specialist. Learn about the multiple roles a Child Life Specialist takes on in working to help children and families cope in a healthcare setting through play, teaching, and medical preparation and distraction. Hear from Allie Weigman, a Certified Child Life Specialist at American Family Children’s Hospital in Madison who works with patients, siblings, and families, as well as the medical healthcare team in both the inpatient and emergency department settings. (Running Time 22:12)

Disability Advocacy Careers: Affecting Policy and Lives  Posted 03/01/2016
Presented by: Lisa Pugh - Public Policy Director, Disability Rights Wisconsin
Date: 02/17/2016
Description: As a parent of a child with a disability, Lisa Pugh began running into obstacles with the system: health insurance policies that were difficult to understand; programs that were supposed to help, but that had roadblocks. She never thought legislators would listen to her problems and help fix them, but she was surprised when they did. After coordinating a successful campaign that sparked awareness at the state capitol and ultimately raised $5 million dollars for early intervention programming for babies with disabilities, Lisa was hooked. Lisa will talk about her road from volunteer disability advocate to paid lobbyist and how she turned her passion and skills as a communicator into a career. (Running Time 25:30)

Grant Making for Community Change  Posted 01/19/2016
Presented by: Martha Cranley - Director of Community Impact, United Way of Dane County
Date: 12/15/2015
Description: Foundations and charities work to raise and distribute dollars that help solve specific problems ranging from the environment to homelessness. Last year, United Way raised over $19 million dollars. Wonder who decides how that money gets spent? Martha Cranley will talk about her career in public policy and lobbying as well as not for profit management prepared her for her role as a grant maker and the part grant makers play in making our community a better place to live. (Running Time 24:11)
Jobs that Make a Difference: Careers in the Nonprofit World  Posted 11/12/2012
Presented by: Julann Jatczak - Vice President, Impact Initiatives, Wisconsin Women’s Business Initiative Corporation
Date: 10/10/2012
Description: We’ve all heard about organizations that work to make the world a better place or groups that help out individuals less fortunate. Nonprofit businesses – like Goodwill, Girl Scouts/Boy Scouts, hospitals, local theater companies – combine both social purpose and business principles to achieve big goals. Julann Jatczak has been the Vice President of a statewide nonprofit agency for 17 years. She’ll share what it means to work at a nonprofit and discuss the differences between private-sector, government, and nonprofit careers. Plus, Julann will dispel some common myths and show that it is possible to make money and make a difference at the same time! (Running Time 24:11)

Medical Interpreting: Bridging the Language Divide  Posted 06/11/2012  HOT JOB
Presented by: Laura Stuntebeck - Lead Interpreter, Dean Clinic
Date: 05/02/2012
Description: You don’t have to become a doctor or nurse to find a career in the rapidly growing healthcare industry. If you have a knack for languages and are interested in helping people in a medical setting, medical interpreting may be the right field for you. Medical interpreters facilitate communication between Limited English Proficient (LEP) individuals and healthcare providers. Learn about what it is like to work as a medical interpreter, the steps to take to become a nationally certified medical interpreter and the career opportunities in the field of healthcare for people who are fluent in more than one language. (Running Time 22:13)

Rehabilitation Psychology: Fighting the Underlying Issues  Posted 03/15/2016
Presented by: Walter Williams - Juvenile Court Worker, Dane County Juvenile Detention Center
Date: 02/24/2016
Description: Sometimes people are in rough circumstances and there never seems to be a way out. The field of Rehabilitation Psychology works with people facing issues such as physical or emotional disabilities, as well and drug and alcohol problems. As a juvenile court worker, Walter Williams uses counseling techniques from the field of Rehabilitation Psychology to help troubled teens combat some of the underlying issues they face on a daily basis. Williams shares highlights of his experience and guides students on careers helping others find a path to a better life. (Running Time 22:13)

So, you want to change the world? Then roll up your sleeves  Posted 11/17/2015
Presented by: Katie Hensel - Founder and Executive Director, Tri 4 Schools
Date: 10/27/2015
Description: We all dream of a career where we’re able to give back in a meaningful way. You may even have an idea on how you can change the world around you for the greater good. Katie Hensel left her high stakes tech job in the corporate world and started her own non-profit dedicated to getting kids healthy and supporting health and wellness efforts in schools, and learned a lot about herself in the process. Find out the good, the bad, and the ugly side of being your own boss and how making a difference through a non-profit can be a fulfilling career path. (Running Time 24:04)
Working with the Homeless: Compassion, Community & Cash  Posted 05/20/2016
Presented by: Lori Bowman - Executive Director, Benjamin’s House Emergency Shelter
Date: 03/03/2016
Description: While it might not be as visible in some communities, homelessness is all around. For those who like people and want to make a difference, working to help the homeless may be a good fit. Lori Bowman leads Benjamin’s House Emergency Shelter in Rice Lake managing staff and spearheading efforts to fund their program. She outlines the career opportunities available to work with a nonprofit, like a homeless shelter, where you can make a living and make change. (Running Time 23:18)
Career Cluster: INFORMATION TECHNOLOGY

App Development: a Young Entrepreneur’s Story Posted 07/23/2015 HOT JOB
Presented by: Wes Schroll - Creator & CEO, Fetch Rewards
Date: 04/14/2015
Description: From UW business student to app developer, Wes Schroll shares his story of the new Smartphone app he co-developed. If you asked him three years ago, he would have laughed at the thought he would ever be passionate about reinventing grocery shopping. However, looking back now at his path including dropping out of school at UW-Madison, raising millions of dollars, building a team of 25 employees, and now CEO of a startup; he has a very different response. Here how Fetch Rewards is helping reinvent the grocery shopping experience and what it takes to get into App Development. (Running Time 22:44)

Computer Forensics: Cyber Crime Investigation Posted 01/24/2014
Presented by: Cindy Murphy - Detective, Madison Police Department
Date: 10/30/2013
Description: Crimes involving computers and digital technologies have grown exponentially in the past 10 to 15 years. With that increase, so has the need for law enforcement experts to tackle these high-tech crimes. Detective Cindy Murphy was on the cutting edge of computer forensics when she began her focus in the field in 1999. She will review what kinds of skills and knowledge young people will need if they are interested in a specialized law enforcement career in cybercrime investigation. (Running Time 24:05)

Data Cop: Using Technology and Data to Influence Policing Decisions Posted 12/08/2015
Presented by: Michael Walnoha - Crime Analyst, Dane County Sheriff’s Office
Date: 11/10/2015
Description: In the current climate of decreasing budgets and understaffed departments, police agencies are turning to crime analysts to influence policing decisions and direct resources in a more efficient manner. Crime analysts perform a variety of tasks including identifying patterns and trends in crime incidents, creating crime maps and charts, analyzing hot spot maps for accidents, and interpreting cell phone records for criminal cases. Mike Walnoha reviews what’s involved in becoming a crime analyst working alongside law enforcement to improve our communities. (Running Time 25:39)

Do you want to build a video game? Become a Video Game Programmer Posted 07/22/2015 HOT JOB
Presented by: Andrew Greenwood - Video Game Programmer, Filament Games
Date: 03/05/2015
Description: Are you interested in video games and do you believe they can change lives? Interested in programming, working with a team or making useful products? Then come hear Michael Yang speak about how he got into the industry and what he does on a typical day. Michael is a lead software engineer at Filament Games working on educational games ranging from silly games teaching bodily functions to FDA approved training regimens to combat the effects of ADHD. (Running Time 24:53)
Entrepreneur: You Miss all the Shots You Don't Take Posted 12/14/2011 HOT JOB
Presented by: Jim Zellmer - Vice President, Virtual Properties, Inc
Date: 11/22/2011
Description: Wouldn’t it be great if you could just create your own job? Madison business owner Jim Zellmer thinks today’s students should understand and learn how they can do just that, relaying the famous quote: "You miss 100% of the shots you don’t take." Zellmer’s career is one of entrepreneurial experiences from his young years mowing lawns to co-founding an Internet and app software firm in 1995. Jim offers his advice and shares his answer to a long ago boss who questioned, “Why are you working so hard?” (Running Time 23:43)

Game Designer: a Career Path of Creativity Posted 11/26/2012 HOT JOB
Presented by: Abby Friesen - Game Designer, Filament Games
Date: 11/01/2012
Description: The younger generations of today have grown up on video and computer games. It’s an area of the entertainment industry that has seen rapid growth and is likely to continue as our video-centric culture expands from TV, to online and now via mobile devices. Abby Friesen is one of the newest game designers in the industry, developing educational games for Filament Games in Madison. As a young woman, she’s also in an industry that has many more male professionals than female. An avid puzzle solver and creative person at heart, Abby shares insight on what a video game design career is like for those seeking to join the booming industry. (Running Time 24:44)

GIS – Mapping from Earth, Sky, and Space Posted 10/30/2015 HOT JOB
Presented by: David Hart - President, Continental Mapping Consultants, Inc.
Date: 10/13/2015
Description: David Hart takes a look at the cutting edge Geographic Information Systems technology and how a career in GIS can be used in many different industries. Yesterday’s cartographer is today’s geospatial analyst. Modern technology, such as GPS in our phones and cars, are critically important components to our modern society. There is ever increasing demand for more and better – accuracy, detail, timeliness of the maps that help everyone live their lives. This means that opportunities in digital mapping – the modern day cartographer – are more plentiful than ever. We will explore some of these opportunities. Everything from land survey to satellite mapping. (Running Time 22:33)

Information Technology – Understanding a Web of Career Paths Posted 05/15/2013 HOT JOB
Presented by: Todd Peterson - PC Support Specialist II, Meriter Hospital
Date: 05/09/2013
Description: In the world Information Technology you hear terms like networking, programming and desktop help. But where do these fit into a career in IT. With more than 17 years of experience in the field, Todd Peterson will help make sense of the maze of career opportunities in Information Technology. He’ll explain the entire spectrum of IT processes today how the field remains a critical part of all business. Todd will also use his 11 years of experience as an adjunct instructor for Lakeland College to discuss education options available for students who desire to enter into the IT job market and a career. (Running Time 23:14)
Information Technology Careers Posted 04/14/2012 HOT JOB  
**Presented by:** James Madden - I/S Strategy & Planning Director, American Family Insurance  
**Date:** 03/06/2012  
**Description:** Information Technology – or IT as it’s commonly referred – is part of our everyday life and is critical to the success of almost every business or organization. With more than 20 years of experience in the field, James Madden will provide an overview of what Information Technology is. He’ll explain the entire spectrum of IT processes and roles that exist in the field today. Looking forward to how IT is changing and growing, Madden will explain what kinds of career opportunities are in store for today’s students. (Running Time 24:22)

IT Help Desk: Front Line Troubleshooters Posted 07/22/2015 HOT JOB  
**Presented by:** Seth Tomlinson - Help Desk Team, Meriter Hospital  
**Date:** 12/03/2014  
**Description:** Reliable computer connectivity is critical to all companies. So when things go wrong, all eyes turn to the Information Technology experts for help. Seth Tomlinson provides IT Help Desk and Desktop support for employees of Meriter Hospital in Madison. He takes students through a day in the life of an IT troubleshooter and what training is needed to work in the field. (Running Time 21:26)

New Media: Careers for an Expanding Digital Age Posted 01/02/2013 HOT JOB  
**Presented by:** Joe Daguanno - CEO, Mid-West Digital Marketing  
**Date:** 11/08/2012  
**Description:** The proliferation of online marketing has opened up a whole new world of career opportunities for young people today. Like many who’ve worked in traditional media, Joe Daguanno had to morph with the times, taking his knowledge of print, radio and TV marketing and melding it with new marketing tools through an Internet platform. From web site design and development, to social media, content marketing, blogging and search engine optimization, Joe provides insight for those interested in the new media world. (Running Time 23:38)

