



## Developing the Next Generation of Leaders

### Program

Friday, January 19, 2024 | 10am - 12pm

#### **Leadership: It's in Your Future**

Becoming a leader in your profession requires more than just knowledge of the job. This workshop will teach you what it takes to climb that ladder.

Friday, January 26, 2024 | 10am - 12pm

#### **Every Word Counts: Writing Like a Leader**

Every writer has a voice, and your writing defines you. Learn what distinguishes a good writer and how to make the best impression to enhance your career.

Friday, February 2, 2024 | 10am - 12pm

#### **Be a Boss: Think Like a CEO and Develop Your Brand**

Being your own boss may be on your horizon. That path requires planning, including learning how to develop your brand. Learn what you need to know if that goal is in your future.

Friday, February 16, 2024 | 10am - 12pm

#### **It's All About the Digital**

Technology is changing the world dramatically and rapidly. No matter what career you choose, digital is in your future. Learn what you need to know to be competitive in the job market.



## Leadership: It's in Your Future



**Dr. Mayra Beers, Ph.D.**  
**John S. and James L. Knight Research Fellow**  
**Education Programs Chairs**  
**Leadership at Florida International University**

Dr. Beers is the John S. and James L. Knight Research Fellow and Education Programs Chairs for the Center for Leadership at Florida International University (FIU). She holds M.A. and Ph.D. degrees from FIU and her work has been recognized with numerous awards including the prestigious James R. Scobie Memorial Award, the Jay I. Kislak Foundation Prize, and a Mellon Foundation Fellowship, and numerous best paper awards, among others. Dr. Beers also holds Certificates in African New World Studies and Latin American and Caribbean Studies. She has presented her work at several prestigious venues including the Carolingian University in Prague, the American Historical Association (AHA), The Carnegie Center for the Advancement of Teaching, and the Latin American Studies Association (LASA).

A founding member of the Center for Leadership, Dr. Beers served as Director of Strategy and Operations until her retirement in 2019. She was instrumental in the development and implementation of numerous executive leadership development programs and workshops.



## Every Word Counts: Writing Like a Leader



**Michelle Marchante**

**Reporter, Miami Herald**

Michelle Marchante is a Pulitzer Prize-winning reporter at the Miami Herald, covering the pulse of healthcare in South Florida.

Born and raised in Miami, Florida, Michelle has covered the COVID-19 pandemic, hurricanes, crime, education, entertainment and other topics in South Florida since joining the Miami Herald in 2019 as a breaking news reporter. She became the Herald's health reporter in 2023.

She recently won second place in the 73rd annual Green Eyeshade Awards for her consumer-focused healthcare stories and was part of the team of reporters who won a 2022 Pulitzer Prize For Breaking News in the Herald's coverage of the Surfside condo collapse. Michelle graduated with honors from Florida International University and was a 2020-2021 Poynter-Koch Media & Journalism fellow. She previously worked as a news writer at WSVN Channel 7 in Miami.



## Be a Boss: Think Like a CEO and Develop Your Brand



**Dr. Deanne Butchey**

**Florida International University  
School of Business  
Department of Finance**

Deanne Butchey is a Teaching Professor in the Department of Finance at FIU Business and serves as the Vice-Chair of FIU's Faculty Senate. Holding a Ph.D. in Finance from FIU, she also earned an MBA and an Honors Bachelor of Arts in Econometrics from York University's Schulich School of Business, complemented by a general BA in Economics from the University of Western Ontario. With a background as an Investment Banker and Financial Services Stock Research Analyst at Credit Suisse First Boston in Toronto, she previously worked as a stockbroker at Scotia McLeod and Merrill Lynch.

Deanne has actively contributed to community engagement initiatives at FIU, particularly in Service Learning in Financial Literacy. Her commitment to integrating service into the curriculum earned her the "Spirit of Service-Learning Award," presented by the Returned Peace Corps Volunteers of South Florida Inc., the Miami-Dade Teacher of the Year Coalition, and the Armando Alejandro Jr. Foundation. This recognition highlights her dedication to connecting students through service to address critical needs in South Florida and the global community.

Deanne's fervor lies in fostering students' success through career enhancement and lifelong learning. She accomplishes this by facilitating case competitions, mentoring, and hosting guest speakers. Additionally, she serves as the faculty advisor to ENACTUS @ FIU, Phoenician Investment Fund, and FMA @ FIU, organizations dedicated to social entrepreneurship, financial education, and finance, respectively. As a board member and treasurer of EcoWorks International, an NGO committed to sustainability in Haiti, she extends her passion for environmental sustainability and inclusiveness initiatives, aiming to inspire positive change for future generations and leaving the world in a better state, echoing the sentiment of Lord Robert Baden-Powell.



## It's All About the Digital



**Marian Chia-Ming Liu, MBA**

**Projects Editor of Special Initiatives and Partnerships | The Washington Post**

Marian Chia-Ming Liu has dedicated her career to the communities she represents – Asian, immigrant and female – and has covered everything from K-pop to anti-Asian attacks, interviewing everyone from Britney to BTS. For the past two decades, she's worked across multimedia, finding what resonates locally, nationally and globally.

Currently, Liu is The Washington Post's Projects Editor of Special Initiatives and Partnerships, focused on reaching new readers through new sections and innovative technology. She's managed several projects and section launches, including the [new Style section](#) covering news from the front lines of culture; [Well+Being](#), wellness stories on bodies of all shapes, sizes and colors; plus the [Pulizer-winning series](#) "The Attack: Before, During and After."

Previously, she worked at CNN in Hong Kong as a senior multiplatform editor, running the sites and social for the business, entertainment, media, technology and travel sections. She's also launched a hyperlocal entertainment site for the South Florida Sun Sentinel. Liu launched her own career in music, as a critic for the San Jose Mercury News and The Seattle Times, profiling many Asian artists for American audiences for the first time, as well as introducing nationwide audiences to Bay Area hip hop in Source Magazine.

She's devoted to guiding the next generation of journalists and has taught and guest lectured across several universities, including Florida International University, Northwestern and her alma mater, University of California, Berkeley. She also directed VOICES, the Asian American Journalists Association's college and graduate student multimedia program, and now serves on their National board as their Vice President of Civic Engagement, in charge of creating a new style guide, which will help direct how the Asian American and Pacific Islander community is covered. This way we will no longer be reactive, but can be proactive in how the community is treated.