

Impact Report

6TH ANNUAL

I'M THE BOSS  of my life
YOUTH CONFERENCE

PREPARED BY:

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OVERTOWN
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Table of Contents

| | |
|-----------------------------|-----------|
| Executive Summary | 3 |
| Sponsorship Acknowledgement | 4 |
| Conference Overview | 5 |
| Participant Metrics | 9 |
| Program Highlights | 10 |
| Impact Data | 13 |

Executive Summary

As Executive Director of the Overtown Children and Youth Coalition (OCYC), I am honored to share the powerful outcomes of the **6th Annual I Am the Boss of My Life Youth Conference**, held on April 18, 2025, at the InterContinental Hotel in Downtown Miami.

This year's conference brought together over 340 youth, ages 14 to 22, for a transformative day of learning, self-discovery, and empowerment. From the moment they arrived, our youth were engaged, focused, and fully present. They participated in every session with intention, asked thoughtful questions, and leaned into opportunities to learn from local entrepreneurs, community leaders, and professionals. Throughout the day, we witnessed something remarkable: young people recognizing their own potential and beginning to believe in the power they have to shape their future.

Many youth shared how this experience shifted their perspective on life, helping them realize the importance of making wise decisions, setting goals, and taking ownership of their journey. For some, it was their first time attending a conference, dressing professionally, or hearing firsthand from someone who overcame similar life circumstances to achieve success. The day left a lasting imprint on their confidence and mindset.

This event would not have been possible without the dedication and commitment of our community. To our incredible speakers, thank you for pouring into our youth with truth, encouragement, and actionable tools. To our generous sponsors, your support turned vision into reality and created an experience that many of our youth will remember for a lifetime. To our volunteers and OCYC staff, your tireless preparation and passion behind the scenes ensured a seamless experience from start to finish. And a heartfelt thank you to the parents and guardians who entrusted us with their children and made the effort to get them here — your presence and support matter deeply.

Together, we affirmed that our youth are not only the leaders of tomorrow they are the bosses of their lives today. Thank you for being part of this movement.

With gratitude and purpose,



Anthony Robinson
Executive Director
Overtown Children and Youth Coalition



Sponsorship Acknowledgement



Thank You To Our Sponsors

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Conference Overview

The 6th Annual I Am the Boss of My Life Youth Conference was an inspiring, high-energy event that brought together over 340 youths from across Miami-Dade County for a day of empowerment, learning, and connection. Held on April 18, 2025, at the InterContinental Hotel in Downtown Miami, this year's conference exceeded expectations, delivering not just information but a truly transformational experience that left a lasting impact on every young person in attendance.



An Exceptional Emcee

Leading the program with grace, humor, and boundless energy was Dr. Yvette Holmes, our outstanding emcee. Dr. Holmes kept the day flowing seamlessly, engaging the youth with authenticity and keeping the energy high throughout. Her ability to connect with both speakers and participants ensured the conference remained vibrant, fun, and deeply meaningful from start to finish.

A Powerful Opening & Closing

The day opened and closed with the incredible Dr. Kieta Joy, whose passion and authenticity set an unforgettable tone. In her opening keynote, Dr. Joy challenged the youth to own their greatness, believe in their dreams, and boldly walk in their purpose. Her closing remarks drove home a message of empowerment and resilience:

“You are the boss of your life – DO you, DO it well, and DO it consistently. Let no one else write your story.”

Youth left the conference feeling seen, motivated, and ready to take control of their futures.



