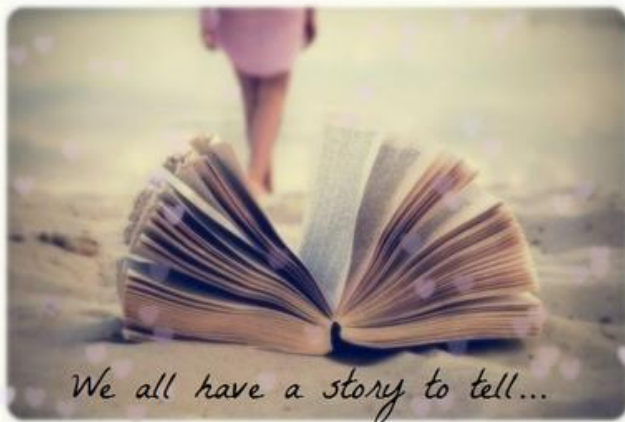
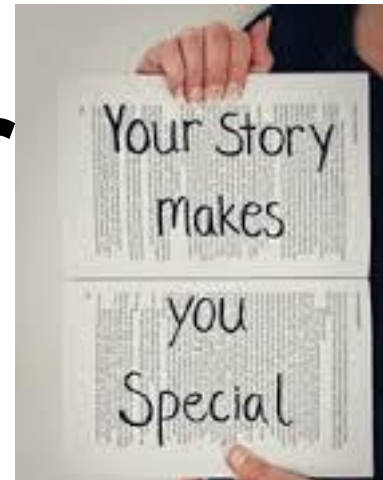


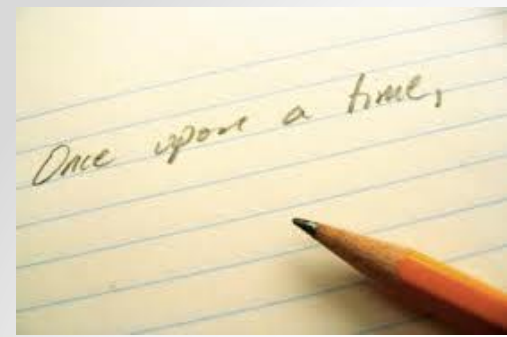


Truth:



your story?

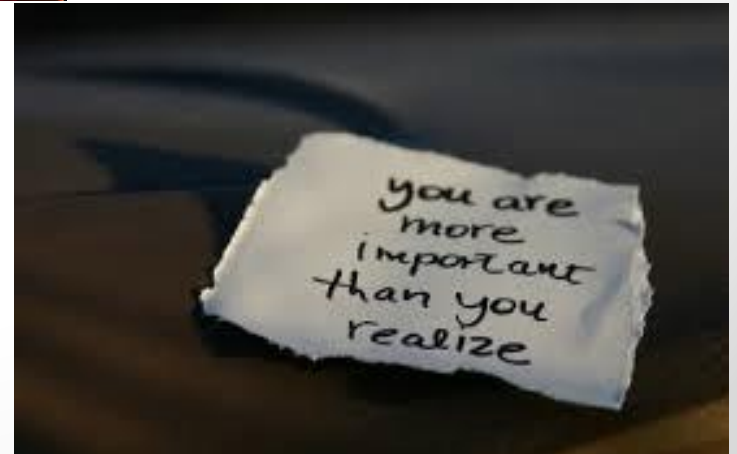




Answer: **How much time do you have?**



My story so far...by Sarah Zapp





INTRODUCTION

- I engage, connect and inspire people as a Curator and Journalist.
- I'm the Curator for IVY (www.ivy.com), a members only social incubator for inspiring people.
- I am also a TV and media host/reporter/producer/writer.
- IVY is a private community that brings together the most inspiring entrepreneurs, innovators, artists, and distinguished professionals. We host private events every two weeks, ranging from art gallery receptions, cocktail parties, speaker series, small dinners, and trips. Together with our digital platform, our members enjoy unparalleled access to extraordinary social, professional, and intellectual experiences.
- I focus on member engagement and creating connections that lead to substantive relationships, experiences and partnerships.



The Early Years...



Iowa



- Born in Davenport, Iowa
- Valencia, Venezuela
- Geneseo, Illinois
- Carrollton, Missouri



More Early Years...

A little about my family...

