Business Conference
October 2011

Theme: From the Classroom to the Boardroom

Thursday, October 6
Thursday, October 6
8 am-9:15 am

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: A Conversation with a Successful BU Entrepreneur
 Presenter: Chet Snavely, President, The Anchor Organization, Inc.
 Location: Bakeless 201

Topic: Developing a Strategic Approach to Leadership
 Presenter: Doug Dyer, VP, Marketing and Public Relations, Pinnacle Health System
 Location: Bakeless 101

Topic: Top 10 Do’s and Don'ts for Starting and Owning a Small Business
 Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc.
 Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc.
 Location: Bakeless 210

Topic: Leading an Entrepreneurial Organization
 Presenter: Nobel 'Bud' Quandel, Chairman & CEO, Quandel Enterprises, Inc. (co-presenting)
 Location: Bakeless 306

Track B: Evaluating and Executing Career Strategies

Topic: Careers in Accounting: Developing a Strategic Approach
 Presenter: Michael Gillespie, Chief Accounting Officer, Hersha Hospitality Trust
 Location: Centennial 245

Topic: From the Classroom to the Boardroom
 Presenter: Jeffrey Stello, President & CEO, MATCOR, Inc. (co-presenting)
 Location: Bakeless 204
Topic: From the Classroom to the “Real World” – Basic Professional Skills for Accountants  
Presenter: Steve Carr, Manager, Kreischer Miller (co-presenting)  
Location: Bakeless 204

Topic: Careers in High Tech: Developing a Strategic Approach  
Presenter: Maria Cannon, VP, Cisco Systems  
Location: Bakeless 207

**Track C: Interviewing in Corporate America**

Topic: Preparing for Corporate Interviews – Showcasing Your Growth Traits  
Presenter: Ed Piatkowski, GM, Corporate Accounts, GE Healthcare  
Location: Bakeless 208

**Track D: You Got the Job! Now What?**

Topic: How to Turn on Your "Professionalism" Once You've Landed the Job  
Presenter: Carissa Anthony, OTG Operations-Large Transactions, Vanguard  
Presenter: Matthew Hoch, Securities Lending, Vanguard  
Location: Bakeless 209

Topic: 5 Career Mistakes I Made in My First Year Out of College  
Presenter: Robert ‘Bob’ Moore, Energy Industry Consultant  
Location: Bakeless 211

Topic: 5 Career Mistakes I Made in My First Year Out of College  
Presenter: John Gross, Partner, PricewaterhouseCoopers (co-presenting)  
Location: Bakeless 306
Thursday, October 6
9:30 am-10:45 am

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: A Conversation with a Successful BU Entrepreneur
Presenter: Chet Snavely, President, The Anchor Organization, Inc. (co-presenting)
Location: Bakeless 102

Topic: What I Needed to Know 30 Years Ago
Presenter: Doug Taylor, President, Taylor Wealth Management (co-presenting)
Location: Bakeless 102

Topic: Leading Change in a 35-Year Old Start-Up
Presenter: Jeffrey Stello, President & CEO, MATCOR, Inc. (co-presenting)
Location: Bakeless 104

Topic: Leadership as a New Employee
Presenter: Justin Noll, Plant Manager, Cherokee Pharmaceuticals (co-presenting)
Location: Hartline G42

Topic: Finding Ways to Add Value to an Organization as a New Employee
Presenter: Jeff Brunozzi, VP, Large Caliber Ammunition Operations, General Dynamics (co-presenting)
Location: Bakeless 306

Topic: Top 10 Do’s and Don'ts for Starting and Owning a Small Business
Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc. (co-presenting)
Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc. (co-presenting)
Location: Bakeless 103
Track B: Evaluating and Executing Career Strategies

Topic: Developing Your Personal Brand
Presenter: Gloria Gerrity, VP-Operation, Geisinger Health System (co-presenting)
Location: SSC 004

Topic: Grow Your Own Way: Explore Careers in Accounting
Presenter: Tom Holly, Partner, PricewaterhouseCoopers (co-presenting)
Location: Centennial 170

Track C: Interviewing in Corporate America

Topic: What You Really Need to Know to Land Your First Job
Presenter: John Gardner, President, Marwood Rest Home (co-presenting)
Presenter: Lindsey Gardner, HR Professional, Philadelphia Museum of Art (co-presenting)
Location: Centennial 103

Topic: You and the Job Interview
Presenter: Tom Mason, Field Product Line Manager, Travelers Insurance (co-presenting)
Location: Bakeless 306

Topic: Interviewing for Accountants
Presenter: Craig Evans, Manager, Kreischer Miller (co-presenting)
Location: Centennial 170

Topic: Preparing for Corporate Interviews – Showcasing your Growth Traits
Presenter: Ed Piatkowski, GM, Corporate Accounts, GE Healthcare
Location: Bakeless 302
Track D: You Got the Job! Now What?