Breakout Sessions: Skills for Success

Youth participated in 10 breakout sessions led by expert facilitators, covering essential topics for personal growth, career exploration, and leadership development. Sessions included:

- Traits of Being a Boss (Males: Ed Ponder; Females: Maya Evans)
- Financial Literacy: Build It, Save It, Grow It (Daniel Lopez, Regions Bank)
- Entrepreneurship: Embracing the Life of an Entrepreneur (Daniel Williams, NFTE)
- Leadership Development: Boss Up, Discover the Leader in You (Jefferson Noel)
- College Readiness: Taking Your Career Worldwide (Craig Skilling)
- Mental Health: Minds Matter, Igniting the Glow-Up from Within (Luanda Hart)
- Conflict Resolution: Words Matter, The Art of Effective Communication (Delvin Rogers)
- Social Media: Think Twice, Click Once – The Power of Your Digital Footprint
- Building Healthy Relationships (Shedia Nelson)

Interactive exercises, relatable facilitators, and real-world tools made these sessions practical and immediately useful, empowering youth to apply what they learned to their lives today.



Thought-Provoking Panel Discussions

A highlight of the day was the panel discussions, where local entrepreneurs, professionals, and youth leaders shared authentic stories of success, resilience, and lessons learned.

- *Let's Talk About IT* with Teach, Dr. Joy, and Rashad D. Thomas delivered hard-hitting advice and inspiration, leaving the audience energized.
- *From the Mouth of Your Peers*, featuring Tiara Reid and Essance Bowling provided relatable insights that spoke directly to the challenges and dreams of today's youth.

The panels sparked meaningful conversations and encouraged young attendees to pursue mentorship, overcome obstacles, and embrace leadership roles.



Pitch Competition: Youth Innovation in Action

One of the most exciting elements of the day was the Youth Business Pitch Competition, where students confidently presented their original business ideas to a panel of local business leaders. Their creativity, passion, and professionalism impressed both judges and peers, reinforcing that the next generation is brimming with talent and entrepreneurial spirit.

Activation Room: Hands-On Innovation

Thanks to Do Good 4-1 and M.U.C.E. 305, the Activation Room became an interactive innovation hub. Youth explored:

- Robotics demonstrations and building
- Drone flying and navigation
- Medical STEAM tools and experiments
- Live Art Expression

For many, it was their first hands-on experience with cutting-edge technology, sparking new interests in STEM fields and opening doors to future career paths.

Volunteers Who Made It All Possible

A dedicated team of 40 volunteers worked tirelessly behind the scenes to ensure a seamless experience, from registration and session logistics to guiding youth and supporting speakers. Their warmth, professionalism, and commitment created a welcoming and well-organized event environment that made everyone feel valued and supported.





Capturing the Magic: URGENT, Inc. & Dr. Yvette Solutions

The unforgettable moments of the 6th Annual I Am the Boss of My Life Youth Conference were beautifully captured by URGENT, Inc. and Dr. Yvette Solutions, two outstanding media partners who documented the heart and energy of the day through powerful interviews, dynamic visuals, and storytelling.

URGENT, Inc., a youth media production team made up of high school students in the Film Arts Culture Entrepreneurship (FACE) program, recorded on-the-ground interviews with youth attendees, speakers, and volunteers, preserving firsthand reflections that reveal just how impactful the experience was. From breakout sessions to panel discussions, their video content showcases the authentic voices of young people processing and celebrating what they learned.

Dr. Yvette Solutions ensured every major moment — from keynote speeches and panel gems to youth engagement and surprise giveaways — was captured with professionalism and creative flair. Their visual storytelling brings the spirit of the conference to life for anyone who couldn't attend in person and creates a digital archive that can be shared far and wide.

Together, URGENT, Inc. and Dr. Yvette Solutions transformed this one-day event into a lasting visual legacy, ensuring the power of this experience lives on long after the final session ended.



An Unforgettable Experience for Youth

Throughout the day, youth were engaged, attentive, and energized. They laughed, learned, connected, and reflected — many sharing that the conference had shifted their perspective and inspired them to take their futures more seriously.

Feedback from students included:

"Great presentation – I really grasped the information."

Traits of Being a Boss

"Reading and engaging in her book really showed me how to protect my body and mind."

Building Healthy Relationships

"This will help me communicate better with colleagues and patients in the future."