- Oldest of 3 girls
- Influential female roll models



- **Great Aunt Mary**





HIGH SCHOOL

- I attended Carrollton High School in Carrollton, Missouri





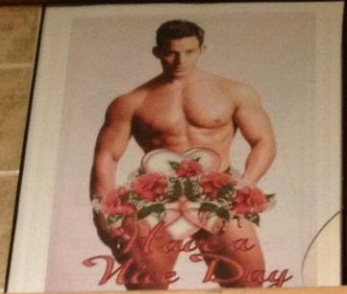
COURT-HOUSE

BANK 21





Put PAPER
in THRASH
CAN
Thank YOU
PATTY



Put PAPER IN
THRASH CAN

Thank YOU
PATTY

HIGH SCHOOL

- As a HS student I was involved in:
- Volleyball
- Basketball
- Track
- Softball
- Speech & Debate
- Musical



Jobs in High School

- Lifeguard
- Babysitting
- Selling Fireworks

HIGH SCHOOL

Things I enjoyed:

- Involved in everything
 - Knew everyone
 - Cruising the square
- Friday night football games
 - Parties in the country

Things I did NOT enjoy

- Nothing to do
- Everyone knows everyone
 - Mom is my teacher
 - HS Girl Drama

HIGH SCHOOL

Fondest Memories:

- Broke High School Record for 1600m
- 1st person since 1927 to qualify for Speech & Debate National championship
- Captain of the Volleyball, Basketball, Track, Speech and Debate Team
 - High School dances

Obstacles/Adversity to Overcome:

- Really strict/conservative parents
 - Girl meanness
- Small town issues
 - Judgement

University of Missouri

Missouri



J-SCHOOL RANKINGS

1. UNIVERSITY OF MISSOURI AT COLUMBIA
Missouri School of Journalism
2. NORTHWESTERN UNIVERSITY
Medill School of Journalism
3. UNIVERSITY OF GEORGIA
Grady College of Journalism and Mass Communication
4. SYRACUSE UNIVERSITY
S.I. Newhouse School of Public Communications
5. ARIZONA STATE UNIVERSITY
Walter Cronkite School of Journalism and Mass Communication
5. COLUMBIA UNIVERSITY
Graduate School of Journalism
7. OHIO UNIVERSITY
E.W. Scripps School of Journalism
8. UNIVERSITY OF FLORIDA
College of Journalism and Communications
9. UNIVERSITY OF MONTANA
School of Journalism
10. LYNDON STATE COLLEGE
Electronic Journalism Arts Department
10. UNIVERSITY OF MARYLAND
Philip Merrill College of Journalism
10. UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
School of Journalism and Mass Communication



University of Missouri

Activities:

- Pi Beta Phi Sorority
- Student Council
- KOMU News Reporter
- Study Abroad in Spain
- Washington D.C.
- Honors College
- Mortar Board, Phi Beta Kappa, Summa Cum Laude

Jobs:

- University Tour Team
Campus Guide
- KOMU News Reporter

First Job:

- Health Reporter KFVS 12
 - #75 Size TV Market
 - Cape Girardeau, MO/Paducah KY, Southern



- Morning/Noon News

Anchor

- KARK (NBC)
- 2:45am wake-up call
- 7:30pm bedtime

Second Job



Boston University



Masters in Communication
Studies

- Host/Reporter/Producer
- CN8, The Comcast Network
 - Boston, MA
 - 11 Million Homes

Third Job

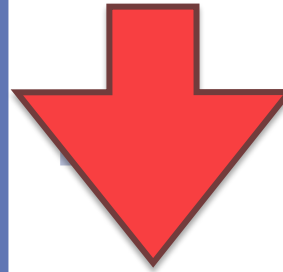


Career Path

Health
News
Reporter



News
Anchor



- #75 Market/Missouri

- #56 Market/Little Rock

Host/Repo
rter/Produ
cer



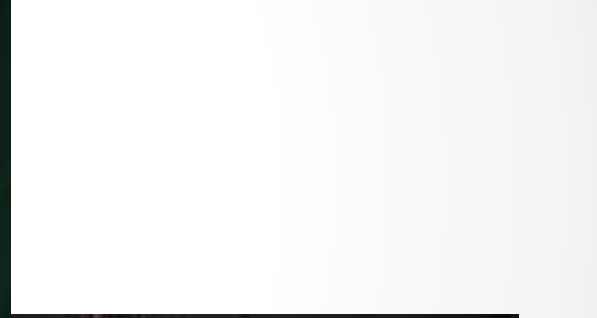
Reporter/
Producer
ReporterP
roducing



-

- #7 Market/ Boston

- #2 Market/Los Angeles









- Curator at Ivy (

CURRENT ROLE

Started 2013 by two Harvard Business School Guys
Start-up mentality

30 Full-time Employees
10,000 members across the US
Avg member age: 32
Inspiring, educated, successful, young professionals

