

STRYV365'S 5TH ANNUAL

TRAUMA SYMPOSIUM

BETTER: A COMMITMENT TO GROWTH, HEALING & IMPACT



FRIDAY, SEPTEMBER 18, 2026

9:00 AM-11:30 AM CST

SOUTH SECOND VENUE

838 S 2ND ST. MILWAUKEE, WI

WWW.STRYV365.ORG





Symposium Agenda

8:30 AM - 9:00 AM

**ARRIVAL &
REFRESHMENTS**

9:00 AM - 9:15 AM

**WELCOME &
OPENING REMARKS**
Mayor Cavalier Johnson &
Dr. Brandon Currie

9:15 AM - 9:40 AM

KEYNOTE CONVO #1
LeRoy Butler

9:40 AM - 10:15 AM

**BREAKOUT SESSION #1:
FOCUS: GROWTH & HEALING**
All Guests

10:15 AM - 10:50 AM

**BREAKOUT SESSION #2:
FOCUS: IMPACT ON COMMUNITY**
All Guests

10:50 AM - 11:05 AM

**TOM HURVIS
ACHIEVEMENT AWARD**
Presented by Dr. John Meurer

11:05 AM - 11:30 AM

KEYNOTE CONVO #2
Vin Baker





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Dr. Brandon Currie, PhD



Chief Executive Officer

STRYV365

Dr. Brandon Currie is an athlete, coach, educator, guidance counselor, and community leader whose career reflects a lifelong commitment to youth development and education. A graduate of Brown Deer High School, he went on to attend Butler University, where he became the most celebrated tennis player in school history and was inducted into the Hall of Fame at both Brown Deer and Butler.

Off the court, Dr. Currie earned a Bachelor's Degree in Elementary Education, a Master of Science in School Counseling and Psychology, and a Doctorate in Urban Education. His professional accomplishments include coaching Division I men's tennis, serving as a public school guidance counselor for 10 years, authoring the children's books *Deuce Point* and *You Play What*, and collaborating on three published articles connected to the STRYV365 research study. He also founded and operated the West Indy Racquet Club to serve youth from disadvantaged backgrounds and taught college courses in Foundations of Mental Health Counseling, Psychopathology, and Advanced Diagnosis.

Dr. Currie founded STRYV365 with the belief that building relationships and offering safety to youth is vital in combating childhood trauma.

Special Message



Cavalier Johnson

Mayor of the City of Milwaukee

Mayor Cavalier Johnson has led the City of Milwaukee since December 2021. He won Mayoral elections in 2022 and 2024. He is the first African American elected Milwaukee Mayor.

Mayor Cavalier Johnson has focused on data-driven, solutions-oriented governance, prioritizing public safety, fiscal stability, transportation, housing, jobs, and the well-being of Milwaukee residents. A proud MPS alumnus from kindergarten through high school, Mayor Cavalier Johnson's childhood was spent in some of Milwaukee's most historically disenfranchised neighborhoods. After graduating from Bay View High School, Mayor Johnson earned a bachelor's degree from the University of Wisconsin-Madison and returned home to work for the Milwaukee Area Workforce Investment Board, now Employ Milwaukee.

Before his 2016 election as 2nd District Alderman and 2020 election as Common Council President, he served as a staff assistant in the office of former Mayor Tom Barrett, where he worked with community and faith leaders to find creative solutions to pressing issues facing families.



peak Development

After participating in a **STRYV365 peak development** session, adult participants shared the following insights about our professional development:

85%

training content was **relevant & informative**

90%

sessions were **engaging & interactive**

92%

trainers were **knowledgeable & well-prepared**

Symposium DJ



Shawna Nicols

Official DJ & Producer for the Milwaukee Bucks

Shawna Nicols, known as DJ Shawna, has made her mark on both national and global stages. A former professional athlete, her journey has always been fueled by a lasting passion for music. As her athletic career came to a close, Shawna traded her sports gear for a turntable, blending her two loves—music and sports—into a powerful new path.

Today, she is celebrated as the Official DJ and Producer for the Milwaukee Bucks. Career highlights include energizing the NBA Bubble, setting the vibe for six NBA All-Star games, and sharing in the excitement of an NBA World Championship. Beyond the NBA, Shawna brings her sound to major events such as the NCAA Women's Final Four and the 2020 Ryder Cup. She has also opened for artists including Lizzo, Ani DiFranco, DJ Diesel (Shaq), and Jonas Blue.