Software Developer: Why soft skills matter in a highly technical industry Posted 11/04/2015 HOT JOB  
**Presented by:** Jeremy Jepsen - Solutions Architect, WTS Paradigm  
**Date:** 10/14/2015  
**Description:** The software industry has typically been dominated by people with highly technical skills. Often times, this extreme focus on technical ability leads to a serious lack of individuals that can merge business need with a proper technical solution. Using his own path as an example, Jeremy Jepsen will focus on why a well-rounded education and a diversity of work experiences is becoming more important for a work force that is being driven toward specialization. (Running Time 22:45)

The Technology and People Behind a Radio Station Posted 10/27/2011  
**Presented by:** Kevin Trueblood - Broadcast Engineer, Wisconsin Public Radio  
**Date:** 10/04/2011  
**Description:** From the DJ who talks on-air and plays the music, to the person who sets up the prize giveaways, to the person who manages the technology, there’s a lot that happens behind the scenes at a radio station to bring hit songs into your homes and cars. Kevin Trueblood discusses the varying roles in radio, many of which he has held during his career. Now as a Broadcast Engineer, Kevin also explains how the technology makes all of it possible. (Running Time 22:35)
The World of Software Development Posted 07/23/2015 HOT JOB
Presented by: Joel Fields - Chief Financial Officer, WTS Paradigm
Date: 05/06/2015
Description: Joel Fields began his career on the ground level working in software development. From this starting job in a very technical role, Joel has moved up in the business world to his current post as Chief Financial Officer for WTA Paradigm, a company that specializes in product ordering and configuration software for the building products industry. Through this perspective on the industry, Joel takes students through the career options that are available in the world of software development. (Running Time 24:47)

Visualizing the Great Lakes, High-Tech Mapping Posted 01/24/2013 HOT JOB
Presented by: David Hart - Geographic Information System Outreach Specialist, University of Wisconsin Sea Grant Institute
Date: 03/07/2012
Description: Ever wonder how Google Earth does what it does? Lots of data crunching by computers. It’s just one example of GIS, or Geographic Information Systems. This session explores the work of David Hart, who uses geographic information system tools like Google Earth to visualize the many aspects of the Great Lakes, which help make decisions about management, recreation and more. This session gives an overview of GIS and shows students how they too can make a career out of high-tech mapping and more. (Running Time 23:39)
Career Cluster: **LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY**

**911 Communicator: an Important Voice in Public Safety** *Posted 01/22/2013*
**Presented by:** Paul Logan - *Support Services Manager*, Dane County Public Safety Communications  
**Date:** 11/29/2012  
**Description:** They are the first line of response when the call comes in for help during an emergency. For 9-1-1 Communicators, working in an emergency dispatch center is more than just a job; it’s a challenging and rewarding career that allows them to work with the latest technology, dedicated people, and the personal satisfaction of knowing that they are making a difference in people’s lives. Being a public safety communicator is a higher calling, with tremendous responsibility that demands some personal sacrifice for the common good of all people. Learn about what it takes to get into this rewarding career. *(Running Time 21:24)*

**Being a Civil Law Attorney – Fighting for Justice for All** *Posted 05/09/2014*
**Presented by:** Heidi Wegleitner - *Attorney*, Legal Action of Wisconsin  
**Date:** 05/01/2014  
**Description:** People often think of attorneys as those who make the big bucks and drive fancy cars. But for lawyers who fight for equal justice for low-income people, the rewards are not measured in dollars. Heidi Wegleitner is a staff attorney with Legal Action of Wisconsin, a law firm that provides free legal services in civil law cases surrounding basic needs such as food, housing and health care. Heidi shares her insight and passion for the work she does helping people in need as they face eviction from their homes or other basic living crises. *(Running Time 24:33)*

**Computer Forensics: Cyber Crime Investigation** *Posted 01/24/2014*
**Presented by:** Cindy Murphy - *Detective*, Madison Police Department  
**Date:** 10/30/2013  
**Description:** Crimes involving computers and digital technologies have grown exponentially in the past 10 to 15 years. With that increase, so has the need for law enforcement experts to tackle these high-tech crimes. Detective Cindy Murphy was on the cutting edge of computer forensics when she began her focus in the field in 1999. She will review what kinds of skills and knowledge young people will need if they are interested in a specialized law enforcement career in cybercrime investigation. *(Running Time 24:05)*

**Conservation Warden: An Office with a View** *Posted 02/12/2012*
**Presented by:** Nathan Kroeplin - *Conservation Warden*, Wisconsin Dept. of Natural Resources  
**Date:** 02/02/2012  
**Description:** If you are the outdoorsy type and have an interest in the law, a job as a Conservation Warden may be a career path to choose. More than 200 Wardens serve as the law enforcement arm of the Wisconsin Department of Natural Resources. Nathan Kroeplin has been a DNR warden for more than a decade and will review the hiring process, minimum requirements and what students can do to better their chances of becoming a warden. With the Wisconsin outdoors as his office, Nathan shares what a typical day is like as a warden, the pay, benefits and perks and why he thinks it’s the best job in the world. *(Running Time - 21:47)*
**Data Cop: Using Technology and Data to Influence Policing Decisions** *Posted 12/08/2015*

**Presented by:** Michael Walnoha - *Crime Analyst*, Dane County Sheriff’s Office  
**Date:** 11/10/2015  
**Description:** In the current climate of decreasing budgets and understaffed departments, police agencies are turning to crime analysts to influence policing decisions and direct resources in a more efficient manner. Crime analysts perform a variety of tasks including identifying patterns and trends in crime incidents, creating crime maps and charts, analyzing hot spot maps for accidents, and interpreting cell phone records for criminal cases. Mike Walnoha reviews what's involved in becoming a crime analyst working alongside law enforcement to improve our communities. (Running Time 25:39)

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**Fire Chief: Today's Fire Service** *Posted 11/03/2011*

**Presented by:** Debra Amesqua - *Retired Fire Chief*, Madison Fire Department  
**Date:** 10/04/2011  
**Description:** A career in fire service is one that can take many paths. Learn firsthand from one of the nation’s leading fire chiefs how the profession is evolving and what is driving changes in the fire service. Madison Fire Chief Debra Amesqua (retired 2012) discusses what is shaping the fire departments of today and what may lie ahead for the new recruits of tomorrow. (Running Time 24:07)

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**Firefighter: Protecting Lives and Property** *Posted 06/01/2011*

**Presented by:** Kevin Sherry - *Firefighter/Apparatus Engineer*, Madison Fire Department  
**Date:** 05/04/2011  
**Description:** It's a profession admired by many because those who choose it often risk their own lives to save others. But firefighting is a career with many facets. Extensive training, new techniques and high-tech equipment can mean a lifelong profession with many rewards – saving lives and property among them. Hear firsthand insight from a career firefighter stationed in one of the state's largest cities – Madison. (Running Time 26:00)

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**Firefighter/Paramedic: a Frontline Responder** *Posted 11/07/2011*

**Presented by:** Che' Stedman - *Lieutenant, Firefighter/Paramedic*, Madison Fire Department  
**Date:** 10/12/2011  
**Description:** What is it like to be one of the first people on the scene of a fire or an accident? What kind of training do you need to not only fight fires, but also take care of patients' medical needs? Is a day in the life of a paramedic really like what you see on TV? Hear firsthand knowledge from one of Madison’s longtime firefighter/paramedics. Che’ Stedman will outline the education and training requirements to become a paramedic on a city fire department. He'll also relay his experiences as a “firemedic” with the Air National Guard. (Running Time 22:37)

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**Forensics Investigator: Real Life CSI** *Posted 01/24/2014*

**Presented by:** Dan Roman - *Forensics Investigator*, Madison Police Department  
**Date:** 11/06/2013  
**Description:** Movies and television extol the value of forensic evidence gathering and high-tech science in helping solve crimes. But what are the day-to-day realities of a forensics investigator. What kinds of academic skills are needed when processing crime scenes, car crashes, shooting reconstructions and bloodstain pattern analyses. Madison police investigator Dan Roman offers an insider’s view of Real Life CSI. (Running Time 22:09)
**Law Enforcement: Challenges and Rewards** *Posted 03/01/2011*

**Presented by:** Dave Mahoney - Sheriff, Dane County Sheriff’s Office  
**Date:** 02/03/2011  
**Description:** Keeping our communities safe is a highly regarded job that many young people consider pursuing. A career in law enforcement can be demanding but it can also bring about a great deal of satisfaction in helping others. Learn from one of the state’s top cops about what it takes to become part of the force and what kinds of skills and opportunities you will obtain in law enforcement. (Running Time 22:54)

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**Law School 101: the ins-and-outs of getting in and why people go** *Posted 07/22/2015*

**Presented by:** Sir Williams - Director of Admissions, University of Wisconsin Law School  
**Date:** 10/30/2014  
**Description:** Have you ever sat and dreamed about how you would change the world if you only had the power? Well, while law school won’t necessarily provide you with the magic wand of world domination, it can teach you the art of WORD domination which, when combined with other skills, can take you pretty far. Sir Williams will walk you through the process of getting into law school and will discuss how a law degree might come in handy once you are out of school. (Running Time 24:55)

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**Litigation Attorney – Experts in the Courtroom** *Posted 07/23/2015*

**Presented by:** Truscenialyn Brooks - Attorney, Perkins Coie LLP  
**Date:** 04/15/2015  
**Description:** There are many lawyers who practice law but never set foot in a courtroom. Those who specialize in taking cases into court are Litigation Attorneys. Truscenialyn Brooks is a litigator with Perkins Coie LLP in Madison. She specializes Intellectual Property law (patents) but also is involved with civil and criminal litigation for prisoners on a pro bono basis. Truscenialyn walks students through the day-to-day work of a litigation attorney – what happens before, during and after a trial. (Running Time 24:03)

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**Paralegal: Supporting the Legal Profession** *Posted 05/13/2012*

**Presented by:** Elaine Jensen - Paralegal, Axley Brynelson, LLP  
**Date:** 04/19/2012  
**Description:** If you are interested in the law and helping people, but don’t want to become an attorney, a career as a Paralegal may be a path to choose. Many consider Paralegals the backbone of the legal profession, delving into the research, writing and prep work for cases. We’ll explore the career opportunities for this important supporting role helping those trying to navigate our legal system. (Running Time 23:05)

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**Patrol Deputy: Life on the Street** *Posted 05/18/2011*

**Presented by:** Kurt Pierce - Lieutenant, Field Services Division, Dane County Sheriff’s Office  
**Date:** 03/17/2011  
**Description:** What is it really like to be a Deputy Sheriff? How is it different from what we see on TV? Like any profession, being a law enforcement officer has many advantages and disadvantages. Find out the ups and downs of a career that has taken one person from probationary deputy to Detective Lieutenant. (Running Time 24:07)
Red Lights and Sirens: Careers in Fire & EMS  Posted 04/18/2014
Presented by: Jennifer Román - Captain/Firefighter-Paramedic, City of Madison Fire Department
Date: 04/08/2014
Description: Is the world of firefighting and para-medicine as exciting and dangerous as TV makes it out to be? What are the challenges and expectations of this important field? As a career firefighter and paramedic for the City of Madison Fire Department, Jennifer Román and explains what it really takes to have a career in fire and EMS. (Running Time 22:23)

Rehabilitation Psychology: Fighting the Underlying Issues  Posted 03/15/2016
Presented by: Walter Williams - Juvenile Court Worker, Dane County Juvenile Detention Center
Date: 02/24/2016
Description: Sometimes people are in rough circumstances and there never seems to be a way out. The field of Rehabilitation Psychology works with people facing issues such as physical or emotional disabilities, as well and drug and alcohol problems. As a juvenile court worker, Walter Williams uses counseling techniques from the field of Rehabilitation Psychology to help troubled teens combat some of the underlying issues they face on a daily basis. Williams shares highlights of his experience and guides students on careers helping others find a path to a better life. (Running Time 22:13)