Headquarted in New York:
Los Angeles, San Francisco, Boston, Washington DC, Chicago
2015: Miami, London, Hong Kong

Events Several Times a Month: Movie Screenings, Talk Series, Art Galleries, Happy Hours, Yoga
On-line Platform to communicate
Ivy Benefits Card
j

Alumnus makes deal with 20th Century Fox

Monday, June 30, 2014

The prolific creator of 'Keeping Up With the Kardashians' is working on plot for possible series

BY SAVANNAH TATE
 A&E contributor
 savannah@theoc.com

UCLA alum Sunny Tripathy entered a general meeting at 20th Century Fox to work as a writer for one of the network's television shows. He walked out of the meeting with a green TV development deal. Tripathy and 20th Century Fox agreed that he would produce a comedy series based on his personal and family experiences. Although the show's title and details concerning its premise are still confidential, Tripathy is already working on the pilot script. The show's success depends on whether a network buys the series.

"Originally I was supposed to go in almost just to see if they had any other lower-level writing positions on different shows," Tripathy said. "And through discussion of my family and some of the stories that I was telling them about my family, they actually ended up deciding they wanted to do a TV show deal with me."



BRANDON CHO/FOX NEWS

Tripathy, who graduated from UCLA in 2012, has written and directed three short films for which he received numerous awards. He won the award for best drama and the People's Choice Award at UCLA's Campus MovieFest in 2011 for "Naked Innocence," a film about a young Indian boy who struggles with school bullies and unforgiving parents.

UCLA alum Sunny Tripathy recently reached a television deal with 20th Century Fox. While most of the show's details are undisclosed, Tripathy's series will be based on his personal family experiences. The show shares a common thread with Tripathy's web series "Keeping Up With the Kardashians" but will experiment with new characters and stories.

Tripathy said his experience with stand-up comedy has also been a major source of inspiration for the new show. At age 17, he won NBC's reality television competition "The Contender" on "Tom Cruise."