Topic: Using Ones Role to Help Others
Presenter: Brenda Nichols, Sr. VP & CFO, Larson Design Group (co-presenting)
Location: SSC 004

Topic: 5 Career Mistakes I Made in My First Year Out of College
Presenter: Robert ‘Bob’ Lyon, Chairman, President & CEO, Millers Insurance (co-presenting)
Location: Hartline G42

Topic: How to Turn on Your "Professionalism" Once You've Landed the Job
Presenter: Carissa Anthony, OTG Operations-Large Transactions, Vanguard (co-presenting)
Presenter: Matthew Hoch, Securities Lending, Vanguard (co-presenting)
Location: Bakeless 307

Track E: From the Classroom to the Boardroom

Topic: Do's and Don'ts to Working on Wall Street
Presenter: Robert ‘Bob’ Moore, Energy Industry Consultant (co-presenting)
Location: Bakeless 104

Topic: How to Get from the Classroom to the Boardroom
Presenter: Ed Barrett, CFO, Executive VP, VIST Financial (co-presenting)
Location: Bakeless 105

Topic: The Do’s and Don’ts of Making it in the Tech Business
Presenter: Kelly Lewis, President & CEO, TechQuest Pennsylvania (co-presenting)
Location: Bakeless 105
Thursday, October 6
11 am-12:15 pm

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: The REAL Test of Leadership: RESULTS, not Excuses
Presenter: Charlie Ross, President & CEO, Greater Susquehanna Valley Chamber of Commerce (co-presenting)
Location: Bakeless 311

Topic: Leadership as a New Employee
Presenter: Justin Noll, Plant Manager, Cherokee Pharmaceuticals (co-presenting)
Location: Bakeless 311

Topic: Top 10 Do’s and Don'ts for Starting and Owning a Small Business
Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc. (co-presenting)
Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc. (co-presenting)
Location: Bakeless 103

Topic: Developing a Strategic Approach To Leadership
Presenter: Doug Dyer, VP, Marketing and Public Relations, Pinnacle Health System (co-presenting)
Location: Hartline G61

Track B: Evaluating and Executing Career Strategies

Topic: From New Employee to Upper Management: Decisions That Impact Career Growth
Presenter: Jeff Brunozzi, VP, Large Caliber Ammunition Operations, General Dynamics (co-presenting)
Location: Bakeless 211

Topic: A Perspective on Careers in Banking & Finance
Presenter: Alan Dakey, President & CEO, Peoples Neighborhood Bank (co-presenting)
Location: Bakeless 203
Topic: Careers in Accounting: Developing a Strategic Approach  
Presenter: Michael Gillespie, Chief Accounting Officer, Hersha Hospitality Trust (co-presenting)  
Location: Bakeless 203

Topic: Grow Your Own Way: Why PricewaterhouseCoopers  
Presenter: Tom Holly, Partner, PricewaterhouseCoopers (co-presenting)  
Location: Bakeless 107

Topic: Marketing Yourself: A Future Accountant’s Guide  
Presenter: Craig Evans, Manager, Kreischer Miller (co-presenting)  
Location: Old Science 0217

Topic: Thriving in Public Accounting  
Presenter: Steve Carr, Manager, Kreischer Miller (co-presenting)  
Location: Old Science 0217

Track C: Interviewing in Corporate America

Topic: You and the Job Interview  
Presenter: Tom Mason, Field Product Line Manager, Travelers Insurance (co-presenting)  
Location: Bakeless 211

Topic: What You Really Need to Know to Land Your First Job  
Presenter: John Gardner, President, Marwood Rest Home (co-presenting)  
Presenter: Lindsey Gardner, HR Professional, Philadelphia Museum of Art (co-presenting)  
Location: Centennial 103

Track D: You Got the Job! Now What?