Off the stage, Shawna leads the "Dare To Be" clothing line, a reflection of her mantra of boldness and resilience. Through her music, children's book, podcast, and motivational speaking, she spreads love and positivity, proving the transformative power of a positive mindset and inspiring others to chase their dreams.



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STRYV365 PROGRAMMING



peak team is STRYV365's foundational Social Emotional Learning (SEL) program built on STRYV365's proprietary Trauma-informed Resiliency curriculum of the same name. **peak team** offers partners programs and resources that consist of interactive activities designed to build resiliency and support recovery from traumatic life experiences. **peak team** is provided through coaching, mentoring, and is often implemented in educational settings such as the classroom, gym and after-school programs/sports.

CRAFT



CATCH YOURSELF



RELAX



ASSESS



FOCUS



THINK, DECIDE, & ACT

COPE



COMMUNICATION



OFFERING



POSITIVITY



EMPOWERMENT

Keynote Convo #1



LeRoy Butler

Green Bay Packer and Hall of Famer

LeRoy Butler was raised by his mother, Eunice, in Jacksonville's Blodgett Homes housing project. Born severely pigeon-toed, doctors broke bones in both feet when he was eight months old, and he spent much of his childhood in a wheelchair and leg braces. Doctors doubted he would ever walk normally. At age eight, after being knocked from his wheelchair, Butler discovered he could walk—and run.

By 10, he starred on his neighborhood football team. He became a unanimous All-American at Robert E. Lee High School and a consensus All-American at Florida State, where he helped create the famous "puntrooskie."

The Green Bay Packers selected Butler in the second round of the 1990 NFL Draft. During his 12-year career, he earned four All-Pro selections, four Pro Bowls, an NFL 1990s All-Decade Team selection, and a Super Bowl XXXI championship. He entered the Packers Hall of Fame in 2007 and Pro Football Hall of Fame in 2022.

Butler finished with 953 tackles, 38 interceptions, 20.5 sacks, 12 fumble recoveries, and three defensive touchdowns.



The Tom Hurvis Achievement Award

Honoring Vision, Integrity, and Community Impact

STRYV365 is proud to present the Tom Hurvis Achievement Award, an annual recognition created to celebrate the enduring values and leadership exemplified by visionary, entrepreneur, and philanthropist, Tom Hurvis.



Tom Hurvis co-founded Old World Industries, building iconic brands such as PEAK and BlueDEF from the ground up. His career stands as a testament to innovation, strategic thinking, and relentless perseverance. Yet Tom's greatest legacy extends far beyond business. A passionate advocate for education, mentorship, and community development, Tom has invested decades in supporting programs that create opportunity, nurture talent, and empower the next generation. From championing technical training initiatives to fostering partnerships that strengthen communities, his impact has been both broad and deeply personal.

The Tom Hurvis Achievement Award honors these qualities—integrity, vision, resilience, and a steadfast commitment to uplifting others. It reflects Tom's belief that true success lies not only in enterprise but in empowering people and building stronger, healthier communities.

Each year, STRYV365 will present this award to an individual whose life and work embody the same principles that have guided Tom Hurvis throughout his journey. The honoree will be someone who demonstrates innovative leadership, dedication to equity, and an unwavering focus on positive change—values that are embedded into the core of STRYV365's mission to empower youth and strengthen communities.

Through this award, we aim to preserve Tom's legacy, inspire current and future leaders, and reaffirm our collective commitment to service, mentorship, and community transformation.

The Tom Hurvis Achievement Award is more than an honor; it is a call to action—a reminder that lasting impact is achieved by those who combine vision with compassion, and success with service.



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GIVING TUESDAY

DECEMBER 1,
2026

LOCATION:
VIRTUAL



FORE THE KIDS
GOLF OUTING

4TH ANNUAL FORE THE KIDS GOLF OUTING

MONDAY, MAY 17,
2027

LOCATION:
TBD



CONTACT EVENTS@STRYV365.ORG
FOR MORE INFO



STRYV365 IMPACT

13,247

interactions in **peak team**,
STRYVtime, and **RIS programming**

760

interactions in **training + peak**
(professional) development

8,831

intervention + in-school support
interactions

10,545

after-school programming
interactions

33,383

total **programming** interactions for
2025



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Melanie Ricks

Sideline/Digital Reporter,
Milwaukee Bucks

A Milwaukee native, Melanie Ricks is a dynamic sports media personality with over 15 years of experience in entertainment and reporting. Currently, she serves as the Sideline & Digital Reporter for the Milwaukee Bucks, delivering in-depth coverage and fan engagement across all home games. She also hosts the popular podcast, *Nothin' But the Truth*, where she offers insightful commentary on sports and culture.

