Nevada Futuring Panels

Project Overview
In March of 2019, the Nevada Department of Education partnered with MBA Research and Curriculum Center to convene three futuring panels with over 35 Nevada business executives. In addition to Las Vegas, participants also joined us from Reno, Carson City, Spring Valley, and Henderson. The executives came from a variety of fields, including some in-demand industries in Nevada. Sectors represented by panelists were technology, health care, logistics, natural energy, tourism and gaming, and transportation. We were also joined by a number of entrepreneurs, company owners, and founders. Both for-profit and nonprofit sectors were represented as well.

The Nevada business executives provided their perspectives on:

- The trends shaping the workforce development needs in the Nevada business environment and some of the skill sets needed to address those trends
- The general business skills needed by all business professionals
- Skills needed specifically in the Business Management, Finance, and Marketing clusters
- Evaluation of ethical leadership traits and ethics scenarios in the workplace and in their industries
- Evaluation of core skills needed in Business Management, Finance, and Marketing clusters
- Credentials and certifications needed in business

Some top trends on the minds of panelists:

- **How new technology is affecting the current workforce:** AI, autonomous vehicles, machine learning, etc.
- **Big Data – telling the story behind the numbers:** collecting, analyzing, conveying
- **Rapidly evolving marketing technology**
- **Decentralization and globalization of the workplace:** changes in when, where, and how we work; and cultural conflict in the workplace
- **Decline in employee loyalty**
- **A lack of necessary soft skills** in entry-level workers
- Workplaces becoming more collaborative with an emphasis on team-based approaches
- Disruption of “business as usual” with non-traditional delivery platforms

See the Full Report for More Details

Nevada’s Futuring Panels brought together businesses of all sizes and introduced us to new faces and potential partners. The participants enjoyed the process, the networking, and learning about our business and marketing programs. We were able to gain new potential partners who want to continue to engage with us.

-Melissa Scott, Business/Marketing Programs Professional, Nevada Department of Education

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Futuring Panel Participants

Over 35 executives from Nevada joined us during the three-day period in which the futuring panels were held. Most of the participants indicated they were interested in continuing to learn more about CTE and stay connected to Business Management, Finance, and Marketing education in Nevada. We would like to thank the following participants:

Business Management

Edward (Eddie) Ableser
Principal
Tri-Strategies, LTD; Blockchains Educational Reform Initiative
IT/Automation/Cyber

Mary-Ann Brown
Director
Palliative Care Renown Health
Health Care
Bob Cunningham
Director
UAS Flight Operations and Technology **Integration GC2IT**
**IT/Automation/Cyber**

Jill Elliott
Senior Vice President
**People + Culture + Foundation, R&R Partners**

Emily Ellison
Chief Human Resources Officer
**Washoe County School District**

Glenn Elliott
Executive Leader
**Zappos Family of Companies**
Sirinda Glasgow  
Regional Security Advisor  
Trend Micro  
IT/Automation/Cyber

Christina Kao  
Owner/President/CEO  
CKO Kickboxing Las Vegas  
Entrepreneur

Joshua Leavitt  
Regional Director of Nevada  
TECHIMPACT  
IT/Automation/Cyber

Jennifer Martinez  
Owner/President/CEO Consult  
HR Partners  
Entrepreneur

Sonia Petkewich  
CEO/Founder  
Taurean Consulting Group  
Entrepreneur

Thank you for the opportunity to participate in the futuring panel and hopefully make a difference in the future of Nevada students.

The Bender Group and Bender family take supporting Nevada education very seriously. Over the years, they have contributed greatly to both UNR and TMCC through a grant from Frank N. Bender Center for Applied Logistics Management (CALM) opened in 2017 at TMCC. I wish to continue to be involved with the DOE as much as I can whether it is as part of the Business Counsel or another way.

-Rudi Lautz, Director of Finance, Bender Group; NV Finance Panel participant
Futuring Panel Participants (cont'd)

Finance

Michelle Baird
Controller
Frias Transportation Management
Transportation/Logistics

Rosa Hedges
Controller
Republic Services

Sarah Hunt
Director of Financial Services
Nevada Hospital Association

Health Care

Rudi Lautz
Director of Finance
Bender Group
Transportation/Logistics

Brittney Martino
Strategic Engagement Officer
AFWERX Vegas
IT/Automation/Cyber

Krish Mayatt
Finance Manager
GES—Global Experience Specialists

Tech

Ken Ortbals
Chief Financial Officer/Chief Information Officer
WestCare Foundation

Debra Solt
Director, Workforce Training and Economic Development
I just wanted to take a quick moment to congratulate you on a successful, well-planned, and gracefully executed meeting. All of those personalities, opinions, and diversity is a lot to tackle but it was expertly executed.

-Scott Johnson, VP of Marketing at MyDailyChoice/HempWorx/CBD; NV Marketing Panel participant

Futuring Panel Participants (cont'd)

Marketing

Mitchell Aguirre
Independent Consultant
F&S Industries LLC
Entrepreneur

Jeff Belknap
Brand Manager
Prebuilt Marketing
Kathleen Frantz  
Vice President  
**King Makers**

Steve Gershman  
Director of Business Development  
**Montevista and Red Rock Behavioral Health Hospitals**  
**Health Care**

Ira Gostin  
**Independent Consultant**

Scott Johnson  
Head of Strategy and Marketing  
**Charged Brand**  
**Entrepreneur**

Todd Levy  
Director of Marketing and Business Development  
**Crowd Siren**

Kendra Masters  
Marketing Director  
**Max—A Maritz Company**

Julio Meza  
Director, On Property Experience/Marketing  
**The Venetian/The Palazzo/Sands Expo**  
**Hospitality/Tourism**

Michelle Orelup  
Founder  
**Quality SEO**  
**Entrepreneur**

Barry Parrish  
Senior Vice President, Strategy and Brand Management  
**Metropolitan Airways, Inc.**  
**Transportation/Logistics**
Joan Paye  
Channel Marketing Manager/National Contact Centers  
**Cox Communications**  
**IT/Automation/Cyber**

Phyllis Simon  
Proposal and Knowledgebase Management  
**Centuari Health Solutions**  
**Health Care**

Sarah Smith  
Marketing Operations Manager  
**Rakuten Super Logistics**  
**IT/Automation/Cyber**

Kathie Taylor  
Chief Marketing Officer  
**In Plain Sight Marketing**  
**Entrepreneur**

Becky Wright  
Vice President  
**Surge Marketing Studio**
Thank you to Kendra Masters (Marketing Panel participant) for contributing to our video series: *Ethical Dilemmas in the Workplace*, where young professionals share about the ethical dilemmas they have faced early in their careers.

In this video, Ms. Masters describes a choice she made to maintain **integrity in business relationships**.

Want to see more and use these ethical dilemma videos in your classroom? Visit our [YouTube Channel](https://www.mbaresearch.org/index.php/business-community/item/626-nevada-futuring-panels?tmpl=component&print=1) for the full series.

**MBA Research thanks the following organizations and individuals:**

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