Topic: The Opportunity of Your Lifetime  
Presenter: John Braganini, Principal, Great Lakes Companies  
Location: Bakeless 104
Track E: From the Classroom to the Boardroom

Topic: From the Classroom to the Boardroom
Presenter: Jeffrey Stello, President & CEO, MATCOR, Inc. (co-presenting)
Location: Bakeless 107

Topic: Women in Leadership
Moderator: Maria Cannon, VP, Cisco Systems
Presenter: Ira Blake, Sr. VP & Provost, Bloomsburg University of Pennsylvania
Presenter: Gloria Gerrity, VP-Operation, Geisinger Health System
Presenter: Brenda Nichols, Sr. VP & CFO, Larson Design Group
Location: SSC 004
Thursday, October 6
12:30 pm- 2:30 pm

Topic: Keynote Panel Luncheon: From the Classroom to the Boardroom (Full lunch served)
Moderator: Terry Zeigler, President & CEO, Datacap Systems, Inc.
Panelist: John Gross, Partner, PricewaterhouseCoopers
Panelist: Barbara Hudock, Managing Principal & Founding Partner, Hudock Moyer Wealth Resources
Panelist: Joe Jacques, CEO, Jacques Financial
Location: Kehr Union Ballroom

Thursday, October 6
6 pm-8 pm

Event: Networking Event (Hors d'oeuvres and drinks served)
Location: Kehr Union Ballroom
Business Conference
October 2011

Theme: From the Classroom to the Boardroom

Friday, October 7
Friday, October 7
9 am - 9:50 am

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: Top 10 Do’s and Don’ts for Starting and Owning a Small Business
Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc. (co-presenting)
Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc. (co-presenting)
Location: Bakeless 201

Topic: School of Hard Knocks and Experience
Presenter: Doug Taylor, President, Taylor Wealth Management
Location: Bakeless 204

Track B: Evaluating and Executing Career Strategies

Topic: Making Career Decisions in an Uncertain Economy
Presenter: David Williams, President & Chief Executive Officer, Make-A-Wish Foundation of America
Location: Bakeless 306

Topic: Growing Your Career: Developing a Strategic Approach
Presenter: Tom Mason, Field Product Line Manager, Travelers Insurance
Location: Bakeless 102

Topic: Managing Your Career in a Fortune 250 Company
Presenter: Joseph Hilgar, Global Sourcing Manager, Energy and Materials, Air Products and Chemicals, Inc.
Location: Bakeless 107
Track C: Interviewing in Corporate America

Topic: Preparing for Corporate Interviews – Showcasing your Growth Traits
Presenter: Ed Piatkowski, GM, Corporate Accounts, GE Healthcare
Location: Bakeless 310

Track E: From the Classroom to the Boardroom

Topic: Interview to Executive: Fundamentals of Building a Business Identity
Presenter: Chris Shipe, President & CEO, Loudoun Mutual Insurance
Location: Bakeless 105

Topic: Thriving in Public Accounting
Presenter: Steve Carr, Manager, Kreischer Miller
Location: Bakeless 311
Friday, October 7
10 am - 10:50 am

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: Building Your Personal Value-Add Proposition
Presenter: Terry Zeigler, President & CEO, Datacap Systems, Inc.
Location: Bakeless 309

Topic: Competing in the Global Arena
Presenter: Ed Briener, President & CEO, Schramm, Inc.
Location: Bakeless 211

Topic: Top 10 Do’s and Don'ts for Starting and Owning a Small Business
Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc.
Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc.
Location: Bakeless 107

Topic: Finding Ways to Add Value to an Organization as a New Employee
Presenter: Jeff Brunozzi, VP, Large Caliber Ammunition Operations, General Dynamics (co-presenting)
Location: Bakeless 305

Topic: A Conversation with a Successful CPA
Presenter: Chuck Chubb, Managing Director, WTAS LLC (co-presenting)
Location: Bakeless 205

Track B: Evaluating and Executing Career Strategies

Topic: Careers in Accounting: Developing a Strategic Approach
Presenter: Michael Gillespie, Chief Accounting Officer, Hersha Hospitality Trust (co-presenting)
Location: Bakeless 204
Topic: Top Challenges to Leading a Nonprofit Organization  
Presenter: David Williams, President & Chief Executive Officer, Make-A-Wish Foundation of America (co-presenting)  
Location: Bakeless 310

Topic: Top Challenges to Leading in the Accounting Industry  
Presenter: John Gross, Partner, PricewaterhouseCoopers (co-presenting)  
Location: Bakeless 310

Topic: Life by the Numbers: A Career in a Local Public Accounting Firm Then and Now  
Presenter: Eric Cureton, Partner, Alcorn & Cureton, Ltd (co-presenting)  
Location: Bakeless 205

Topic: Growing Your Career: Developing a Strategic Approach  
Presenter: Tom Mason, Field Product Line Manager, Travelers Insurance (co-presenting)  
Location: Bakeless 105