Melanie's journey with the Bucks began at the age of 12 when she joined the junior dance team. She later danced professionally for the team for four seasons then spent eleven seasons as the in-arena host before moving to the sideline. Her passion for connecting with fans and her vibrant energy have made her a beloved figure in Wisconsin sports media.

Beyond her work with the Bucks, Melanie is a dedicated advocate for youth empowerment and community engagement. She is committed to using her platform to inspire and uplift others, making her a valuable voice in both sports journalism and community development.



HONOR HER LEGACY. EMPOWER OUR EDUCATORS.

Blondell E. Staten

HEART OF TEACHING AWARD

CARING FOR THOSE WHO SHAPE OUR FUTURE.

This \$500 grant is awarded to Milwaukee Public School (MPS) teachers to recognize their dedication, support their well-being, and help them recharge, refocus, and continue making a difference in the lives of students.



\$500 GRANT

Awarded to one
deserving MPS teacher.



OPEN USE

Use the grant for what
matters most to you.



AWARDS GRANTED

Mid-May



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BLONDELL E. STATEN

A LIFETIME OF COMPASSION.

A LEGACY OF SERVICE.

A FUTURE OF IMPACT.



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IS MATCHED.**

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Impact*



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— THANK YOU —

We are deeply grateful to the Greater Milwaukee Foundation for honoring Dr. Brandon Currie and STRYV365 with the **Jackie Herd-Barber Award**.

This prestigious honor affirms the impact of our work and the collective commitment to building a stronger, more resilient **Milwaukee for all**.



ABOUT THE AWARD

The Jackie Herd-Barber Award is an honor created by the Greater Milwaukee Foundation to recognize outstanding members of its Community Adviser and Ambassador Network who deepen relationships and champion a vision of a **"Milwaukee for all."**



Greater Milwaukee
FOUNDATION
greater together

Symposium Artist & Sponsor



Sherrill Knezel

Meaningful Marks

Sherrill Knezel is a graphic recorder, illustrator, art educator, and the founder of Meaningful Marks LLC, based in the Milwaukee, Wisconsin metro area. Through her creative practice, Sherrill uses visuals and the art of graphic recording to uplift voices, highlight key ideas, and amplify the work of nonprofits, educators, and corporate sector clients. Her live visual storytelling helps organizations capture meaningful conversations and spark generative, transformative change within their communities.

In addition to her client work, Sherrill designs and leads engaging visual literacy workshops that empower people of all backgrounds to use simple visuals to increase connection, clarity, and collaboration in their own work and lives. Her belief that images can bridge understanding fuels her mission to make complex ideas more accessible and memorable.

Sherrill is the author of *Heart Speak: A Visual Interpretation of Let Your Life Speak* and a contributing author to *Social Action Stories: Impact Tales for The School & Community*. Through Meaningful Marks, she continues to inspire creativity and meaningful dialogue wherever her pen travels.



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Keynote Convo #2



Vin Baker

NBA Power Forward, NBA Assistant Coach,
Milwaukee Bucks Legend

Vin Baker is a former four-time NBA All-Star, two-time All-NBA performer, Olympic gold medalist, and one of basketball's most compelling stories of resilience and redemption. Selected 8th overall by the Milwaukee Bucks in 1993, Baker quickly became one of the NBA's premier power forwards, earning back-to-back All-NBA honors and averaging over 21 points and 10 rebounds per game at his peak. He also won Olympic gold with Team USA at the 2000 Sydney Games.

After an abrupt trade to the Seattle SuperSonics, Baker faced injuries and addiction battles that impacted his career. But his story didn't end there. He courageously rebuilt his life, returning to the Milwaukee Bucks as an assistant coach and helping the organization win the 2021 NBA Championship.

Today, Coach Baker brings his experience to the Miami Heat as an Assistant Coach, while continuing his work as a speaker, mentor, and advocate.

Baker uses his journey to remind others that growth is always possible and it is never too late to reclaim your story. His message reflects STRYV365's belief in human potential, healing, resilience, and the power of second chances.



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Thank You for Attending

STRYV365 extends our sincere gratitude to Senator Tammy Baldwin, Mayor Cavalier Johnson, and Dr. Deb Kerr, as well as Tom and Ann Hurvis, for their ongoing commitment to our mission. We also thank our event sponsors and community partners whose support makes our programs possible.

Our ability to positively impact the youth in our community is made possible by your financial generosity. If you would like to help advance our mission, please visit our website or contact us at info@stryv365.org.

VISIBILITY + ACCESSIBILITY = OPPORTUNITY



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