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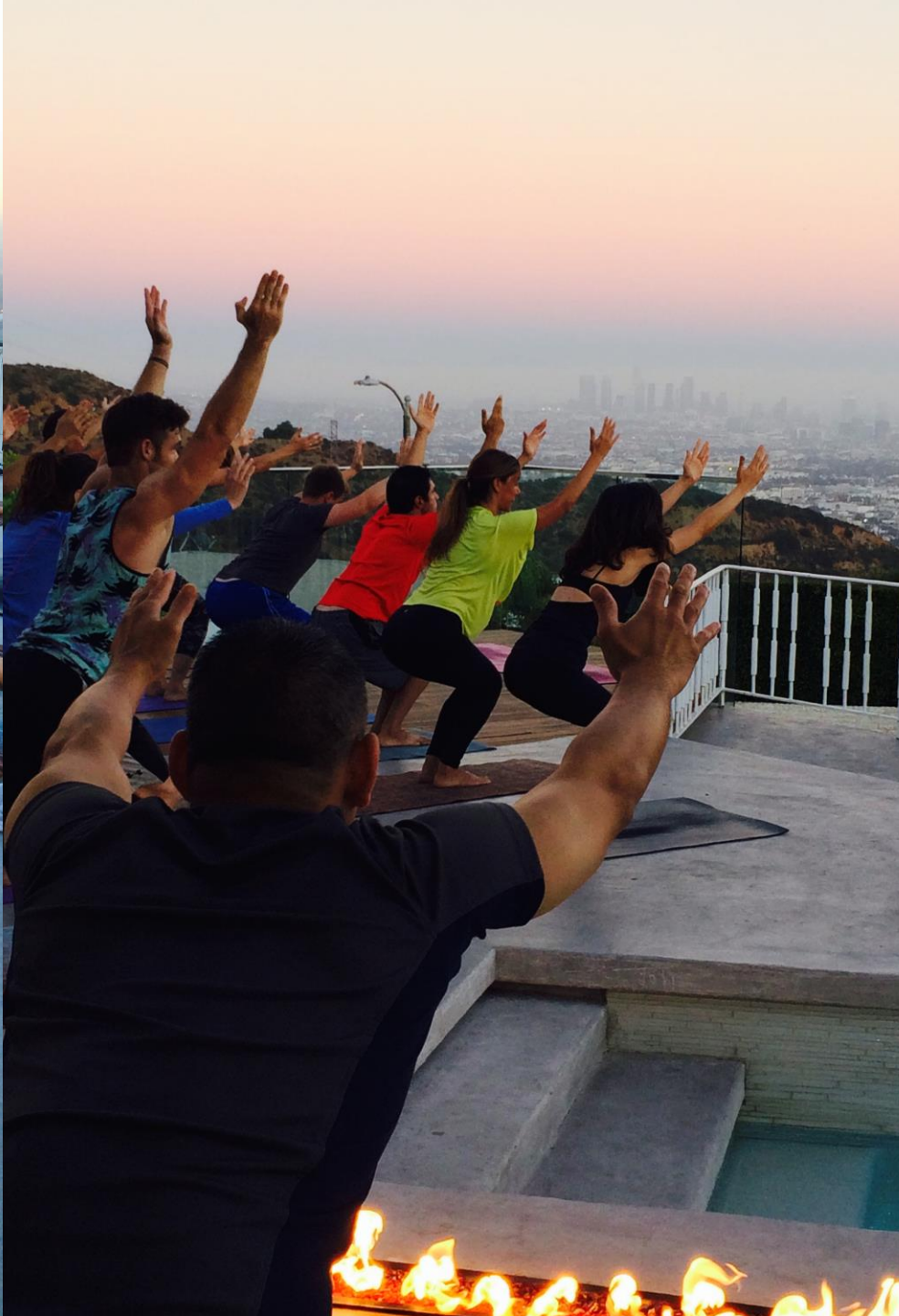
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Career Challenges

- Competitiveness/Cut-throat Culture
- Deadlines
- Going back to graduate school
- Family Commitments
- Relocation Moves
- Work/Life Balance



LAUNT YOUR SPARKLE
INLEASH YOUR SPIRIT

The Show
Must Go On
100% FEARLESS Girl
WE ARE
CONNECTED

Fiercely
Fresh



How to
reinvent
yourself

TIME IS
MONEY

There's no match
for an ORIGINAL

THE
WELL-SPENT



HOW WOULD YOU
LIKE TO SPEND
YOUR DAY?



BIG STAR



Through black...light revealed

HOW TO BECOME A BRAND

- Stop all of your other "brand" efforts. Focus on one thing.
- Master the SHORT FORM (social media posts).
- Master the LONG FORM (podcasts, YouTube).
- Master the SOCIAL MEDIA ASPECT.
- Learn how to write and edit.
- Learn how to edit and master the art of the podcast.
- Learn how to edit and master the art of the video.

LEAN IN

#Friends



FABULOUS
at Every Age

STAY BOLD

MODERN
MUSE

BE AN INSPIRATION



Rule the day
Conquer the night

The Gratitude Meter
Five things we can't stop smiling about this month.



"I WILL LIGHT UP EVERY ROOM
I WALK INTO."

La vie
est belle

Life is beautiful
Choose your own path to happiness.



4 Things Rockstar Steven Tyler Taught Me



A screenshot of a mobile browser displaying a Huffington Post article. The browser's address bar shows 'huffpost.com'. Below the address bar is a notification for 'The Huffington Post' app, which is free and available on the App Store. The article's title is '4 Things Rockstar Steven Tyler Taught Me' by Sarah Zapp, dated 09/12/14. The article features a photo of Steven Tyler wearing sunglasses. At the bottom of the screenshot are social media sharing icons for Facebook, Twitter, Google+, Pinterest, and Email, along with a dark navigation bar with back, forward, and other browser controls.