What do all Those Lawyers Do?  Posted 12/22/2010
Presented by: Ann Wenzel - Corporate Counsel, American Family Insurance Corporation
Date: 12/08/2010
Description: Ann Wenzel, Corporate Counsel for American Family, a Fortune 500 company, highlights the career challenges, rewards and requirements of providing legal counsel that influences corporate decisions. With a spectrum of experience, from responsibility for a fleet of corporate jets, employee benefits, real estate, consumer finance, corporate governance to litigation, Ann explains the variety of careers available and the need for involvement with the communities served by corporations. (Running Time 24:07)

Why an Art Degree Made me a Better Lawyer  Posted 11/18/2015
Presented by: Ann Wenzel - Corporate Counsel, American Family Insurance Corporation
Date: 10/29/2015
Description: Most students eyeing a law degree may think a pre-law undergraduate track is the best way to becoming an attorney. Maybe not, says Ann Wenzel, a corporate lawyer, currently working at American Family, a Fortune 500 company. Ann discusses the effect her undergraduate studio art degree has had her legal career and her approach to legal issues and problem solving. Echoing the advice of law school advisors, Ann suggests that there are many other valuable things other Bachelor’s degree programs offer as a pathway to becoming a lawyer. (Running Time 22:13)
Why Choose A Career As An Attorney? Posted 05/16/2011

Presented by: Bryce Tolefree - Associate General Counsel, American Family Mutual Insurance Company

Date: 04/12/2011

Description: The road to a successful career as an attorney is extremely challenging, and yet, choosing to practice law can be incredibly gratifying and rewarding. The practice of law offers a variety of career options and opportunities. Lawyers permeate almost every facet of our society serving as leaders in government, business, and our communities. Lawyers are both indispensable in a civil society while at the same time disliked (by many) as a professional order. Bryce Tolefree will explain what it takes to be a successful lawyer? He will also discuss what high school students should consider before deciding to embark on the path that leads to law school; as well as, some of ethical challenges and paradoxical roles commonly encounter by lawyers. (Running Time 25:00)
Career Cluster: MANUFACTURING

Construction & Service: What are the Pipe Trades Posted 12/04/2014
Presented by: Al Johnson - Training Director, United Association, Plumbers & Steamfitters 118
Date: 11/04/2014
Description: For those looking for a truly hands-on career track, working in the Pipefitting Industry may be a good fit. Pipe Trades professionals perform different types of construction and service work in our homes, schools and businesses. These highly-trained crafts people work as Plumbers, Steamfitters, and Pipe Fabricators. As well, they work in Service Refrigeration or as Sprinkler Fitters. As the Training Director for United Association Local 118, Al Johnson reviews the road from new trainee to working professional in the Pipefitting Industry. (Running Time 21:23)

Earn While You Learn: Apprenticeship Programs Posted 01/16/2013
Presented by: James Cook - Apprenticeship Manager, Madison College
Date: 12/04/2012
Description: Do you like the idea of getting on-the-job training as a way to start your career? Not all students want to pursue a degree in college, but can still find a path to a great career through an apprenticeship program. Madison College Apprenticeship Manager James Cook reviews the kinds of skilled trades and technical jobs that utilize apprenticeships. Learn what you need to do to get in on the ground floor of an interesting career and earn while you learn as an apprentice. (Running Time 22:16)

Industrial Equipment Service Technician, a Hands-on Skilled Trade Posted 07/22/2015 HOT JOB
Presented by: Patrick Dockerty - Field Service Manager, Crown Lift Equipment
Date: 11/12/2014
Description: Manufacturing, construction and industry settings use a variety of large machines in their operations. When equipment breaks down, trained technicians come to the rescue. In his role as a service manager for Crown Lift Equipment, Patrick Dockerty will review what it takes to be an Industrial Equipment Service Technician. What kinds of skills are needed to work on these high-priced machines and what are the rewards of a career in this hands-on field. (Running Time 22:27)

Tool & Die Maker/CNC Technology - Skills in Demand Posted 06/11/2012 HOT JOB
Presented by: Mark Brueggemann - Molding Operations Manager, Thermoset, Inc.
Date: 05/02/2012
Description: Can you imagine a time when there were no calculators, personal computers, laptops or cell phones? It wasn’t that long ago that these products didn’t exist. Each of these items has a common denominator, they require a Tool & Die Maker to design and build the molds that make the parts. The industry has evolved, now with a heavy reliance on CNC (Computer Numerically Controlled) technology in the design and manufacture of molds today. As a toolmaker, Mark Brueggemann reviews the high demand for young workers to learn these skills through Apprenticeship programs that provide on-the-job training. (Running Time 22:11)
Welding Business & Sales: Weld Process Expert  Posted 06/11/2012  HOT JOB
Presented by: Karen Gilgenbach - Weld Process Specialist, Airgas North Central
Date: 05/15/2012
Description: Hear how the world of welding can take you far in business. Armed with an Engineering Mechanics degree and with many welding certifications under her belt, Karen Gilgenbach shares insight on the business and sales end of the welding industry. In her many roles working in the gas and welding product distribution arena, Karen has learned s multitude of hands-on technical skills and earned specialty certifications such as Robotic Arc Welding. With this background she works with a variety of companies helping them decide how to improve their weld processes and in this session offers advice to students exploring careers in welding. (Running Time 21:48)

Welding: Skills to Spark a Solid Path to Work Posted 04/10/2012  HOT JOB
Presented by: Dan Crifase - CWI & Welding Instructor, Blackhawk Technical College
Date: 03/29/2012
Description: Even as some work sectors have seen a slow down due to lingering economic issues, welding continues to be an area with great job opportunities. Becoming a welder is a skilled trade that takes a lot of hands-on training and experience to master. Dan Crifase is a Certified Welding Inspector and technical school instructor who shares his work experience under the welding hood. Dan offers up guidance to help you get on a path to a solid career as a welder in a wide range of industries in Wisconsin and across the globe. (Running Time 20:56)

Presented by: Ken Karwowski - Instructor & Certified Welding Inspector, Gateway Technical College-Elkhorn
Date: 10/19/2010
Description: Advances in technology, while grand in nature, don’t diminish the need for those who know how to fix it, build it or create it by hand. Welders are among the many skilled trades that are in high demand nationwide. A 47-year veteran of the industry, Ken Karwowski will relate his experiences from a construction journeyman pipefitter and welder, to a full-time welding instructor in Wisconsin Technical Colleges, as well as owner of a welding inspection business. A review of opportunities for both men and women seeking to explore a welding career. (Running Time 25:56)

Youth Apprenticeship: Manufacturing & Engineering Posted 07/23/2015  HOT JOB
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Manufacturing & Engineering Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:23)
Career Cluster: MARKETING

App Development: a Young Entrepreneur’s Story  Posted 07/23/2015 HOT JOB
Presented by: Wes Schroll - Creator & CEO, Fetch Rewards
Date: 04/14/2015
Description: From UW business student to app developer, Wes Schroll shares his story of the new Smartphone app he co-developed. If you asked him three years ago, he would have laughed at the thought he would ever be passionate about reinventing grocery shopping. However, looking back now at his path including dropping out of school at UW-Madison, raising millions of dollars, building a team of 25 employees, and now CEO of a startup; he has a very different response. Here how Fetch Rewards is helping reinvent the grocery shopping experience and what it takes to get into App Development. (Running Time 22:44)

Being a Realtor: a Daring Adventure in Home Sales  Posted 10/08/2014 HOT JOB
Presented by: Amy Sherman-Kortbein - Realtor, Restaino & Associates
Date: 09/30/2014
Description: Helping people buy or sell homes isn’t for the faint of heart. But being a Realtor is a very rewarding profession for people who love homes and have a passion for helping people through what can be one of the most stressful experiences in life. Having struggled to find the “right” career, Amy Kortbein threw caution to the wind and decided to get her real estate license. Amy will discuss what it takes to develop a real estate business and the ups and downs of industry. (Running Time 24:17)

Careers in Advertising: Imaginative, Challenging and Fun  Posted 01/28/2014 HOT JOB
Presented by: David Vrieze - Principal, Vrieze & Company
Date: 12/10/2013
Description: This interactive conversation endeavors to introduce and create interest in the varied career opportunities in advertising – from strategy and account management to research and media. Learn about the ad world from creative execution to production, to Internet and social media. David Vrieze shares his experiences in the industry and brings real examples illustrating what jobs were involved in the development of various ads and commercials. (Running Time 18:26)

English Junkies: Read & Write for a Living!  Posted 10/04/2011 HOT JOB
Presented by: Christine Henzig - Director of Communications, Wisconsin Credit Union League
Date: 09/27/2011
Description: Is English your favorite subject? Do you love to read and write? Then consider a career in public relations, which involves reading, writing, editing and speaking for a business. As a PR pro, your job is to help a company achieve its goals through your communications. As Director of Communications for a trade association, Christine Henzig earns a living telling the media and lawmakers how Wisconsin citizens save millions annually by borrowing and saving at credit unions. Learn how sharing information starts with good writing and (never!) ends with lots and lots of editing. (Running Time 22:23)
From Cart Attendant to Retail Club Manager Posted 02/15/2012 HOT JOB
Presented by: Adam Peck - Club Manager, Sam’s Club
Date: 02/08/2012
Description: Many young people get their first jobs in retail stores as a way to earn spending money or save for college. But the industry also offers great opportunities for long-term careers. Adam Peck started working at a Sam’s Club in high school, which turned into a job that got him through college and now has become his career. Now as Club Manager at the Madison store, Peck discusses the day-to-day challenges, benefits and rewards in retail as well as his potential to grow in his career with the nationwide retailer. (Running Time 22:37)

From high school yearbook staff to Corporate Communications Posted 10/20/2015 HOT JOB
Presented by: Anne Spaltholz - Manager of Corporate Communications, American Transmission Company
Date: 09/30/2015
Description: When Anne Spaltholz joined her high school yearbook staff, it turned out to be a window into her future as head of Corporate Communications for a $3 billion utility. A career in communications includes writing, graphic design, web development, social media, video production, public speaking, project management and leadership. (Running Time 23:35)

From Marketing to Executive: How Careers Evolve Posted 11/17/2010 HOT JOB
Presented by: Annette Knapstein - V.P. Business and Workplace Services, American Family Insurance Corporation
Date: 11/10/2010
Description: It is often said that you will change careers four times in your life. It’s not unusual for students to worry about the need to be one thing, but in the “real world” that isn’t always how careers evolve. Annette Knapstein shares insight on her early career in advertising and marketing and how it brought her to American Family Insurance where she continued in those fields. Now 22 years later, she’s a top executive in this fortune 500 company. Learn how choosing change over comfort can lead to satisfaction, surprises and challenges in an exciting business environment. (Running Time 22:48)

Graphic Designer: Imagine the Possibilities Posted 03/19/2012 HOT JOB
Presented by: Tara Ingalls - Owner/Graphic Designer, Tingalls Dzyn
Date: 02/22/2012
Description: Young entrepreneur and seasoned graphic artist Tara Ingalls takes students through the world of graphic design. Not long ago Tara was a young graduate not sure what to do with her advertising degree. But soon a chance to dabble in graphic design caught her eye and eventually led to her start her own firm, Tingalls Dzyn. Tara shares insight on what it takes to be a successful designer and offers tips to students looking to take their computer art skills to the business world. (Running Time 22:11)
Hotel & Hospitality Management  Posted 07/22/2015 HOT JOB
Presented by: Amanda Ridout - Regional Sales Manager, IDM Group
Date: 02/25/2015  
Description: Amanda Ridout caught the “hospitality bug” while working in hotel management at properties in her native Northwest Wisconsin. From there her career took her to Madison where she led Sales and Events for a new luxury boutique property HotelRED and then on to Milwaukee where she became General Manager of the historic Plaza Hotel. Now as Regional Sales Manager for the parent company IDM Hospitality, Amanda shares insight on careers in hotel and hospitality and what makes a good manager. (Running Time 24:12)

