

Conference Morning Schedule

Session Time	Session				
8:30AM	Registration and Networking Peoples Security Bank Theater at Lackawanna College				
9:00AM - 9:40 AM	Welcome, Mark Volk President Lackawanna College Opening Keynote Sybilla Lenz Founder Positive Living By Design				
9:45 AM – 10:25AM Workshops	Build Audience Understanding Through Personas Mandy Pennington Net Driven PSB Theater	Selling On Amazon Jerry Lisman Lisman Holdings Board Room (2 nd Floor)	Cyber Hygiene Marc Gonzalez Site2 Student Lounge	Intentional Networking Bob Courtright Courtright and Associates Marty Wolff Business Builders Show Room G-05	Social Media – Where is it Going? Ryan Hertel Socialocca Room 216
10:30 AM - 11:00 AM Breakout Sessions	Best Practices Through the Eyes of a CPA Terry Jones, CPA Jones Kohanski Board Room (2 nd Floor)	Website Analytics 101 John Megargell Web.com Room 216	Online Reputation Tony Bartocci Posture Interactive PSB Theater	Nutrition as a Competitive Advantage Jordan Galasso FitAF Room 201	Let's Get a Loan Alicia Tompkins Scranton Chamber Room 317
11:05 AM – 11:50 AM	Panel Discussion – Sales is Not a Four Letter Word <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> Cyndi Montigney National Enterprise Account Manager Comcast Business </div> <div style="text-align: center;"> Frank Segarra President/CEO Connexicore </div> <div style="text-align: center;"> Ken Okrepkie Regional Manager Ben Franklin Technology Partners </div> </div>				



Conference Afternoon Schedule

Session Time	Session				
Noon - 1:00 PM	LUNCH – 3 rd Floor Dining Hall Lunch Keynote – Redraw the Lines Chris Satullo Principal Keystone Civic Ventures				
1:15 AM – 1:55AM Workshops	Build Audience Understanding Through Personas Mandy Pennington Net Driven Board Room (2 nd Floor)	Selling On Amazon Jerry Lisman Lisman Holdings PSB Theater	Cyber Hygiene Marc Gonzalez Site2 Room 201	Intentional Networking Bob Courtright Courtright and Associates Marty Wolff Business Builders Show Room 317	Social Media – Where is it Going? Ryan Hertel Socialocca Room 216
2:00 PM - 2:30 PM Breakout Sessions	Best Practices Through the Eyes of a CPA Terry Jones, CPA Jones Kohanski Board Room (2 nd Floor)	Website Analytics 101 John Megargell Web.com Room 216	Online Reputation Tony Bartocci Posture Interactive Room 317	Nutrition as a Competitive Advantage Jordan Galasso FitAF Room 201	Let's Get a Loan Alicia Tompkins Scranton Chamber PSB Theater
2:45 PM - 3:30 PM	Panel Discussion - Business Plan Competition Companies Michele Lehman RAE SLEEVES Dan Lykens Kraken Boardsports Joe Sinclair Solid Dynamics, LLC				
3:30 PM	Conference Networking				

