

SCGO Hosts Two Successful Networking Events



Matt Booth speaking to area professionals at the SCGO breakfast.



Matt Booth speaks with college students about the importance of goal setting.

Sioux City Growth Organization (SCGO) recently hosted two successful networking events, including an event for local college students and one for corporate supporters.

On March 26 SCGO, along with Connect Iowa, hosted “Kick Start Your Career” at the Sioux City Art Center. Around 100 students from the local colleges attended the event which began with mocktails and appetizers. The evening concluded with a presentation by motivational speaker and trainer Matt Booth. Booth’s presentation “Mattitude” and “What’s in Your Wallet?” emphasized the importance of goal setting and how to achieve your dreams. Booth shared success stories about the power of written goals and looking at them frequently—by carrying them in your wallet. “If you don’t have goals, you will spend your life working to help someone else achieve theirs,” said Booth.

“The networking event was a great way to get acquainted with people in all job fields in Sioux City,” said Kourtney Self, Morningside College student. “Everyone there was helpful and was willing to assist you to get involved in Siouland. It was a great time and the experience was worth far more than words can describe.”

Tiffany Quinze, Assistant Vice President for Student Development at Briar Cliff University added, “The SCGO event was a great opportunity for students to network with local young professionals in a relaxed atmosphere. Our students gained valuable experience in networking and learned strategies for professional goal-setting.”

A second event on March 27 was a breakfast which about 85 SCGO members and corporate leaders attended at the Marina Inn Conference Center. Following time for networking, Booth presented “What is the Value of Your Attitude” which reminded attendees how your attitude creates change and you have the power to choose your attitude. “When it comes to your future, self-awareness is the key to self-improvement,” said Booth.

“Matt’s presentation was a timely reminder that we are not *who we think we are* but rather the much deeper *what we think about*,” said Jim Johnson of Urban Properties/Urban Inc. and an advisory board member for SCGO. “There was a great mix in the room from ‘old guys’ like me to the young professionals that are the future of our community. I walked away from this gathering with a renewed hope for our future here locally. It made my day.”

Booth agreed. “I’ve done seminars and programs all over the world and Siouland is one of my favorite places to speak because participants just seem to get it,” he said. “Sioux City GO does some astonishing stuff. If you have employees that are members of this exceptional young professional’s organization, you appreciate what I’m talking about. If your young employees are not involved, you are missing the boat.”

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