New Media: Careers for an Expanding Digital Age  Posted 01/02/2013 HOT JOB
Presented by: Joe Daguanno - CEO, Mid-West Digital Marketing
Date: 11/08/2012
Description: The proliferation of online marketing has opened up a whole new world of career opportunities for young people today. Like many who’ve worked in traditional media, Joe Daguanno had to morph with the times, taking his knowledge of print, radio and TV marketing and melding it with new marketing tools through an Internet platform. From web site design and development, to social media, content marketing, blogging and search engine optimization, Joe provides insight for those interested in the new media world. (Running Time 23:38)

New Media: Careers in Digital Marketing  Posted 01/28/2014 HOT JOB
Presented by: Becca Berkenstadt - Owner & Digital Marketing Specialist, Worldly Strategies, LLC
Date: 12/05/2013
Description: The digital marketing world is continuously transforming at the speed of light and it is important to have a vision for the future as well as stay grounded in the present. In order for young people to thrive in the digital marketing arena in the next five years and beyond they must be ready to analyze online marketing trends and adapt to the changing market. They must plan and prepare for tomorrow today, essentially learning how to consistently absorb and retain knowledge while executing strategies in the present. These are some of the lessons Becca Berkenstadt had to ascertain in order to be a successful digital marketing professional and business owner. She is excited to share her experiences and a few industry secrets with the next generation of bright individuals. (Running Time 22:50)

Nonfiction Writing as a Career  Posted 03/04/2014 HOT JOB
Presented by: Moira Urich - Freelance Writer & Dir. of Communications, Community Shares of Wisconsin
Date: 02/27/2014
Description: You like writing, but can you make a living with it? The answer is yes, and Moira will help students assess whether nonfiction writing is a good career choice for them. She’ll offer suggestions about various paths emerging writers could take when getting into the job market. Having focused in two distinct areas of writing—medical and health issues, as well as writing for nonprofit organizations—she will also explain how and why writers choose various specialties in their career. (Running Time 25:36)
Public Relations: A Career in Communications  Posted 05/04/2011  HOT JOB
Presented by: Rick Fetherston - Vice President, Public Relations (retired), American Family Insurance
Date: 03/22/2011
Description: Many job opportunities often list "good communicator" as a top requirement. But when you are a chief communicator at one of the nation's top companies, you live, eat and breathe how you interact with others. From an early career in broadcast journalism, to law school and now the Vice President of Public Relations for American Family Insurance, Rick Fetherston reviews the kind of work available in the field. He'll highlight the challenges and opportunities for those seeking a career in PR. (Running Time 25:52)

Radio Marketing: The Art of the Sale  Posted 01/22/2013  HOT JOB
Presented by: Katie Moreno - Sales Account Executive, Entercom Milwaukee
Date: 11/29/2012
Description: Do you have a knack for trying to make a deal? Are you good at persuading others to see the value in something? If so, you might have a future in radio marketing. Katie Moreno is a sales account executive for Entercom, one of the largest radio broadcasting companies in the country. Reflecting on her career path, Katie will take students through what kinds of skills are needed to master the "art of the sale." From client relations, to research, and understanding radio formats, learn more about the world of radio. (Running Time 23:41)

Radio Sales Today: Eyes & Ears (Mouths & Noses)  Posted 12/16/2011  HOT JOB
Presented by: Allison (Ludwig) Jacobsmeier - Account Executive, Clear Channel Media
Date: 12/07/2011
Description: Radio has evolved from an “in the car, point of purchase” media to an “everywhere, integrated” media. For those in radio sales, this creates more opportunity to sell than ever before. In addition to selling traditional on-air commercial advertising, Clear Channel Account Executive Allison Jacobsmeier works with advertisers to develop cutting-edge on-line and on-site promotions. It’s not just about how many ears will hear an advertiser’s message anymore. Advertisers also want listeners to see their logos online, have DJS talk about their products via social media outlets, and yes, have listeners engage all their senses with interactive on-site promotions! Allison explains this evolution of radio and how it makes being in Radio Sales fun! (Running Time 21:57)

Real Estate Careers in a Challenging Economy  Posted 05/26/2011  HOT JOB
Presented by: Nancy Smith - Real Estate Broker, First Weber Realty Group
Date: 05/05/2011
Description: Tough economic times and unprecedented foreclosures have left a trail of bad news for the real estate industry nationwide in recent years. But the story isn’t bad all over. Wisconsin remains one of the most stable markets in the Midwest and a viable option for a career choice. Hear about what kind of training is needed to become a real estate broker and what it takes to help buyers navigate complex real estate transactions. (Running Time 18:56)
**Retail Automotive Dealerships: Variety of Careers**  Posted 11/18/2010  HOT JOB  
**Presented by:** Jim Neustadt - *Director of Human Resources*, Smart Motors, Inc.  
**Date:** 09/22/2010  
**Description:** The retail automotive industry is very exciting and complex. It takes a great deal of people to run an auto operation, offering a variety of career opportunities. The average dealership employs salespeople who sell new and used cars; office staff; finance and insurance experts; technicians; body shop technicians; parts specialists; and internet developers, to mention a few. In this session, learn how the retail automotive industry may be a career route for you. (Running Time 23:01)

**Social Media: It’s All About Content**  Posted 07/22/2015  HOT JOB  
**Presented by:** Ron Giordan - *Content/Social Media Strategy Director*, Mid-West Digital Marketing  
**Date:** 01/28/2015  
**Description:** What do people use the internet for? Just about everything. But, there has to be people to create the information that is being put out there to be consumed. This is content. Ron Giordan always wanted to be a writer/journalist. After realizing that what he was really doing was creating content for people to consume, he switched gears and now creates content for websites and social media for businesses across the country. What does that mean? He’ll tell you what a typical day is like! (Running Time 24:21)

**Talking Dairy & Ag: Agricultural Journalism and Communications**  Posted 01/06/2014  HOT JOB  
**Presented by:** Debra Wendorf Boyke - *Senior Outreach Specialist*, Wisconsin Center for Dairy Research  
**Date:** 12/12/2013  
**Description:** As leading industries in Wisconsin, the Dairy and Ag sectors are ripe with information to be shared, providing career opportunities for those interested in communications. As an agricultural communicator with the Wisconsin Center for Dairy Research, Deb Wendorf Boyke’s work takes her around the globe promoting Wisconsin’s Dairy industry. Work in Ag communications can be diverse as Deb explains; Agricultural Journalism provides a path to a variety of career roles for individuals. (Running Time 23:11)

**The Culver’s Restaurant Story**  Posted 11/28/2011  HOT JOB  
**Presented by:** Craig Culver - *Co-founder and CEO*, Culver's Restaurants  
**Date:** 11/08/2011  
**Description:** Culver’s restaurant co-founder and CEO Craig Culver has built his career by following the credo to “do the right thing” for guests, team members, business relations and the community. From his early work in his family’s eateries to the creation of the “ButterBurger,” Craig will tell his story of how he got into the restaurant business and the influence his parents had on him. He’ll also discuss some of the challenges and lessons learned as he began to build the Culver’s restaurant chain which now spans 440 restaurants in 19 states. He’ll also have some advice for students planning their careers. (Running Time 22:55)
The Sky's the Limit for a Sales Career  Posted 05/09/2016
Presented by: Joan Ballweg - Vice President of Sales, Uniek Inc.
Date: 04/21/2016
Description: Are you outgoing; do you like being where the action is? If you said yes, then maybe sales is a career for you. Joan Ballweg discovered the excitement in selling while she was working as an Administrative Assistant in Sales and Marketing. That’s when she decided to return to UW Madison to get a degree in International Marketing which led to an exciting sales career for a home décor company selling product all over the globe. Joan shares her experience to help young people understand the opportunities that are available in the world of sales. (Running Time 23:40)

Tourism Mindset: Fulfilling Your Potential in an Industry of Fun  Posted 1/28/2016  HOT JOB
Presented by: Kelli Trumble - Owner & Chief Fashionista, Alpha Beta Karma
Date: 12/15/2015
Description: With a deep love of her hometown of Wisconsin Dells, Kelli Trumble has taken many paths in her travel and tourism journey. From marketing and branding leader, to posh spa operator, and now current boutique owner, Kelli has a deep understanding of how to attract and cater to customers. She believes that with the right mindset, students can create a love of learning and a resilience that is the basis of great accomplishment in every area of life including their careers.

TV Promotions & Community Relations  Posted 04/16/2012  HOT JOB
Presented by: Jill Genter - Marketing & Community Relations Manager, WKOW-TV
Date: 03/27/2012
Description: Television stations provide content: news and information, sports and entertainment programming. Promoting that product is the job of the station’s Marketing Department, much like an in-house advertising agency where the TV station is the sole client. Learn from seasoned professional Jill Genter about what kind of work goes into maintaining WKOW-TV’s brand in the Madison television market. From website promotions, contests, sales campaigns and station events, no day is the same in the world of local TV promotions. (Running Time 19:16)

Welding Business & Sales: Weld Process Expert  Posted 06/11/2012  HOT JOB
Presented by: Karen Gilgenbach - Weld Process Specialist, Airgas North Central
Date: 05/15/2012
Description: Hear how the world of welding can take you far in business. Armed with an Engineering Mechanics degree and with many welding certifications under her belt, Karen Gilgenbach shares insight on the business and sales end of the welding industry. In her many roles working in the gas and welding product distribution arena, Karen has learned s multitude of hands-on technical skills and earned specialty certifications such as Robotic Arc Welding. With this background she works with a variety of companies helping them decide how to improve their weld processes and in this session offers advice to students exploring careers in welding. (Running Time 21:48)
Career Cluster: SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS (STEM)

A Chemical Engineer's Role in a Food Company Posted 04/21/2012 HOT JOB
Date: 03/21/2012
Description: When people think of working in the food industry, they don’t normally think of someone having an engineering degree. However, there are many skills that one learns as an engineer, especially as a chemical engineer, that make the field an excellent one in which to have a long term career. Beth Ann Nylander will share her insight about those attributes and how she has been able to apply them in the many varied roles that she’s had while working for Kraft Foods. (Running Time 22:13)

Presented by: Eric Olson - Sanitarian II, Public Health-Madison & Dane County
Date: 10/14/2015
Description: A sanitarian, also known as a public health inspector, is a person who promotes public health by conducting inspections and investigations in order to make sure standards of cleanliness and sanitation are enforced. Eric Olson will discuss the general educational requirements and training as well as the variety of duties a sanitarian can expect. (Running Time 23:07)

Actuarial Careers: Dream Jobs for Math Lovers Posted 10/31/2012 HOT JOB
Presented by: Katie Werner - Pricing Strategist, American Family Insurance
Date: 10/25/2012
Description: If you are a problem solver and enjoy math, actuarial science might be the profession for you. Actuaries draw upon a solid background of mathematics and statistics, financial economics, and even computer science to creatively solve problems, primarily for the insurance industry. As a young actuary at American Family Insurance, Katie Werner is hoping to encourage more young women into the field which typically has more men. However, for any interested individual, Katie says actuarial science provides a vibrant learning environment as well as good pay, job security and work-life balance. (Running Time 22:08)

