



## EXPRESS LANE TO COLLEGE: LA SYMPOSIUM

| DAY 1            | SATURDAY, DECEMBER 14, 2024   |
|------------------|---|
| 8:15 - 9:00 AM   | <b>Check-In / Breakfast</b>   |
| 9:00 - 9:15 AM   | <b>Welcome &amp; ACCESS U Overview</b>  |
| 9:15 - 10:05 AM  | <b>An Overview of College Soccer Recruitment</b><br><b>Speaker:</b> Lindsey Huie, <i>2x NCAA Champion, USWNT (2005), LA Galaxy OC (2019), Founder of Gritness</i><br><br>Learn about the recruiting process and practical tools needed to approach recruiting with a winning mindset and confidence.  |
| 10:05 - 10:35 AM | <b>Assessing Player Talent and Data with aiScout App</b><br><b>Speaker:</b> Brett Lyons, <i>Chief Commercial Officer, ai.io and aiScout</i><br><br>Attendees will receive free access to aiScout, which uses cutting-edge AI solutions to conduct player analysis via mobile phone and generate valuable metrics and data used by recruiters to evaluate one's skill level  |
| 10:35 - 10:45 AM | <b>Break</b>  |
| 10:45 - 12:15 PM | <b>Understanding College Admissions Factors that Influence Acceptance Decisions</b><br><b>Speakers:</b><br>Phil Cohen, <i>CEO, Prestige Prep</i><br>Reena Kamins, <i>CEO, College, Career &amp; Life</i><br><br>This session will provide a foundational understanding of what goes into college admissions decisions, sparking awareness of the diverse factors at play and preparing attendees for the in-depth discussions and sessions ahead. |
| 12:15 - 1:15 PM  | <b>Lunch Break</b>  |
| 1:15 - 1:50 PM   | <b>Keynote Interview with Caryn Rosoff, Senior Vice President, Sports &amp; Brand Insights at United Talent Agency and KLUTCH Sports</b><br><br><b>It Pays to Play: How Sports Prepares You for Career Success</b><br>Hear Caryn discuss her college recruitment journey, factors that influenced her college decision and why she ultimately chose to play D3 soccer at  |

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|                | <p>Washington University. A two-time All American and four-time UAA conference champion with four NCAA tournament appearances, including a trip to the finals her senior year, Caryn will also reveal how sports provides a competitive advantage in the workforce and how she was able to turn her soccer success into career success. She currently oversees UTA's Sports &amp; Brand Insights department, focusing on valuation and talent endorsement deals, and her clients include Wrexham FC, NYCFC, Amazon and Barstool.</p> |
| 1:50 - 2:35 PM | <p><b>Interactive Workshop with Phil Cohen and Reena Kamins: Understanding Admissions Criteria and Turning the Process on its Head</b></p> <p>Phil and Reena will offer five candidate resumes on screen and attendees have to rank each candidate 1-5. After an engaging and interactive discussion, Reena reveals the real-life results.</p>   |
| 2:35 - 2:45 PM | <p><b>Break</b></p>  |
| 2:45 - 3:15 PM | <p><b>Insights into the Scholar-Athlete Experience</b><br/> <b>Speakers:</b><br/>         Isabella Hoyuela, <i>ACCESS U Alumna, UCSD '26</i><br/>         Sarah Ginsburg, <i>University of Chicago '25</i></p> <p>Current college scholar-athletes will share the essential skills needed to prepare for college life and a smooth transition from high school to college. They will also discuss how to balance the academic and athletic demands on their time and other tips crucial to excelling in college.</p>                 |
| 3:15 - 3:45PM  | <p><b>Financial Planning: Preparing for College Costs</b><br/> <b>Speakers:</b><br/>         Phil Cohen, <i>CEO, Prestige Prep</i><br/>         Reena Kamins, <i>CEO, College, Career &amp; Life</i></p> <p>This seminar offers a comprehensive roadmap to financially preparing for college. Key topics include securing financial aid, applying for scholarships, and budgeting for ongoing college expenses such as tuition, room and board and other essential costs to minimize student debt.</p>                               |
| 3:45 - 4:00 PM | <p><b>Closing Remarks</b></p>  |