#1. "Livin on the Edge" Always **lean into an opportunity** you really want to take, even if it seems c

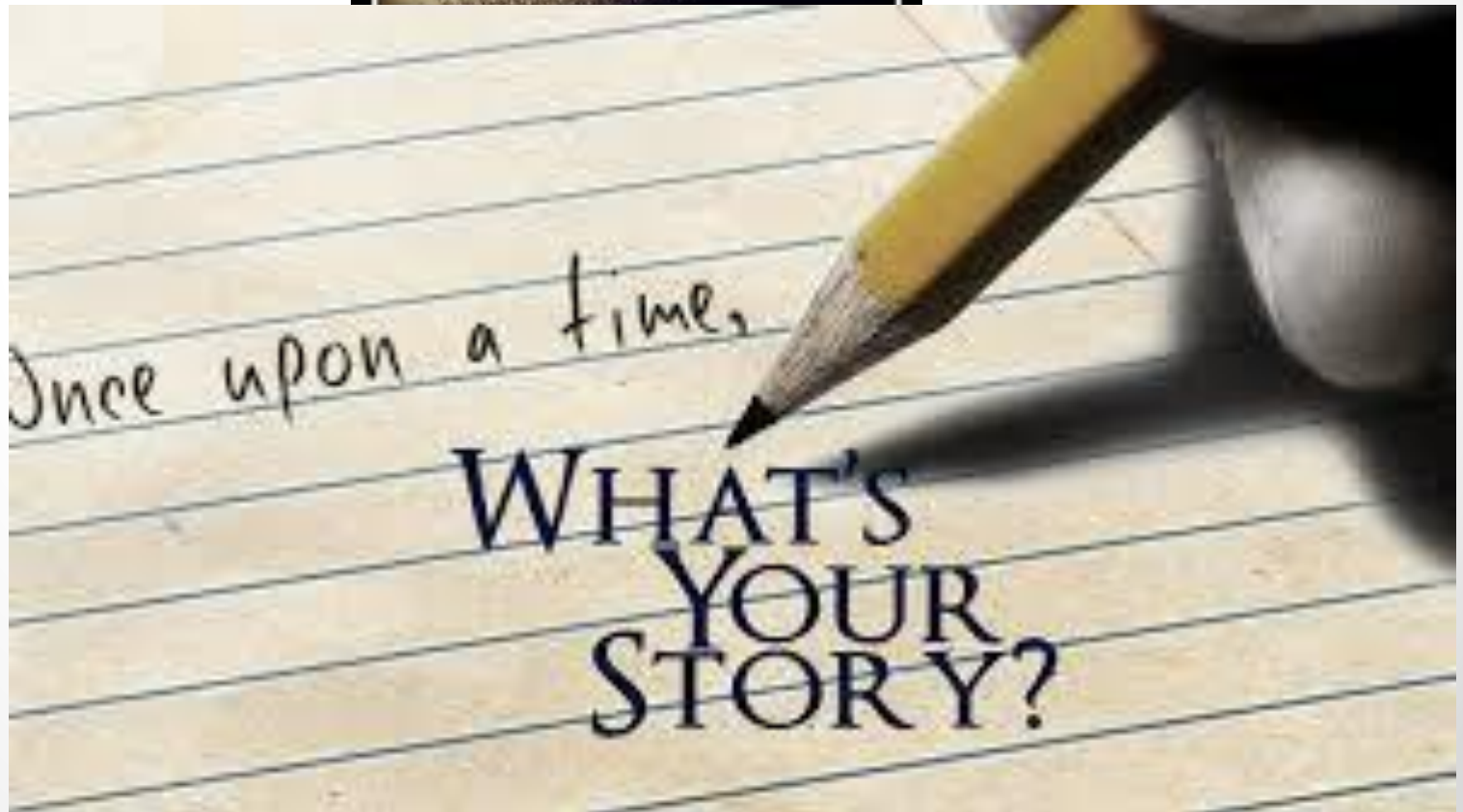
#2. "Walk This Way" I literally walked right past a stranger and engaged. So **add that hop to your**

#3. "Come Together" I was there Saturday night for my girlfriend's birthday. A group of six fabulou

#4. "What It Takes" **Be Nice**. Be Nice. Be Nice. He was so nice! Honestly, he could've done lots of t

Do I know Steven Tyler? Absolutely not. Does he know me? Absolutely not. But I do know I “ Dont





Questions?

Your value
doesn't decrease
based on someone's
inability to see
your worth 