Analyzing Data and Risk for the Insurance Industry Posted 11/15/2010 HOT JOB
Presented by: Justin Cruz - Actuarial Vice President, American Family Insurance Corporation
Date: 10/14/2010
Description: How do insurance companies decide how much to charge for insurance? It’s all in the numbers. If you are into math, listen up. Learn about what it takes to be in the actuarial profession from one of the top actuarial decision makers at one of the nation’s largest insurance companies. (Running Time 24:42)
Biofuel Developers: It ain’t easy being green  Posted 06/02/2011 HOT JOB
Date: 05/12/2011
Description: It may not be easy being green, but it's definitely rewarding! Virent Energy Systems, on Madison’s east side, is curing the world’s addiction to fossil fuels. Around 80 chemists and engineers and 20 administrative staff work at this 8-year old renewable bioproducts company that uses plant sugars from feedstocks such as wheat, straw, pine chips and corn to make the very same chemicals and fuels that have historically come from crude oil. If you love science and would enjoy leveraging your curiosity to fix the world’s big problems, consider the exciting green fields of biofuels and biochemicals! (Running Time 24:08)

Biomedical Engineering: Pioneering the Future of Global Medicine  Posted 01/26/2016
Presented by: Kyle Edmunds - Doctoral Candidate/Associate Professor, Reykjavik University – Icelandic Center for Neurophysiology
Date: 01/07/2016
Description: What happens when you combine a crazy love for travel and science with an interest in truly making the world a better place? Well, a ton of things, actually! Kyle Edmunds is a biomedical engineer from Reykjavik, Iceland whose career started at UW Madison in nuclear engineering. In his talk, he will describe how a love for helping people and exploring the world can lead to truly make a difference in the lives of others – all it takes is a passion for humanity, a good backpack, and an opportunity to learn and explore! (Running Time 26:17)

Biotech & Pharmaceutical Sales-Bettering Lives through Better Process  Posted 05/06/2014
Presented by: Chris Hamacher - Senior Clinical Specialist, Genentech, Inc.
Date: 04/24/2014
Description: Fresh out of school, Chris Hamacher landed in pharmaceuticals working with hospitals on replacement parts such as knees and hips. It meant grueling days – often hours observing in operating rooms. Now in sales for a leading international biotech company working on better processes for stroke patients, Chris’s days are still challenging, but very rewarding in seeing the outcomes for patient care. Chris takes students on a day in the life of a biotech sales rep, who’s also a “hockey mom” balancing her work on the road and life at home. (Running Time 24:02)

Biotechnology: Science Careers to Help Improve our Lives  Posted 01/22/2014
Presented by: Tom Zinnen - Biotechnology Policy & Outreach Specialist, UW-Madison Biotechnology Center
Date: 10/03/2013
Description: Biotechnology uses human ingenuity to harness Nature’s microbes, plants and animals to provide food, fuels and pharmaceuticals. Learn ways that scientists use experiments to test ideas and to put ingenuity to play to invent new tools and products. Look into ways that information about your DNA may change how you lead your life, protect your privacy, and make your living. Explore how you can prepare for careers in a wide range of life sciences that draw on biotechnology, from food science to health care, and from environmental sciences to biomedical engineering. (Running Time 22:40)
Botany and Plant Pathology: Life as a Plant Doctor Posted 01/24/2014
Presented by: Brian Hudelson - Director, UW-Madison Plant Disease Diagnostics Clinic
Date: 10/01/2013
Description: Plants need doctors too. That’s been the passion for Brian Hudelson over the years as he turned his love of plants into a career. Learning to identify plant diseases and how to control them is an important area of plant science. Brian shares his insight on the areas of botany and plant pathology and how the work of plant scientists helps other industries such as agriculture and horticulture identify issues and find solutions. (Running Time 22:48)

Broadcast Engineering in the 21st Century Posted 10/01/2013
Presented by: Kevin Ruppert - Engineering Maintenance Supervisor, WISC-TV
Date: 02/05/2013
Description: In today’s era of digital media and high-definition technology, what does it take to maintain the high-tech machinery that runs today’s broadcast media? Students interested in the technical side of radio and TV can gain insight on the history and future of this ever changing field. Kevin Ruppert has been in broadcasting for over 40 years and is always excited to teach others about what goes on behind the scenes in radio and TV stations. (Running Time 23:52)

Presented by: Judy Ziewacz - Executive Director, Wisconsin Office of Energy Independence
Date: 09/23/2010
Description: You hear a lot these days about “being green.” The green energy movement is real and has created a lot of new employment opportunities as a result. Learn how one of the state’s top leaders in green energy got to where she is. Judy Ziewacz shares how her interest in politics led her to Washington, DC and Capitol Hill as a chief of staff for a Wisconsin member of Congress and then on to lobbying for agriculture and cooperatives at the state and national level. Now back in Wisconsin, she heads the Office of Energy Independence. Could a green energy career be in your future? (Running Time 24:15)

Clinical Research: a Real World Science Career Posted 10/02/2013
Presented by: Kelly Boelter - Clinical Research Associate, Covance Clinical Research
Date: 02/13/2013
Description: Have you ever wondered how the drugs you take for a headache or prescriptions your family members take for ailments become available? It is a very long process involving many people, which means many career opportunities if you are interested in the health sciences! Kelly Boelter turned her biology degree into a career as a Clinical Research Associate. In her role with Covance, she travels the country visiting doctors’ offices, clinics, hospitals, and research centers where companies are running clinical trials. Learn how every day is different as Kelly works to insure the safety and integrity of research projects nationwide. (Running Time 22:46)

Coastal Engineering: Civil Engineering on the Edge Posted 09/03/2013
Presented by: Gene Clark - Coastal Engineering Outreach Specialist, UW Sea Grant Institute, Lake Superior Field Office
Date: 05/07/2013
Description: There are many types of engineering specialties. One specialty of Civil Engineering is “Coastal Engineering.” A specialist in the field, Gene Clark, will draw upon his experience with coastal engineering issues and projects on Lake Superior. This session will explain how Civil Engineers use special training and education to plan, design and build structures such as ports, harbors and marinas to protect coastal lands and the large bodies of water they border. (Running Time 22:49)
Conservation Scientist: Managing our Great Lakes Posted 01/23/2014
Presented by: Julia Noordyk - Water Quality & Coastal Communities Specialist, UW Sea Grant Institute
Date: 11/14/2013
Description: There are many scientists in Wisconsin studying the best ways to make the Great Lakes healthy for people and wildlife. Conservation science is conducted across many different subjects, including biology, chemistry, ecology, economics, social studies, and communication. As a UW Sea Grant Outreach Specialist, it is Julia Noordyk’s job to translate the results of these studies into information people can understand so they can make good management decisions to help restore wildlife habitat, protect clean water, and lessen the consequences of intense storms on Great Lakes communities. (Running Time 22:24)

Dairy Scientist: Bolstering the Cheese and Dairy Industry Posted 01/07/2014
Presented by: Mark Johnson - Assistant Director & Senior Scientist, Wisconsin Center for Dairy Research
Date: 10/31/2013
Description: Wisconsin’s robust dairy and cheesemaking industry provides opportunity for careers in dairy food science; everything from lab work to being a world-renowned cheese judge. As a senior scientist at the Wisconsin Center for Dairy Research, Mark Johnson shares insight on a range of careers from research and development to food safety and training. (Running Time 21:43)

Electrical Engineering: Career Mobility within Electric Utilities Posted 05/06/2014 HOT JOB
Presented by: Bob Sier - Consulting Engineer, American Transmission Company
Date: 04/29/2014
Description: Today we hear a lot about preparing for a career that will require many job changes at a number of different companies. While job changes are part of the picture, with flexibility you could work for a utility and have diverse engineering jobs within your career and receive ongoing training to enable you to perform. Many utilities include a variety of electrical engineering opportunities in power generation and transmission and distribution. Job descriptions vary widely but include: planning for future system improvements, design of control and protection systems, design of transmission lines and substations, communications and computer systems, development of standards to name a few categories. (Running Time 23:10)

Engineering & Oreos: Delicious, but are they really related? Posted 02/17/2014 HOT JOB
Presented by: Cindie M. Wells - Global Project Commercialization Manager, Mondelēz International
Date: 02/11/2014
Description: When you eat an Oreo, do you ever say to yourself, ‘wow, I would love a job making Oreos, but I want to be an Engineer’? Well, you actually can have it all and might be surprised to learn how many opportunities there are in the Food Industry! Cindie Wells will share her career path and explain how graduating as a Chemical Engineer allowed her to experience unique, diverse and rewarding roles throughout the past 25 years. (Running Time 22:41)
Entomologist: Understanding a Bug’s Life Posted 09/23/2013
Presented by: Phil Pellitteri - Distinguished Faculty Associate, UW Madison Department of Entomology
Date: 05/01/2013
Description: Insects make up about 80 percent of the life forms on Earth. Understanding this dominant species is the role of an Entomologist. Phil Pellitteri has made the science of bugs his life’s work, running the Insect Diagnostic Lab at UW-Madison for about 35 years. Through his work as an Entomologist, and Wisconsin’s anointed “Bug Expert,” Pellitteri explains how this ever changing field of science can identify important insect issues and their impact on humans. (Running Time 23:31)

Entrepreneur: a Young Businessman’s Story Posted 01/15/2013
Presented by: Brennon Garthwait - President, Renwig Custom
Date: 11/27/2012
Description: Being an entrepreneur is as much about your career as it is a lifestyle. That according to young businessman Brennon Garthwait of Whitewater, Wisconsin. Brennon’s company, Renwig Custom is a unique start-up business that is developing a new technology for the control of Tube Amplifiers. This technology allows musicians to control the sound of the amplifier with their feet making the amplifier an extension of the instrument. Sharing his evolving experience, Brennon discusses the ins and outs of starting your own business, and how students can leverage their education to take the jump. (Running Time 22:53)

Environmental Careers in Private Business Posted 05/12/2016
Presented by: Joan Kozisek - Environmental Team Lead, American Transmission Company, LLC
Date: 05/04/2016
Description: Government agencies or non-profits are not the only place to work if you love the environment and want to ensure it is protected for future generations. Businesses also need devoted people who can help them understand how business and protection of the environment can co-exist. Joan Kozisek is an environmental expert for American Transmission Company, developing methods that minimize environmental impacts when new transmission lines are developed by the utility. She explains her work on a typical project and offers guidance to students looking for careers helping protect our natural resources. (Running Time 22:14)

Environmental Planning: Managing Human-Wildlife Conflicts Posted 07/23/2015
Presented by: Kim Wagner - Environmental Coordinator & Wildlife Biologist, US Department of Agriculture
Date: 05/12/2015
Description: Wild animals are treasured by the American people, but sometimes wildlife can cause damage to property, livestock, crops and natural resources or pose risks to human health and safety. Government agencies and private industry hire individuals of varying education and experience levels to help people resolve wildlife conflicts in a safe and responsible manner. Professionals in this field need to develop management plans that balance the need to reduce conflicts, protect the environment and respect widely divergent public attitudes on how wildlife should be managed. Kim Wagner will talk about her role as an Environmental Coordinator for the US Department of Agriculture and how students who study the hard sciences have great career options in this field. (Running Time 22:55)
**Exploring Exciting Careers in Agriculture** Posted 03/05/2011  
**Presented by:** Thomas Browne - Asst. Dean Undergraduate Programs & Services, UW College of Agricultural and Life Sciences  
**Date:** 02/16/2011  
**Description:** Learn about career and academic opportunities offered in the College of Agricultural Life Sciences at the University of Wisconsin-Madison. Jobs in food, health, energy, and environment are all goals that students can attain, and in an economy and job situation that has many people rightfully concerned, opportunities in these areas are typically available. This discussion will highlight the pathways to consider in pursuing these goals. (Running Time 24:01)