| DAY 2            | SUNDAY, DECEMBER 15, 2024   |
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| 8:15 - 9:00 AM   | <b>Check-In / Breakfast</b>   |
| 9:00 - 9:10 AM   | <b>Day 1 Recap / Day 2 Overview</b>   |
| 9:10 - 10:10 AM  | <p><b>Academic and College Counseling: Path to Success and Q&amp;A</b><br/> <b>Speaker:</b> Reena Kamins, <i>CEO, College, Career &amp; Life</i></p> <p>Attendees will be equipped with a clear roadmap to success from 9th grade through college acceptance, and have the opportunity to ask questions to our college counseling experts.</p>  |
| 10:10 - 10:20 AM | <b>Break</b>  |
| 10:20 - 10:50 AM | <p><b>Keynote Interview: Beto Vega talks with Giovanni Calderon, ACCESS U Alumnus, Cal State Fullerton '24, MLS NEXT Pro Athlete (New England Revolution II) and Puerto Rico Men's National Team.</b></p> <p>Beto Vega of Yours In Soccer Foundation has mentored Gio for more than a decade and gets Gio to share his secret mindset he uses to thrive.</p>  |
| 10:50 - 12:00 PM | <p><b>Social Media Training: Navigating NIL and Personal Branding</b></p> <p><b>Speaker:</b> David Neiman, <i>President, Athlete Interactive</i></p> <p>Attendees will learn how to build a compelling personal brand, avoid common pitfalls that could negatively impact their careers, and use social media to enhance their visibility in the college recruiting process.</p>  |
| 12:00 - 1:00 PM  | <b>Lunch Break</b>  |
| 1:00 - 1:50 PM   | <p><b>Unlocking Success: Insights from the College Recruiting World</b><br/> <b>Speakers:</b><br/> Patty (mom) and Aniya Williams, ACCESS U Class of 2026<br/> Trent (father) and Alex Copeland, Goldman Sachs, Yale University '19</p> <p>Attendees will hear real-world stories of the highs and lows of college recruiting from two scholar-athletes and their parents. Aniya is a high school junior who is part of the MNT youth player pool and is currently going through the recruiting process, and Alex graduated from Yale</p> |

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|                | <p>University (2019) after an enormously successful collegiate basketball career. Speakers will share their stories of challenges, persistence and success.</p>   |
| 1:50 - 2:35 PM | <p><b>Interactive Session with Gloria Vega, Yours In Soccer, and Gio Calderon: Unlocking Your Potential Through SWOT Analysis</b></p> <p>Discover how to assess your strengths, address challenges, and identify opportunities in your journey as a student-athlete. This interactive session will guide you in applying SWOT analysis to develop self-awareness and take ownership of your academic and athletic success.</p>  |
| 2:35 - 2:45 PM | <p><b>Break</b></p>   |
| 2:45 - 3:45 PM | <p><b>Professional Life Beyond the Game: Exploring Career Opportunities</b><br/> <b>Speakers:</b><br/>         Sulema Felix, <i>Angel City FC</i><br/>         Alberto Vega, <i>Yours in Soccer Foundation</i><br/>         Noel Ortega, <i>Goldman Sachs, ACCESS U Alumnus, Cornell University '23</i><br/>         Joaquin Escoto, <i>Executive Vice President, San Diego FC and Right to Dream Academy</i></p> <p>This session is designed to broaden scholar-athletes' understanding of diverse career paths available beyond playing in college or professionally, including opportunities in coaching, media, management, and more.</p> |
| 3:45 - 3:55 PM | <p><b>Creating Professional Quality Highlight Videos on a Budget</b><br/> <b>Speakers:</b> Gabriel Emme and Jorge Huerta</p> <p>ACCESS U's own multimedia team will share their favorite video editing apps and tips on how to create compelling recruiting highlights and skills videos to increase your visibility with college coaches.</p>  |
| 3:55 - 4:00 PM | <p><b>Closing Remarks</b></p>   |