Words Matter

"I learned how to brand myself and show who I really am."

Taking Your Career Worldwide

"The instructor's energy was amazing! The skits made me feel comfortable and confident."

Boss Up, Discover the Leader in You

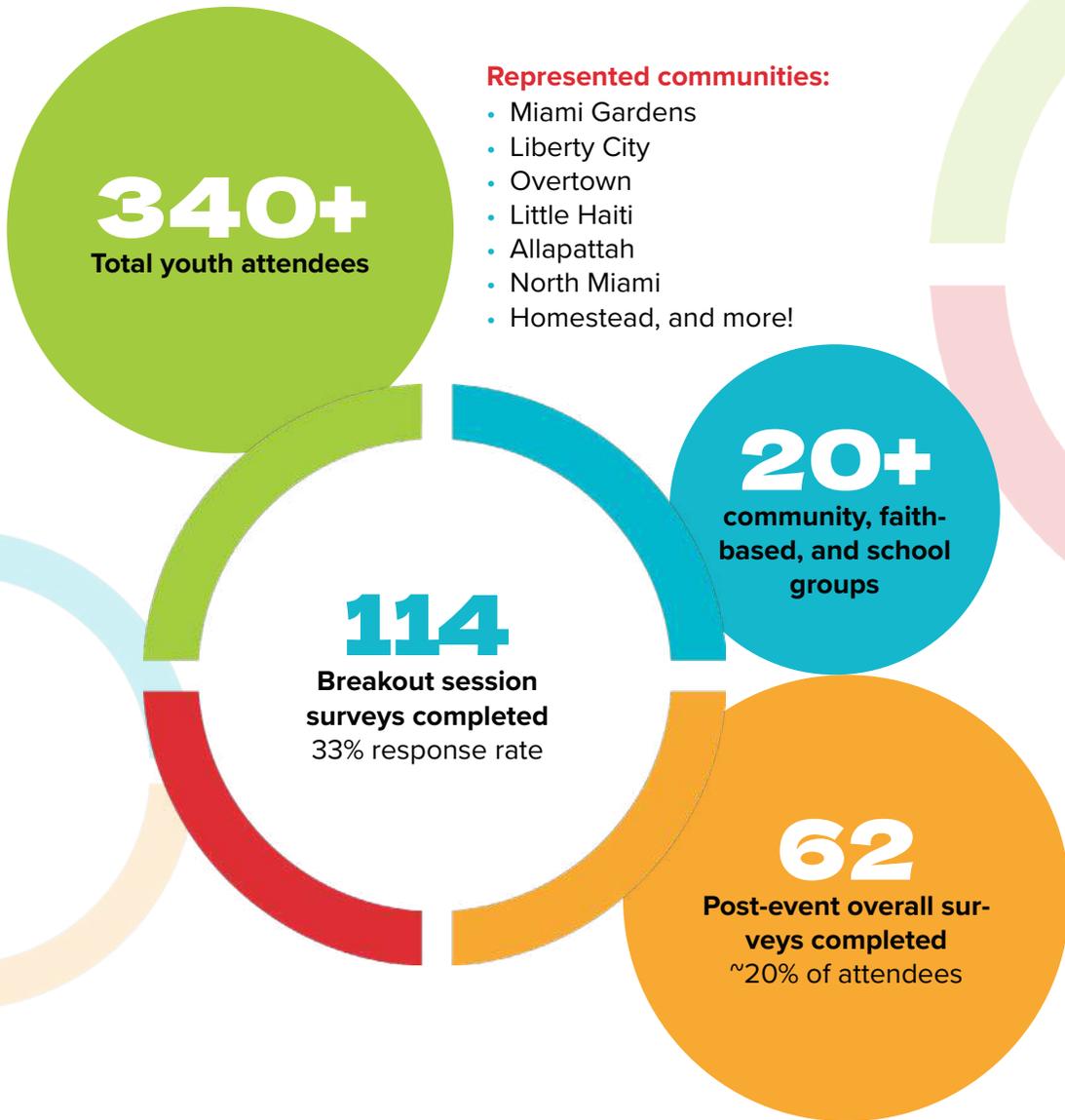
"Today changed my mindset – I realize I can do big things if I put in the work."