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**Exploring Nature, One Microbe at a time: University Professor** Posted 01/25/2016  
**Presented by:** Garret Suen - Assistant Professor of Bacteriology, University of Wisconsin-Madison  
**Date:** 12/09/2015  
**Description:** Wonder what it’s like to be a professor working at a University? It’s not all just teaching! Much of what a professor in the biological sciences does is run a lab and conduct cutting-edge research. Garret Suen will share his experience as a professor at UW-Madison and talk about how his research has allowed him to study a host of exotic animals and microbes around the world. Garret will discuss what a day in the life of a professor entails, and how careers in research and biotech both at the university and beyond, can open the door to explore the wonders of the natural world. (Running Time 29:45)

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**Finding the Food Science in You: Food Scientist** Posted 04/11/2012  
**Presented by:** Alexander McGowan - Associate Food Scientist, Kraft Foods-Oscar Mayer  
**Date:** 02/22/2012  
**Description:** Food science is a study concerned with all technical aspects of foods, beginning with harvesting or slaughtering, and ending with its cooking and consumption, an ideology commonly referred to as "from field to fork." It is one of the life sciences and is usually considered distinct from the field of nutrition. Alexander McGowan will share what led him to the world of food science and now as a food scientist with one of the nation’s leading companies what he does on a day-to-day basis. (Running Time 22:36)

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**Fisheries Expert: Battling Aquatic Invasive Species** Posted 04/15/2012  
**Presented by:** Phil Moy - Fisheries and Aquatic Invasive Species Specialist, University of Wisconsin Sea Grant Institute  
**Date:** 03/08/2012  
**Description:** Since the 1800s, more than 185 exotic aquatic organisms of all types – including plants, fish, algae, viruses and mollusks – have established themselves in the Great Lakes. The species displace those that are native, and take a toll on an ecosystem. There are ways to fight back. Well-known Wisconsin invaders, like the sea lamprey, are now better controlled. Even the high-jumping Asian carp, which is knocking at the door of Great Lakes, has run into shocking barriers thanks, in part, to the work of Phil Moy. In his role as a fisheries expert, Moy will talk about his battles with aquatic invasive species and review the kinds of career paths that can help in this fight to protect Wisconsin waters. (Running Time 22:11)
**Forester: Speak for the Trees! Posted 09/23/2013**

**Presented by:** Mary Ann Buenzow - Forestry Team Leader, WI Department of Natural Resources  
**Date:** 03/12/2013  
**Description:** A career in Forestry can include a wide range of duties, from caring for trees in an urban forest, to battling wildfires or emerald ash borers, to marking timber to sustainably meet the demand for forest products. Foresters with the Wisconsin Department of Natural Resources may do any or all of these tasks, and more! If you are interested in a career that allows you to be outdoors in every season while helping to keep our forests healthy and productive, a career in forestry may be perfect for you! Mary Ann Buenzow will discuss her 28 year career in forestry with the DNR. (Running Time 24:01)

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**GIS – Mapping from Earth, Sky, and Space Posted 10/30/2015 HOT JOB**

**Presented by:** David Hart - President, Continental Mapping Consultants, Inc.  
**Date:** 10/13/2015  
**Description:** David Hart takes a look at the cutting edge Geographic Information Systems technology and how a career in GIS can be used in many different industries. Yesterday's cartographer is today’s geospatial analyst. Modern technology, such as GPS in our phones and cars, are critically important components to our modern society. There is ever increasing demand for more and better – accuracy, detail, timeliness of the maps that help everyone live their lives. This means that opportunities in digital mapping – the modern day cartographer – are more plentiful than ever. We will explore some of these opportunities. Everything from land survey to satellite mapping. (Running Time 22:33)

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**Got Fish? A day in the life of a Fishery Biologist Posted 03/20/2011**

**Presented by:** Stewart Cogswell - Fishery Biologist, U.S. Fish and Wildlife Service  
**Date:** 03/08/2011  
**Description:** Fish are an important part of our ecosystems and can be an indicator of environmental health. This session will involve an energetic discussion on basic fish biology and the need for properly functioning aquatic systems. Based out of the U.S. Fish and Wildlife office near Green Bay, Stewart Cogswell reviews what it is like to be a fishery biologist for this national agency. He'll delve into current fisheries issues and the education requirements needed for a career in this field. (Running Time 24:11)

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**Invader Crusader: Federal Biologist Posted 12/01/2014**

**Presented by:** Art Wagner - Pest Survey Specialist, United States Department of Agriculture  
**Date:** 10/28/2014  
**Description:** The Federal Government employs a wide range of biologists in a variety of different agencies of varying education levels. They work on animal, plant and human health issues as well as farming, animal husbandry, forestry and fish and wildlife. Some are research scientists; others focus on regulatory efforts to facilitate international trade. Many of these jobs however, are not well known to the general public. Art will talk about his role as a Pest Survey Specialist for the US Dept. of Agriculture and how he trained for this interesting career. (Running Time 25:27)
Mammals, turtles & birds, oh my! The Life of a Wildlife Rehabilitator Posted 07/22/2015
Presented by: Jackie Edmunds - Wildlife Rehabilitation Coordinator, Dane County Humane Society
Date: 11/12/2014
Description: Many students discover their passion for the biological sciences during high school or college by taking courses in general biology, animal sciences, botany, or anatomy and physiology. However, with such a broad array of topics to choose from, it can be difficult to narrow that passion and focus on a future career path. Jackie was born with a passion for helping animals, yet she never could have dreamed of working as a wildlife rehabilitator or researching bird populations. Jackie shares how her experiences led her to the Dane County Humane Society and what other opportunities are available to students in the wildlife rehabilitation field. (Running Time 23:36)

Mechanical Engineering and the Business of Energy Posted 02/09/2014 HOT JOB
Presented by: Maria Lauck - Regional Director - Generation Operations, Alliant Energy Corporation
Date: 02/05/2014
Description: Powering the world is a 24-hour job involving a multitude of professionals and trades people. Among those are many engineers helping plan, execute and troubleshoot energy issues. Maria Lauck is a mechanical engineer with Alliant Energy Corporation. She shares insight on her role as an engineer in the vibrant arena of power production and delivery. As well, Maria reviews the vast opportunities for mechanical engineers in business today. (Running Time 22:34)

Meteorologist: More Than "Partly Sunny & 70!" Posted 11/26/2012
Presented by: Luke Sampe - Meteorologist, WISN-TV
Date: 10/23/2012
Description: From nice sunny days, to blizzard conditions, the life of a Wisconsin weather forecaster serves up a variety of challenges from season-to-season and even day-to-day. There is a lot of science know-how that goes into becoming a meteorologist. Luke Sampe earned degrees in atmospheric science in order to become a meteorologist. He shares his background and love for the world of weather that has taken him from Northern Wisconsin to the airwaves of WISN-TV news in Milwaukee. (Running Time 23:17)

Microbiology and Food Safety & Handling Careers Posted 07/23/2015
Presented by: Eric Hohol - Plant Manager, DuPont Nutrition & Health
Date: 04/28/2015
Description: Eric Hohol has had a robust career working in many aspects of food and bio-ingredient manufacturing. Starting out more than 20 years ago as a bacteriology technician at a chicken processing company, Eric has moved through the industrial microbiology field, taking on many challenges in quality control, food safety and other aspects of the manufacturing process. Currently he is Plant Manager of DuPont Nutrition & Health in Madison where he oversees 200 people in the production of live bacterial cultures and other food ingredients for the food, agriculture and dietary supplement industries. He also is a State of Wisconsin registered and licensed public health sanitarian. (Running Time 25:09)
Visualizing the Great Lakes, High-Tech Mapping  Posted 01/24/2013  HOT JOB  
Presented by: David Hart - Geographic Information System Outreach Specialist, University of Wisconsin Sea Grant Institute  
Date: 03/07/2012  
Description: Ever wonder how Google Earth does what it does? Lots of data crunching by computers. It’s just one example of GIS, or Geographic Information Systems. This session explores the work of David Hart, who uses geographic information system tools like Google Earth to visualize the many aspects of the Great Lakes, which help make decisions about management, recreation and more. This session gives an overview of GIS and shows students how they too can make a career out of high-tech mapping and more. (Running Time 23:39)  

Walk on the Wild Side: Animal Science/Zoology  Posted 04/21/2012  
Presented by: Erin Flynn - Conservation Education Curator, Henry Vilas Zoo  
Date: 03/13/2012  
Description: From her beginnings as a teenage zoo volunteer in Nebraska to the remote reaches of Australia, Erin Flynn has had a vast range of experiences with a wide variety of animal species. Early on she planned to be a veterinarian, but soon was drawn by allure of exotic animals. Now the Conservation Education Curator at Henry Vilas Zoo in Madison, WI, Erin talks about her role in zoology today and how her travels have taken her around the world to practice animal science on some of the world’s most unique creatures. (Running Time 20:10)  

Welding Business & Sales: Weld Process Expert  Posted 06/11/2012  HOT JOB  
Presented by: Karen Gilgenbach - Weld Process Specialist, Airgas North Central  
Date: 05/15/2012  
Description: Hear how the world of welding can take you far in business. Armed with an Engineering Mechanics degree and with many welding certifications under her belt, Karen Gilgenbach shares insight on the business and sales end of the welding industry. In her many roles working in the gas and welding product distribution arena, Karen has learned s multitude of hands-on technical skills and earned specialty certifications such as Robotic Arc Welding. With this background she works with a variety of companies helping them decide how to improve their weld processes and in this session offers advice to students exploring careers in welding. (Running Time 21:48)  

Working Upstream: The Various Careers in Public Health  Posted 04/19/2014  HOT JOB  
Presented by: Barbara Duerst - Associate Program Director, UW School of Medicine and Public Health  
Date: 04/09/2014  
Description: Public health careers offer something for everyone. Interested in mathematics and modeling? Epidemiology and biostatistics may be for you. Do you love everything science-based? Environmental health is an important area of study you may wish to explore. Want to make the health care system better and more efficient? Health administration incorporates business and management skills. Health education involves skills required to develop community-wide prevention programs. Health policy includes an understanding of law-making processes. Most experts agree that major advances in improvement of health over the next decades will not come from new medical findings or cures, but from more population-based prevention (or upstream) programs. Participate in this session and learn how a career in public health may just be the right one for you. (Running Time 21:10)
Presented by: Matthew Clark - Senior Project Manager, W.F. Baird & Associates
Date: 09/24/2014
Description: Coastal Engineering is an exciting and topical field, providing many opportunities to see the world, contribute to the public good and be well paid for it. If you are interested in math, science, and have a love of water, then you have come to the right place. We will explore the path to being a coastal engineer and why coastal engineering is becoming more important to all of us. (Running Time 22:09)

Youth Apprenticeship: Biotechnology Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Biotechnology Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 14:36)

Youth Apprenticeship: Manufacturing & Engineering Posted 07/23/2015 HOT JOB
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Manufacturing & Engineering Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:23)
**Career Cluster: TRANSPORTATION, DISTRIBUTION & LOGISTICS**

**Air Traffic Controller: an Eye Toward Air Safety** Posted 05/25/2012  
**Presented by:** Arthur Janowski - *Air Traffic Control Specialist*, Federal Aviation Administration  
**Date:** 04/24/2012  
**Description:** Safe, orderly and expeditious: that is an Air Traffic Controller’s objective. Controllers provide service to aircraft on the ground and in the air, to keep them separated from other aircraft, and to get them to their destinations quickly and without incident. There are many positions of an Air Traffic Controller and each one has a specific duty to perform. With five years of service and experience, Arthur Janowski discusses the various positions working in Air Traffic Control and helps guide students looking toward a career in the Air Traffic field. (Running Time 24:14)

