



# ENTREPRENEURSHIP INSTITUTE CONFERENCE

## Morning Schedule

Session Time	Session									
8:00 AM	<b>Registration and Networking</b> <i>Nazareth Student Center, Latour Ballroom</i>									
8:30 AM – 9:25 AM	<b>Welcome, Sister Mary Persico, IHM</b> President, Marywood University  <b>Opening Keynote: <u>Entrepreneurship as a Driving Force of the American Economy: Its History and Sources of Competitive Drive</u></b>  <b>Dr. Abel Adekola</b> Dean, Jay S. Sidhu School of Business and Leadership, Wilkes University <i>Nazareth Student Center, Latour Ballroom</i>									
9:30 AM – 10:30 AM	<b>Panel Discussion – <u>Early Stage Funding Opportunities</u></b>  <table style="width: 100%; border: none;"> <tr> <td style="width: 25%; text-align: center;"><b>Mike Gildea</b> Pocono Mountain Angel Group</td> <td style="width: 25%; text-align: center;"><b>Carl Witkowski</b> Group Capital</td> <td style="width: 25%; text-align: center;"><b>Kristine Augustine</b> MetroAction</td> <td style="width: 25%; text-align: center;"><b>Bob Thomson</b> Ben Franklin</td> </tr> </table> <i>Nazareth Student Center, Latour Ballroom</i>						<b>Mike Gildea</b> Pocono Mountain Angel Group	<b>Carl Witkowski</b> Group Capital	<b>Kristine Augustine</b> MetroAction	<b>Bob Thomson</b> Ben Franklin
<b>Mike Gildea</b> Pocono Mountain Angel Group	<b>Carl Witkowski</b> Group Capital	<b>Kristine Augustine</b> MetroAction	<b>Bob Thomson</b> Ben Franklin							
10:30AM – 10:45 AM	Relocate to Learning Commons for Breakout Sessions and Workshops									
10:45 AM – 11:40AM Workshops	<u><b>Find Your Battle Cry</b></u>  <b>Mandy Pennington</b> Net Driven  <i>Room 331</i>	<u><b>Idea to Product Sale</b></u>  <b>Jerry Lisman</b> Lisman Holdings  <i>3<sup>rd</sup> Floor Commons</i>	<u><b>Defeating the Enemy Called Average</b></u>  <b>Laura Novakowski</b> 720 Thinking  <i>Room 337</i>	<u><b>Intentional Networking</b></u>  <b>Bob Courtright</b> Courtright and Associates  <b>Marty Wolff</b> Business Builders Show Podcast  <i>Room 206</i>	<u><b>Blow Up Your Brand</b></u>  <b>Kathryn Bondi</b> Posture Interactive  <i>Room 202</i>					
11:50 AM - 12:20 PM Breakout Sessions	<u><b>Patents 101</b></u>  <b>Wendy Koba</b> Esquire  <i>Room 331</i>	<u><b>Startup Reality</b></u>  <b>Maggie Calpin</b> Nibbles and Bits  <b>Sam O'Connell</b> Tunefly  <i>3<sup>rd</sup> Floor Commons</i>	<u><b>7 Social Media Tips to Boost You &amp; Your Biz</b></u>  <b>Diana Scott Shields</b> Fresh Mind Coaching  <i>Room 337</i>	<u><b>Kickstarter</b></u>  <b>Dave Vorozilchak</b> <b>Chris Nash</b> Maxx Bench  <i>Room 206</i>	<u><b>Top Entrepreneur Mistakes</b></u>  <b>Ken Okrepkie</b> Ben Franklin  <i>Room 202</i>	<u><b>BPC Planning</b></u>  <b>BPC Committee Members</b>  <i>2<sup>nd</sup> Floor Conference Room</i>				
12:20 PM – 12:30 PM	Return to Nazareth Student Center for Lunch and Afternoon Program									



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## Afternoon Schedule

Session Time	Session					
12:30 PM - 1:25 PM	<b>Lunch Keynote - <u>Make It Happen Before Lunch: a Simple Guide of Outstanding Success</u></b>  <b>Steve Schiffman</b> Steve Schiffman Consulting  <i>Nazareth Student Center, Latour Ballroom</i>					
1:30PM - 1:45 PM	Relocate to Learning Commons for Workshops and Breakout Sessions					
1:45 PM - 2:40PM  Workshops	<u><b>Find Your Battle Cry</b></u>  <b>Mandy Pennington</b> Net Driven  <i>Room 331</i>	<u><b>Idea to Product Sale</b></u>  <b>Jerry Lisman</b> Lisman Holdings  <i>3<sup>rd</sup> Floor Commons</i>	<u><b>Defeating the Enemy Called Average</b></u>  <b>Laura Novakowski</b> 720 Thinking  <i>Room 337</i>	<u><b>Intentional Networking</b></u>  <b>Bob Courtright</b> Courtright and Associates  <b>Marty Wolff</b> Business Builders Show Podcast  <i>Room 206</i>	<u><b>Blow Up Your Brand</b></u>  <b>Kathryn Bondi</b> Posture Interactive  <i>Room 202</i>	
2:45 PM - 3:15 PM  Breakout Sessions	<u><b>Structure Your Startup</b></u>  <b>Lyz Klein</b> Numberyard  <i>Room 331</i>	<u><b>Startup Reality</b></u>  <b>Maggie Calpin</b> Nibbles and Bits  <b>Sam O'Connell</b> Tunefly  <i>3<sup>rd</sup> Floor Commons</i>	<u><b>7 Social Media Tips to Boost You &amp; Your Biz</b></u>  <b>Diana Scott Shields</b> Fresh Mind Coaching  <i>Room 337</i>	<u><b>Kickstarter</b></u>  <b>Dave Vorozilchak &amp; Chris Nash</b> Maxx Bench  <i>Room 206</i>	<u><b>Top Entrepreneur Mistakes</b></u>  <b>Ken Okrepkie</b> Ben Franklin  <i>Room 202</i>	<u><b>BPC Planning</b></u>  <b>BPC Committee Members</b>  <i>2<sup>nd</sup> Floor Conference Room</i>
3:20 PM - 3:30 PM	Return to Nazareth Student Center for BPC Winner Rocket Pitches					
3:30PM - 4:30 PM	<u><b>BPC Winner Rocket Pitches And Q &amp; A</b></u>  <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <b>Aya Fair Trade</b> <i>Ellen Clauss</i> </div> <div style="width: 20%;"> <b>M &amp; S Biotics</b> <i>Josh Mecca</i> <i>John Strauss</i> </div> <div style="width: 20%;"> <b>Kraken Boardsports</b> <i>Mike Grobinski</i> <i>Dan Lykens</i> </div> <div style="width: 20%;"> <b>AR Enterprise Holdings</b> <i>Alec Ryncavage</i> </div> </div> <i>Nazareth Student Center, Latour Ballroom</i>					
4:30 PM	Conference Networking					