This year's conference was a true celebration of youth empowerment — made possible by a dedicated village of leaders, sponsors, speakers, volunteers, and, most importantly, the remarkable youth who showed up ready to step into their power.

Participant Metrics

The 6th Annual I Am the Boss of My Life Youth Conference proudly welcomed over 340 youth participants from across Miami-Dade County, stretching from Miami Gardens to Homestead, representing more than 20 youth organizations. This diverse group brought incredible energy, curiosity, and ambition to the day, making the event a true celebration of Miami's rising generation.

Attendance Snapshot



Select youth reflections

"I thought the session was really impactful... it helped me better my future."

"I learned how to brand myself and show who I really am."

"The instructor's energy was amazing – it made me feel comfortable to be myself."

These participant outcomes underscore the conference's profound impact, giving youth the tools, confidence, and networks to dream big, take action, and lead their own journeys toward success.

Program Highlights

The 6th Annual I Am the Boss of My Life Youth Conference was a powerful and unforgettable experience, designed to uplift, inspire, and equip over 340 young people from across Miami-Dade County with tools to take charge of their futures. The conference blended motivational speakers, practical workshops, cutting-edge technology, and real-world advice, creating a transformational day that youth described as “encouraging,” “inspiring,” and “life changing.”

The Impactful Message of Dr. Kieta Joy

The conference opened and closed with the remarkable Dr. Kieta Joy, whose passion and authenticity electrified the room. Dr. Joy challenged the youth to “own their greatness, believe in their dreams, and walk boldly in their purpose,” reminding them that their lives are not defined by their circumstances but by their determination.

Her closing call to action “You are the boss of your life, DO you, DO it well, and DO it consistently. Let no one else write your story.” left a deep imprint on the audience. Youth shared how Dr. Joy’s words made them feel empowered and motivated to take their goals seriously, with many describing her talk as the highlight of their day.

“Dr. Joy’s words brought tears to my eyes. It wasn’t just what she said – it was how she said it. You could feel every young person sit up a little taller, believe a little deeper. That’s what impact looks like.”

Ruth-Ann Bennett, OCYC

The Activation Room: A First-Time Experience

The Activation Room, powered by Do Good 4-1 and M.U.C.E. 305, was a standout hit of the day. For many participants, it was their first time ever flying drones or building a robot, and the excitement was contagious. Youth were fully engaged, curious, and eager to learn as they interacted with cutting-edge technology.

“The technology in the Activation Room was something I’ve never seen before – and neither had most of the kids. They were amazed. Honestly, they didn’t want to leave.”

Max Joseph, Do Good 4-1

Another highly popular feature was the professional headshot station, where youth lined up for the chance to capture polished photos of themselves, many for the first time, as future professionals, leaders, and entrepreneurs. Youth described the Activation Room as one of the most exciting parts of the event, blending fun with discovery and opening their eyes to new STEM possibilities.



“From the Mouth of Your Peers” Panel: Peer Power and Relatable Inspiration

The “From the Mouth of Your Peers” panel left a profound and lasting impact on the audience. Youth were astounded and deeply inspired to see young leaders like Essence Bowling, C.O.O. of ZOE Dolls, and entrepreneur Tiera Reid on stage, courageously sharing their personal journeys. From the challenges they’ve faced to the sacrifices they’ve made and the discipline it took to reach success, their transparency moved the room. Their stories demonstrated that success isn’t defined by age, but by resilience, purpose, and determination messages that resonated deeply with youth in attendance, many of whom expressed a desire to continue the conversation with the panelists after the event.

“Hearing from young ladies close to my age who’ve already built businesses made me feel like I can really do this too.”

