

Conference Schedule
 Friday, November 18, 2022

Session Time	Session		
8:30AM - 8:55AM	Early Bird Special (Virtual Attendees Only) What is a Brand? (And Why Does It Matter?) Kathryn Bondi Joey Zarcone Posture Interactive		
9:00AM - 9:45AM	Opening Keynote Emotional Intelligence and Entrepreneurship Dr. Stephanie Gresh Assistant Teaching Professor Penn State University World Campus and Wilkes-Barre Campus		
9:50AM - 10:30AM Breakout Session I	Intentional Networking Bob Courtright Courtright & Associates	The Cost of Creating Software, Estimating the Price of Your Idea Joe Halcisak Ranek Technologies	eSports, An Entrepreneur's Dream Teddy Delaney Lackawanna College
10:40AM – 11:25 AM	Panel Discussion Entrepreneurship Through Our Eyes Moderator: Michelle Conway, Alvernia University Jocelyn Sterenchock CAN DO Brianna Florovito Greater Scranton Chamber Shanie Mohamed Greater Wyoming Valley Chamber		
11:30AM - 12:15PM Breakout Session II	Organizational Communication Mandy Pennington Wilkes University	Entrepreneurs Take Risk, They Need to Manage it Too Jeff Roth Jeffrey Roth Insurance	NFTs in EDU, Acronym Soup or Recipe For Success? Katie Hestor Alvernia University
Closing Remarks	Glenn Tyranski McGowan School of Business King's College		