



BP Educational Consultation

5133 E. Kathleen Road, Scottsdale, Arizona 85254 • phone 602-320-1622 • bpierce.edcon@gmail.com

Career Day Episode #821

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Careers: **Screen Print Shop Owner – Brain Olsen**

Graphic Designer – LoLo Siderman

Leaf Brand Candy CEO – Ellia Kassoff

Escrow Officer – Colleen Rock

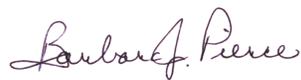
General Synopsis for Episode #821

In this episode of Career Day, young viewers are introduced to 4 different and unique types of interesting careers. Brain Olsen owns LRT – SoCAL **screen print shop** that screen prints and embroiders promotional products. He started learning the business in high school as a way to pay for gas and it has turned into a career after he received a degree in business. Viewers see and learn the screen print process from design to the T-shirt. LoLo Siderman is a **graphic designer** who has loved art since she was young. As an entrepreneur her business is Gypsywing Media that brings products to life by creating websites, clothing design, billboards and uniforms for sports teams and many other things. LoLo suggest that people who are interested in the design business should start sketching on the computer using a graphic design program. **Leaf Brand Candy CEO** Ellia Kassoff sees his career as ‘selling happiness since candy is a fun business’. His candy company makes Jelly Belly jellybeans, Jolly Ranchers and Astro Pops and some new modern candy that makes kids laugh. He shares it is important to have strong business skills to sell their sweet products. **Escrow officer** Colleen Rock plays an important part in a home sale. She acts as a neutral third-party making sure the buyers and sellers are protected. She handles the money and all the paperwork. Colleen shares that writing, math and people skills are important in her job. Career Day facts between each segment provide the young viewers with specific career information to consider as they begin to think and plan for a career.

Observation and Conclusion

In episode #821, young adults will be introduced to passionate professionals whose specific interests started at an early age and have made those interests successful careers. Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.

Sincerely,



Barbara J. Pierce, MA Ed.

Educational Consultant