Youth Attendee

Participants connected deeply with the panelists’ honesty and resilience and were eager to continue the conversation one-on-one after the event. This session reminded youth that success is possible at any age and that peers can be some of the most powerful mentors.



“Let’s Talk About It” Panel: Life Lessons That Stuck

The “Let’s Talk About It” panel opened young minds and delivered unforgettable take-aways.

- **Teach**, from The World-Famous House of Mac, dropped wisdom on entrepreneurship, perseverance, and staying authentic.
- **Dr. Kieta Joy** boosted confidence and reminded youth to walk in self-love and purpose.
- **Rashad Thomas** brought it home with a relatable message of overcoming local struggles and introduced the mantra “LANK: Let A Naysayer Know,” encouraging youth to silence doubters with their achievements.

Youth described this panel as “mind-opening” and expressed that it reshaped how they think about overcoming obstacles and building success.

Memorable Gifts and Prizes

Many youths left the conference not only with inspiration but with meaningful gifts, including:

- Laptops to support schoolwork and career goals
- Sprayground bags combine style with functionality
- Tickets to the Orange Blossom Classic Battle of the Bands, offering cultural connection and entertainment
- Inspirational gear from ZOE Dolls, with Zoe Terry personally gifting her peers.

These giveaways were more than prizes, they were investments in the youth's journeys and reminders that their potential is valued.

Youth Voices

What they loved:

"The encouragement in the room."

"How everybody was nice and inclusive."

"The energy and leadership."

"All the speakers inspired me."

*"How Dr. Joy was talking."
"Mr. Ponder's valuable mentoring."*

What they learned:

"You don't have to be great to get started, but you have to get started to achieve greatness."

"It's okay to follow your passions and not compare your path to others."

"Confidence, being myself, and never giving up."

"Connections are better than money."

"The way to success is to not let fear hold me back and to use my network."

"Do you. Do it well. Do it consistently."

What they're wondering now:

"If I'll be the next entrepreneur."

"How I can improve if I come back and grow at the Boss of My Life every year."

"What would happen if every kid in Dade County knew about this conference."

"If I'll use the tools I learned today to be a boss in my life."

This year's program was more than an event, it was a launching pad for dreams, confidence, and connection. The impact will echo far beyond this one day, as youth carry forward the lessons, networks, and inspiration they gained.



Impact Data

The 6th Annual I Am the Boss of My Life Youth Conference delivered meaningful, measurable outcomes for youth across Miami-Dade County. Drawing more than 340 youth from over 20 organizations, from Miami Gardens to Homestead, the event empowered participants with knowledge, skills, and motivation to take charge of their futures.

Post-Event Impact

Based on the post-event surveys, youth reported the following outcomes:

Would recommend this conference to a friend or classmate **95.2%**

Agreed the conference helped prepare them for their future career **85%**

Felt more confident in their strengths and abilities **89%**

Gained a greater understanding of available career paths **87%**

Made new peer or professional connections **76%**

Expressed a need for continued community support along their career journey **85%**

These responses reflect a conference that delivered not only inspiration, but concrete value and forward momentum in participants' personal development.

Session Experience & Learning

Among breakout session surveys collected:

95.2%

of participants agreed or strongly agreed that their session was valuable to their job or career future.



Popular Sessions Included

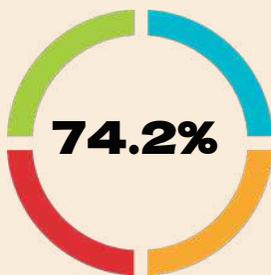
- Build It, Save It, Grow It (Financial Literacy)
- Taking Your Career Goals Worldwide
- Boss Up – Discover the Leader in You
- Words Matter
- Embracing the Life of an Entrepreneur

These workshops gave students real-world tools to better understand money, leadership, branding, communication, and resilience.