**Automotive Career Skills to Drive Your Success** Posted 11/14/2010 HOT JOB  
**Presented by:** Mike Fitzgerald - *Service & Parts Director*, Zimbrick, Acura and Volkswagen of Middleton  
**Date:** 09/22/2010  
**Description:** If cars are your thing, a career as an automotive technician could get you on the road to success. You can begin your skills training in high school and even gain valuable hands-on experience working at a local automotive business. In this session, learn about how to plan for your specialized training in automotive technology after high school and the options available to you to move up in the industry as you help keep America’s cars moving on our roads. (Running Time 25:50)

**F-16 Jet Fighter Pilot** Posted 10/27/2011  
**Presented by:** John Sacia - *Major/F-16 Jet Pilot*, Air National Guard - 115th Fighter Wing  
**Date:** 09/29/2011  
**Description:** Being at the controls of an F-16 fighter jet is a unique job that takes intense training and dedication. Hear what an average work day is like for one of Wisconsin’s Air National Guard jet pilots serving with the 115th Fighter Wing. Major John Sacia has been all over the world flying military aircraft and shares his career experiences providing combat readiness for the nation. (Running Time 20:41)

**Pilot: What’s happening in the World of Aviation** Posted 05/05/2016  
**Presented by:** Michael Pugh - *Corporate Pilot*, Promega Corporation  
**Date:** 04/12/2016  
**Description:** Growing up, many kids may dream of someday learning to fly an airplane. Getting into aviation as a career, is a path that can be achieved. Michael Pugh has worked as a professional pilot for nearly 30 years, working both in commercial and corporate settings. He shares his experiences of his office in the sky; what it’s like to work as a commercial airline pilot, being a private corporate pilot and how young people today can achieve a career in aviation. (Running Time 23:52)
Retail Automotive Dealerships: Variety of Careers Posted 11/18/2010 HOT JOB

Presented by: Jim Neustadt - Director of Human Resources, Smart Motors, Inc.

Date: 09/22/2010

Description: The retail automotive industry is very exciting and complex. It takes a great deal of people to run an auto operation, offering a variety of career opportunities. The average dealership employs salespeople who sell new and used cars; office staff; finance and insurance experts; technicians; body shop technicians; parts specialists; and internet developers, to mention a few. In this session, learn how the retail automotive industry may be a career route for you. (Running Time 23:01)

Youth Apprenticeship: Automotive Technician Posted 07/23/2015 HOT JOB

Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium

Date: 01/15/2015

Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Automotive Technician Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 10:00)
Select Grouping: ENTREPRENEURS

An Adventurous Career in Chocolate Posted 05/19/2011
Presented by: Gail Ambrosius - Chocolatier, Gail Ambrosius Chocolatier
Date: 04/06/2011
Description: Learn what it’s like to have your own chocolate company from nationally known chocolatier, Gail Ambrosius. Gail has traveled to France to learn how to make chocolate. She visits cacao farms, where the beans that make chocolate are grown, in Ecuador, Venezuela and Costa Rica. She brings that world of experience back to her shop, where she and her staff make dark chocolate truffles by hand that are shipped around the country. (Running Time 19:17)

App Development: a Young Entrepreneur’s Story Posted 07/23/2015
Presented by: Wes Schroll - Creator & CEO, Fetch Rewards
Date: 04/14/2015
Description: From UW business student to app developer, Wes Schroll shares his story of the new Smartphone app he co-developed. If you asked him three years ago, he would have laughed at the thought he would ever be passionate about reinventing grocery shopping. However, looking back now at his path including dropping out of school at UW-Madison, raising millions of dollars, building a team of 25 employees, and now CEO of a startup; he has a very different response. Here how Fetch Rewards is helping reinvent the grocery shopping experience and what it takes to get into App Development. (Running Time 22:44)

Are you an Entrepreneur? Posted 12/05/2012
Presented by: Michelle Anich - Business Advisor, Wisconsin Women's Business Initiative Corporation
Date: 11/06/2012
Description: Students today have seen many young entrepreneurs grow into successful business people – Steve Jobs, Mark Zuckerberg, to name a few. Do you think you have what it takes to be your own boss? Do you dream of one day creating a new product or business venture? As a business advisor and business owner herself, Michelle Anich, takes students through some of the skills needed and challenges that exist for those considering an entrepreneurial career path. (Running Time 22:21)

Cheese Making for a New Generation Posted 11/30/2012
Presented by: Katie Hedrich - Cheese Maker/ Marketer, LaClare Farms Specialties
Date: 11/15/2012
Description: Katie Hedrich is working in new territory and making a national name for herself in the world of cheese making. It’s a field dominated by men, but in the past three years she’s won 10 awards for her specialty goat cheeses including “Best of Show” at the 2011 U.S. Championship Cheese Contest. Katie shares how work on her family’s goat milking operation helped launch her cheese making career and what other opportunities exist off the farm in the agricultural industry for young people. Learn what it is like to be a young, first generation cheese maker and the challenges of running a small business in Wisconsin today. (Running Time 22:30)
Entrepreneur: a Young Businessman’s Story 

Posted 01/15/2013
Presented by: Brennon Garthwait - President, Renwig Custom
Date: 11/27/2012
Description: Being an entrepreneur is as much about your career as it is a lifestyle. That according to young businessman Brennon Garthwait of Whitewater, Wisconsin. Brennon’s company, Renwig Custom is a unique start-up business that is developing a new technology for the control of Tube Amplifiers. This technology allows musicians to control the sound of the amplifier with their feet making the amplifier an extension of the instrument. Sharing his evolving experience, Brennon discusses the ins and outs of starting your own business, and how students can leverage their education to take the jump. (Running Time 22:53)

Entrepreneur: You Miss all the Shots You Don’t Take

Posted 12/14/2011
Presented by: Jim Zellmer - Vice President, Virtual Properties, Inc
Date: 11/22/2011
Description: Wouldn’t it be great if you could just create your own job? Madison business owner Jim Zellmer thinks today’s students should understand and learn how they can do just that, relaying the famous quote: “You miss 100% of the shots you don’t take.” Zellmer’s career is one of entrepreneurial experiences from his young years mowing lawns to co-founding an Internet and app software firm in 1995. Jim offers his advice and shares his answer to a long ago boss who questioned, “Why are you working so hard?” (Running Time 23:43)

Entrepreneurial Spirit: Turning your passion into a Career

Posted 05/12/2014
Presented by: Jim Berkenstadt - Author & Researcher, The Rock And Roll Detective®, LLC
Date: 04/22/2014
Description: An attorney by training, Jim Berkenstadt left the legal world behind and turned his passion for rock and roll from a hobby into a career. As the Rock And Roll Detective® Berkenstadt has researched and written scores of articles, blogs and books on the topic of rock and roll including: “The Beatle Who Vanished,” “Nevermind Nirvana” and “Black Market Beatles.” He created a niche in the entertainment world that has allowed him to be a consultant to the Rock And Roll Hall of Fame, VH1 Behind The Music, Dick Clark Productions and director Martin Scorsese, to name a few. Berkenstadt will discuss how it’s possible to take your passion and build upon it into a career. (Running Time 24:14)

Entrepreneurship as a Career Option

Posted 11/18/2010
Presented by: Richard Entennman - Executive Director, Asset Builders of America, Inc.
Date: 11/02/2010
Description: Richard Entennmann discuss how he became an entrepreneur, specifically a social entrepreneur, helping others become financially fit. Discover the value of becoming financially educated as a way to build wealth and enhance the quality of your life. Learn what kind of traits you may need to consider creating your own kind of career. (Running Time 21:56)
From Farmer to Chef, Exploring Culinary Careers Posted 11/19/2012
Presented by: Dan Fox - Chef & Heirloom Pig Farmer, The Heritage Tavern
Date: 10/17/2012
Description: The culinary industry has seen a huge boost in popularity with the onslaught of cooking shows and contests in media today. Opportunities for careers can take you from farm to fork and everywhere in between. Dan Fox is working both sides of the spectrum; he’s been an executive chef in fine restaurants and is now an heirloom pig farmer, raising his own pork and living by the mantra of using local, farm fresh ingredients. Dan shares his experiences in the culinary world as he also prepares to open his own, new restaurant in Madison. (Running Time 23:43)

Green at Work: Careers in Sustainable Tourism and Business Posted 12/15/2015
Presented by: John Imes - Co-owner, Arbor House
Date: 11/12/2015
Description: As a small business owner and nonprofit leader, John Imes walks the talk when it comes to providing the art of hospitality while showcasing a model for sustainable business. John is co-owner of Arbor House, an award-winning environmentally conscious Bed and Breakfast in Madison, Wis. For more than 20 years, the inn has stood as a model for sustainable tourism. But as John will explain the operation also has served as a “scratch test” for the development of other sustainable business programs and outlets for many kinds of careers in green business. (Running Time 23:41)

Green Business: An Eco-Entrepreneur’s Path Posted 11/21/2011
Presented by: Sonya Newenhouse - President, Madison Environmental Group, Inc.
Date: 11/09/2011
Description: Could you build a super-insulated green home in Wisconsin that doesn’t even need a furnace? Sonya Newenhouse did. NewenHouse kit homes are small, sustainable homes for people who want to live lightly on the earth. The endeavor is the most recent green business created by Sonya as the head of Madison Environmental Group. She also started Madison’s first car-sharing program, Community Car in 2003, after learning how much Carbon Dioxide is emitted into the air by burning just one gallon of gas. Sonya will share her eco-entrepreneurial career path that started by selling tomatoes in middle school to the recent launching of her third green business at the age of 45. Sonya will describe how her passions influenced her career and work choices. (Running Time 23:49)

Ice Cream for Fun and Profit: Food Product Development Posted 11/11/2015
Presented by: Staci Fritz - Owner, Calliope Ice Cream
Date: 10/22/2015
Description: Have you thought about starting a small food business? Staci Fritz has been working with Calliope Ice Cream for 3½ years, building an ice cream business from its very beginnings in a restaurant basement making 8 pints at a time. And now having expanded into grocery stores and restaurants in the Madison area bringing the production to batches of 1200 pints at a time. Staci shares insight on the challenges and rewards of food product development. (Running Time 23:51)
Making a Living as a Musician  
**Posted 02/25/2014**  
**Presented by:** Beth Kille - Singer/Songwriter & Guitar/Songwriting Instructor, Beth Kille Music  
**Date:** 02/20/2014  
**Description:** Beth Kille will describe the skill set she has developed over the past 14 years as an independent (“Indie”) performing singer/songwriter to survive in the whirlwind music business without selling her soul. Details on a “day in the life” of a professional musician will be shared, along with specific resources one can use for learning the ropes of the music industry. (Running Time 21:09)

Navigating the Music Technology Industry  
**Posted 10/27/2014**  
**Presented by:** Roy Elkins - Founder and CEO, Broadjam Inc.  
**Date:** 09/30/2014  
**Description:** A musician himself and creator of Broadjam, one of the world’s largest web communities for independent musicians, Roy Elkins has a wealth of knowledge about how the music technology industry works. Learn about the career paths in the technological and intellectual property fields of the music industry. This includes opportunities with music instrument manufacturers and retailers, record labels, publishers, radio, television, performance venues and internet technology companies. Students will get a vast overview of the ever expanding opportunities in the music technology world. (Running Time 23:03)

Small Business Ownership a Slice at a Time  
**Posted 07/22/2015**  
**Presented by:** Nick "Marty" Martin - Managing Partner, Ian’s Pizza  
**Date:** 03/12/2015  
**Description:** Nick “Marty” Martin shares the story of the iconic Madison restaurant Ian’s Pizza. What started as a pizza-by-the-slice shop near the UW campus has grown into five restaurants in three states, along with other spin-off businesses as well. As an owner of many of these companies, Martin has a wealth of experiences to share with young small business owners in the making. What does it take to start a business? What are the challenges and obstacles growing from one location to several? Marty shares some of the answers to this and more. With a lot of hard work and a little bit of luck, can you be the next successful entrepreneur? (Running Time 22:48)