Topic: Managing Your Career in a Fortune 250 Company  
Presenter: Joseph Hilgar, Global Sourcing Manager, Energy and Materials, Air Products and Chemicals, Inc. (co-presenting)  
Location: Bakeless 105

Topic: Grow Your Own Way: Why PricewaterhouseCoopers  
Presenter: Tom Holly, Partner, PricewaterhouseCoopers  
Location: Bakeless 102

Track C: Interviewing in Corporate America

Topic: Interview to Executive: Fundamentals of Building a Business Identity  
Presenter: Anthony Zarzaca, Commercial Sales Manager, North America Lutron Electronics Co., Inc. (co-presenting)  
Location: Bakeless 305

Topic: Interviewing for Accountants  
Presenter: Craig Evans, Manager, Kreischer Miller (co-presenting)  
Location: Bakeless 204

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Track E: From the Classroom to the Boardroom

Topic: How to Get from the Classroom to the Boardroom
Presenter: Mike Kacsmar, Partner, Ernst and Young
Presenter: Mark Thomas, Partner, KPMG
Location: Bakeless 208

Topic: The Do's and Don'ts to Starting in Insurance
Presenter: Chris Shipe, President & CEO, Loudoun Mutual Insurance
Location: Bakeless 301
Friday, October 7
11 am - 11:50 am

Track A: Learning to Add Value: Integrating Knowledge and Practice

Topic: Building Your Personal Value-Add Proposition
Presenter: Terry Zeigler, President & CEO, Datacap Systems, Inc.
Location: Bakeless 305

Topic: Working in a Trillion Dollar Industry: Insurance is More than Sales
Presenter: Chris Shipe, President & CEO, Loudoun Mutual Insurance
Location: Bakeless 310

Topic: Competing in the Global Arena
Presenter: Ed Briener, President & CEO, Schramm, Inc.
Location: Bakeless 311

Topic: Top 10 Do's and Don'ts for Starting and Owning a Small Business
Presenter: Jim Ferraro, CEO, Executive Facilities Services, Inc.
Presenter: Deb Ferraro, CFO, Executive Facilities Services, Inc.
Location: Bakeless 309

Topic: School of Hard Knocks and Experience
Presenter: Doug Taylor, President, Taylor Wealth Management (co-presenting)
Location: Bakeless 207

Track B: Evaluating and Executing Career Strategies

Topic: Marketing Yourself: A Future Accountant’s Guide
Presenter: Craig Evans, Manager, Kreischer Miller (co-presenting)
Location: McCormick 2166
Topic: Managing Your Career in a Fortune 250 Company  
Presenter: Joseph Hilgar, Global Sourcing Manager, Energy and Materials, Air Products and Chemicals, Inc.  
Location: Bakeless 210

Topic: From New Employee to Upper Management: Decisions That Impact Career Growth  
Presenter: Jeff Brunozzi, VP, Large Caliber Ammunition Operations, General Dynamics  
Location: Bakeless 210

Topic: The Do’s and Don’ts of Nonprofit Leadership  
Presenter: David Williams, President & Chief Executive Officer, Make-A-Wish Foundation of America  
Location: Bakeless 301

**Track C: Interviewing in Corporate America**

Topic: Preparing for Corporate Interviews – Showcasing Your Growth Traits  
Presenter: Ed Piatkowski, GM, Corporate Accounts, GE Healthcare  
Location: Bakeless 207

**Track D: You Got the Job! Now What?**

Topic: The Opportunity of Your Lifetime  
Presenter: John Braganini, Principal, Great Lakes Companies  
Location: Bakeless 104

**Track E: From the Classroom to the Boardroom**

Topic: Big 4 Accounting Firms: Panel Session  
Moderator: Richard 'Dick' Baker, Professor (Emeritus), Bloomsburg University  
Presenter: Mike Kacsmar, Partner, Ernst and Young  
Presenter: Mark Thomas, Partner, KPMG  
Presenter: Chuck Chubb, Managing Director, WTAS LLC  
Presenter: Tom Holly, Partner, PricewaterhouseCoopers  
Location: Centennial 201
Topic: How to Get from the Classroom to the Boardroom
Presenter: Michael Gillespie, Chief Accounting Officer, Hersha Hospitality Trust
Location: Bakeless 306

Topic: From the Classroom to the “Real World” – Basic Professional Skills for Accountants
Presenter: Steve Carr, Manager, Kreischer Miller (co-presenting)
Location: McCormick 2166