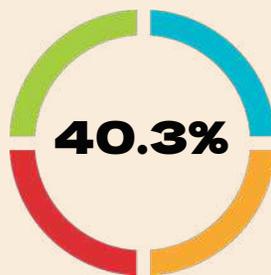


What Youth Found Most Valuable

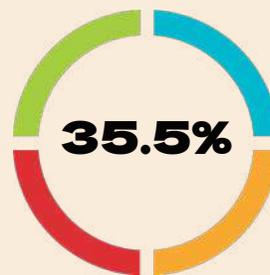
When asked which parts of the conference had the greatest impact:



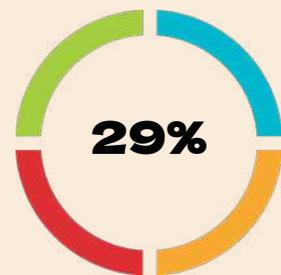
Selected Breakout Sessions



Selected Panel Discussion: From the Mouth of Your Peers



Selected Fireside Chat: Let's Talk About It



Selected Activation Room

Others also cited headshots, vendor tables, and musical performances

Youth were deeply engaged in every component of the day — from peer-led panels to professional development stations to cutting-edge STEAM demonstrations.



Social Media Reach & Digital Engagement

The digital buzz around the conference extended its impact beyond the walls of the InterContinental Hotel:

Reach & Engagement

- **18,000+ total Impressions across platforms**
- Engagement across Instagram, Facebook, LinkedIn
- Post included photos, stories, videos, and live moments

Top Content Highlights

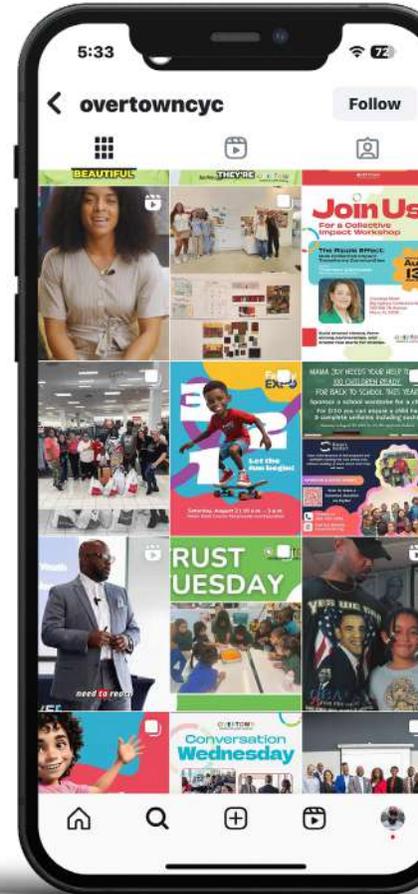
- Keynote Moments with Dr. Kiet Joy
- Branded posts and live stories captured major conference moments
- Drone & Robotics demos in the Activation Room
- Youth Testimonials & Headshot Station
- Pitch Competition Highlights & Giveaways

User Engagement

- Dozens of reposts from Sponsors, parents, & community partners, increasing cross-platform visibility and reach
- High comments activity on inspiration-related posts
- Real-time story views during event programming

Audience Impact

- Extended Reach to families, educators, & community leaders
- Youth shared their conference takeaway & tagged friends



#Imthebossofmylife #youthempowerment #youthSummit
#levelup #Bossup #OCYC2025 #futureleaders #BossConference

This online engagement significantly amplified the conference’s message and helped connect attendees, families, and community supporters in real time.

Youth Reflections

Youth left the event not only energized but transformed. Their words speak volumes:

”
*“Confidence, being myself,
 and never giving up.”*

”
*“That connections are
 better than money.”*

”
*“What would happen if every
 kid in Dade County knew
 about this conference?”*



Conclusion

This year's conference did more than meet expectations it elevated lives, built networks, and inspired a renewed sense of purpose. The data confirms it: this is a model that works, and its impact is both personal and powerful.

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