So, you want to change the world? Then roll up your sleeves  
**Posted 11/17/2015**  
**Presented by:** Katie Hensel - Founder and Executive Director, Tri 4 Schools  
**Date:** 10/27/2015  
**Description:** We all dream of a career where we’re able to give back in a meaningful way. You may even have an idea on how you can change the world around you for the greater good. Katie Hensel left her high stakes tech job in the corporate world and started her own non-profit dedicated to getting kids healthy and supporting health and wellness efforts in schools, and learned a lot about herself in the process. Find out the good, the bad, and the ugly side of being your own boss and how making a difference through a non-profit can be a fulfilling career path. (Running Time 24:04)
The Culver’s Restaurant Story  Posted 11/28/2011  
**Presented by:** Craig Culver - Co-founder and CEO, Culver's Restaurants  
**Date:** 11/08/2011  
**Description:** Culver's restaurant co-founder and CEO Craig Culver has built his career by following the credo to “do the right thing” for guests, team members, business relations and the community. From his early work in his family’s eateries to the creation of the “ButterBurger,” Craig will tell his story of how he got into the restaurant business and the influence his parents had on him. He’ll also discuss some of the challenges and lessons learned as he began to build the Culver’s restaurant chain which now spans 440 restaurants in 19 states. He’ll also have some advice for students planning their careers. (Running Time 22:55)

We Mean Business! The Advantages of Business Degree  Posted 10/21/2014  
**Presented by:** Jeffrey Sawyer - Director, Wisconsin BBA Recruitment & Admissions, Wisconsin School of Business  
**Date:** 10/15/2014  
**Description:** Have you ever said this, “I don’t know, so I guess I’ll just major in business.” Business is NOT a default major. In this session we will focus on ways high school students can best prepare for a career in Business Administration and whether or not it’s a potential fit for your future. Even if a career in business is not for you, this session is guaranteed to help you submit a stronger college application. (Running Time 22:03)
Help Topic: COLLEGE & CAREER PREP

Applying to College and Acing Admissions  Posted 06/01/2013
Presented by: Dawn Moyer - College Access Advisor, Great Lakes Higher Education Guaranty Corporation
Date: 05/29/2013
Description: This college preparation session helps students learn how to complete college applications, provides tips on application best practices and what to keep in mind when choosing a college. (Running Time - 36:12)

Countdown to College - Tips for Juniors to Manage the Process  Posted 04/27/2016
Presented by: Brenda Ward - Independent College Counselor, Galin Education
Date: 03/08/2016
Description: Junior year is when most young people really begin to focus in on the college planning process. But where do I start, you ask? As an independent college counselor Brenda Ward helps students and parents navigate the ins-and-outs of getting into college. From the first step of building a list of colleges you may want to attend, to making the final decision of where you will go, Brenda reviews the steps to take and offers her best tips for students to make it to their college destination. (Running Time 22:22)

Countdown to College – Tips for Sophomores to Manage the Process  Posted 04/27/2016
Presented by: Brenda Ward - Independent College Counselor, Galin Education
Date: 03/08/2016
Description: Even though college may seem like a long way off, NOW is the right time for sophomores to begin to focus on the college planning process. But where do I start, you ask? As an independent college counselor Brenda Ward helps students and parents navigate the ins-and-outs of getting into college. From the first step of building a list of colleges you may want to attend, to making the final decision of where you will go, Brenda reviews the steps to take and offers her best tips for students to make it to their college destination. (Running Time 23:43)

Exploring a Two-Year Liberal Arts Transfer Program  Posted 07/23/2015
Presented by: Torvic Caradine - Student Recruiter & Community Outreach, Madison College
Date: 04/30/2015
Description: For many students the decision of where to go to school and what to study adds a lot of stress to planning for life after high school. In recent years Wisconsin’s technical college system and two-year UW system campuses have increased efforts to guide students to consider a Liberal Arts two-year transfer track. It’s a great option that also can save students money. Using Madison College as an example, Enrollment Coordinator Torvic Caradine explains the benefits of starting your college experience at a two-year campus, with the goal of transferring on to finish a bachelor’s degree at a four-year university. (Running Time 19:07)
Financial Aid for Your Collegeland Adventure  Posted 06/02/2013
Presented by: Dawn Moyer - College Access Advisor, Great Lakes Higher Education Guaranty Corporation
Date: 05/29/2013
Description: This college preparation session provides a look at the types of financial aid available, walks students through the application process and how financial aid is awarded. (Running Time 39:08)

From Good Grades to Skateboarding, College Scholarships for You  Posted 06/01/2013
Presented by: Dawn Moyer - College Access Advisor, Great Lakes Higher Education Guaranty Corporation
Date: 05/29/2013
Description: This college preparation session provides information on how to search for scholarships, tips on completing the applications and how scholarships can make college affordable. (Running Time 34:22)

Job Interviewing Tips from a Career Coach  Posted 10/22/2015
Presented by: Megan Watt - Career Coach & Executive Director, Dream Catalyst Labs
Date: 10/06/2015
Description: For young people interviewing for a first job can be very intimidating. Learning to sharpen your interviewing skills now, will go a long way for scholarship applications, college admissions and eventually career employment. As a career coach, Megan Watt offers some tips for students on how nail your next interview. (Running Time 25:14)

What to Expect out of Your Technical College Experience  Posted 10/08/2013
Presented by: Christine Kubala - Graphic Design Student, Madison College
Date: 10/03/2013
Description: Technical college is a great option for education after high school. Hear how Christine Kubala’s personal journey took her first through a four-year college before she figured out what she wanted to do with her life. Now a student at Madison College, Christine shares how technical college is helping her achieve her career goals in a way a four-year school could not. (Running Time 22:19)

What to Expect When You Arrive at College  Posted 08/27/2013
Presented by: Colin Korlesky - Undergraduate Student, UW-Madison Biomedical Engineering Department
Date: 04/22/2013
Description: Transitioning from high school to college is a drastic change that can overwhelm even the most prepared students. Furthermore, often times college is only partially described, left as a nebula that students are thrown into and left to sink or swim. As a UW-Madison student, Colin Korlesky brings first-hand insight on what it’s really like when you get to college. Colin shares what he has distinguished to be true and that which is better left as part of the aura surrounding college. (Running Time 22:08)
Youth Apprenticeship: Automotive Technician  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Automotive Technician Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 10:00)

Youth Apprenticeship: Biotechnology  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Biotechnology Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 14:36)

Youth Apprenticeship: Construction  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Construction Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:07)

Youth Apprenticeship: Manufacturing & Engineering  Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Manufacturing & Engineering Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:23)
Youth Apprenticeship: Nursing Assistant Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Nursing Assistant Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 12:42)

Youth Apprenticeship: Pharmacy Technician Posted 07/23/2015
Presented by: Youth Apprenticeship Program - Business Mentor, Student & Parent Discussion, Dane County School Consortium
Date: 01/15/2015
Description: Wisconsin's Youth Apprenticeship program is designed to give high school students a chance to get on hands-on experience in a career while taking technical classes about the occupation. The statewide School-to-Work initiative offers a variety of youth apprenticeship choices through individual school districts. Discussion with a school counselor or School-to-Career Coordinator helps a student choose an option that best meets his or her needs and career goals. This session features a look at the Pharmacy Technician Youth Apprenticeship with insight from a business person, student and parent involved in the program through the Dane County School Consortium. (Running Time 13:12)
Help Topic: FINANCIAL LITERACY

Presented by: Meridee Maynard - Senior Vice President, Northwestern Mutual Companies
Date: 03/16/2011
Description: As you plan for your future, do you know how best to handle the money that you will make when you begin your career? You don’t have to wait. Meridee Maynard, a member of the Governor’s Task Force on Financial Literacy, offers up some financial basics and good money habits. Understanding basic financial information, and starting to better manage your money now, will make you fiscally stronger down the road. (Running Time 22:23)

Being Smart About Your Money Posted 11/22/2010
Presented by: Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago
Date: 10/05/2010
Description: A brief overview of Money Smart Week — a financial education and awareness program aimed at teaching consumers about personal finance. Learn how an early career in public relations took Mr. Torres all the way to the Federal Reserve Bank of Chicago where they work to manage the nation’s money from your pocketbook to the bank vault. [Note: Due to technical difficulties this program does not include any Q&A portion of the presentation.] (Running Time 10:54)

Credit Counselor: Helping People Keep Their Homes Posted 04/21/2011
Presented by: Ken King - Executive Director, Consumer Credit Counseling Service
Date: 04/06/2011
Description: In today’s economy, many families have been struggling with home finances, under threat of losing their homes. Learn how the role of a credit counselor has completely changed due to the current economic climate. Ken King and his staff help people maintain their budgets, keep the lights on and even keep a roof over their heads. It is a challenging career with a big reward - helping people. (Running Time - 22:18)

How your Credit Score Affects Your Way of Life Posted 12/21/2011
Presented by: Pablo Sanchez - Vice President - Branch Manager, Park Bank
Date: 12/15/2011
Description: In recent years, you may have seen commercials and news reports talking about bad credit or knowing your Credit Score. What is this magic number all about? As a top administrator in one of Madison’s successful banks, Pablo Sanchez will try to make sense of it all for students. He will focus on the importance of establishing positive credit and how your Credit Report affects your way of life. Sanchez will give examples of how financing varies based on applicants with very different credit scores. He’ll also show how much you could be saving by starting now to protect your credit. (Running Time 23:03)
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<tr>
<td>Learn Smart Money Habits to Benefit Your Future</td>
<td>06/02/2011</td>
<td>Alejo Torres - Senior Outreach Program Manager, Federal Reserve Bank of Chicago</td>
<td>05/12/2011</td>
<td>Learn about how the Federal Reserve Bank of Chicago is taking an active role in helping consumers become more ‘Money Smart’ and why managing money is such an important life skill. Mr. Torres also talks about his career in public outreach and how a Chicago-based financial literacy campaign is becoming a national phenomenon. (Running Time 23:01)</td>
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<td>Money Smarts to Make Your Career Happen</td>
<td>11/13/2010</td>
<td>Meridee Maynard - Senior Vice President, Northwestern Mutual Companies</td>
<td>10/20/2010</td>
<td>In a few years, you’ll get the opportunity to do all the things you’ve always dreamed about....you could go to college, launch your career, start a business, or even sail the seas! No matter what you do, you’ll need the money smarts to make it happen! Meridee Maynard has made a career of helping people make their dreams become reality and will discuss financial sector careers. (Running Time 22:45)</td>
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<tr>
<td>Take Charge of Your Credit: How it can work For and Against you</td>
<td>10/17/2012</td>
<td>Debra Neubauer - Director, UW Extension Financial Education Center</td>
<td>09/26/2012</td>
<td>We hear a lot about credit these days. Radio and television commercials tout services where you can find out your credit score. But what is this magic number and why is it so important for you to understand it? As director of the UW-Extension’s Financial Education Center, Deb Neubauer will break down the issue for students. What exactly is credit, and how young consumers can get on track to a good credit history. (Running Time 24:34)</td>
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<td>Take Control of Your Money: Budgeting 101</td>
<td>02/19/2012</td>
<td>Jaimes Johnson - Director of Community and Campus Relations, UW Credit Union</td>
<td>02/14/2012</td>
<td>Having money is great but too often it’s gone before you know it. As students move into young adulthood they should take control of their spending and learn basic budgeting skills. Jaimes Johnson will help students learn how to identify where their money is going and how to track personal spending. He’ll review how setting financial goals and developing a spending plan will help you meet your everyday money needs and be able to cover life’s unexpected financial emergencies. (Running Time 20:21)</td>
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