



COLLEGE OF  
BUSINESS, COMMUNICATION,  
AND LEADERSHIP

## 2<sup>nd</sup> Annual Business, Communication, and Leadership Conference: Because You Matter

### “The Future of Work”

**Title Sponsor: Center for Entrepreneurial Leadership, Alvernia University**

**Presentation Partner: Greater Reading Chamber Alliance**

**Thursday, April 18, 2024**

**John R. Post Center at Reading CollegeTowne (401 Penn Street)**

#### **Program Overview**

Morning Coffee & Tea/Continental Breakfast: 8:00am-9:15am

Opening Remarks: Why Leadership? Why Now? 8:45am – 9:15am

Grab-And-Go Lunch: 12:00pm – 1:30pm

Wine & Cheese Networking Event: 3:30pm-5:00pm

Session Block One\*: 9:30am – 10:45am

Session Block Two\*: 11:00am – 12:15pm

Session Block Three\*: 12:30pm – 1:45pm

Session Block Four\*: 2:00pm – 3:15pm

*\*Workshops offered during session block*

**Developing High Performers. Inspiring Action. Delivering Value.**



<b>Time</b>	<b>Location</b>	<b>REGISTRATION &amp; MORNING COFFEE &amp; TEA/CONTINENTAL BREAKFAST 8:00AM – 9:15AM</b>
8:00am-9:15am	PC Lower Level	<b>Registration &amp; Morning Coffee &amp; Tea/Continental Breakfast</b>
<b>Time</b>	<b>Location</b>	<b>OPENING REMARKS WHY LEADERSHIP? WHY NOW? 8:45am – 9:15am</b>
8:45am-9:15am	PC #58	<b>Opening Remarks Why Leadership? Why Now?</b>  Lucine Sihelnik President & CEO Greater Reading Chamber Alliance



Time	Location	<p style="text-align: center;"><b>SESSION BLOCK 1</b> <b>9:30AM – 10:45AM</b></p>
9:30am-10:45am	PC #58	<p style="text-align: center;"><b>SESSION 1A</b> <i>Convener: Dr. Jodi Radosh, Alvernia University</i></p> <p style="text-align: center;"><b>“The Present (and Future) of Podcasting”</b></p> <p style="text-align: center;">A conversation with Jackie Hoffman about the current state of podcasting, as well as what might lie in store for the medium in the future. Fellow podcasters and Alvernia students will provide unique perspectives and experiences, offering insights into launching and hosting podcasts. If you are interested in podcasting and its future, this session is for you!</p> <p style="text-align: center;"><i>Jackie Hoffman</i> AU Executive-In-Residence, formerly Y-102</p> <p style="text-align: center;"><i>Alvernia Student Panelists</i> Sherrin Smith, “No Questions Asked” Podcast Dane Sabarese, “Wolves Weekly” &amp; “401!” Podcasts Kyle Rudart, Communication &amp; Digital Media</p>
9:30am-10:45am	PC #57	<p style="text-align: center;"><b>SESSION 1B</b> <i>Convener: Dr. Jane Brooker, Alvernia University</i></p> <p style="text-align: center;"><b>“Alvernia University Student Entrepreneurs: A Discussion”</b></p> <p style="text-align: center;">Learn from Alvernia University student entrepreneurs as they discuss their entrepreneurial journey, sharing successes, failures, lessons learned, and entrepreneurial advice. There will be a Q&amp;A session to ask those burning questions that you always wanted to ask.</p> <p style="text-align: center;"><i>Jansen McDonald, Moderator</i> K-12 Business Educator &amp; Entrepreneur</p> <p style="text-align: center;"><i>Alvernia Student Entrepreneurs</i> Logan Minford ('24), Wooden Chair Coffee Company Paul Kakos ('25), Kakos Aquascape Emily Sano ('24), Author and Illustrator</p>



<p>9:30am-10:45am</p>	<p>PC #56</p>	<p style="text-align: center;"><b>SESSION 1C</b> <i>Convener: Dr. Alicia Sprow, Alvernia University</i></p> <p style="text-align: center;"><b>“Leadership Case Competition”</b></p> <p>Alvernia students at the graduate and undergraduate levels will participate in a leadership case competition. The students will pitch their leadership project ideas, after which the audience will actively participate in the session by voting for the project they feel is worthy of being funded.</p> <p style="text-align: center;"><i>Dr. Alicia Sprow, Moderator</i> Assistant Professor of Leadership</p> <p style="text-align: center;"><i>Alvernia Student Participants</i> Mikaileigh Baker, MAL Student Alexander Kabrich, Environmental Science Student</p>
<p><b>SESSION BLOCK 1</b> <b>WORKSHOPS</b></p>		
<p>9:30am-10:45am</p>	<p>PC #121</p>	<p style="text-align: center;"><b>PLUG-AND-PLAY DEN/PODCASTING</b></p> <p>Enjoy a hands-on experience in the Plug-and-Play Den that features three separate set designs for content creators (YouTubers, social media strategists, influencers), live streamers (gamers and talk show personalities), and producers looking for creative control and freedom. This is a perfect opportunity for you to create a cutting-edge social media post highlighting today’s conference! And be sure to learn more about our two podcasting studios.</p>
<p>9:30am-10:45am</p>	<p>PC #108 Business Lab</p>	<p style="text-align: center;"><b>BLOOMBERG TERMINAL</b></p> <p>Join us for a demonstration of the world’s most robust platform for business professionals and to learn about its capabilities and three game changing certificates. The Header School of Business provides students access to Bloomberg Terminal, a global icon of progress and the leading platform used by business and financial professionals worldwide. The Bloomberg Terminal provides real-time and historical data, market-moving news, and analytics required to make data informed business and investment decisions!</p>



Time	Location	<p style="text-align: center;"><b>SESSION BLOCK 2</b></p> <p style="text-align: center;"><b>11:00AM – 12:15PM</b></p>
<p style="text-align: center;"><b>11:00am-12:15pm</b></p>	<p style="text-align: center;"><b>PC #58</b></p>	<p style="text-align: center;"><b>SESSION 2A</b> <i>Convener: Dr. Jane Brooker, Alvernia University</i></p> <p style="text-align: center;"><b>“S.O.A.R. to New Heights in AI”</b></p> <p>Immerse yourself in the wonderful world of cybersecurity. Hear from Jarrod Barto, an international leading expert, speaker, and author on cybersecurity and AI as he discusses the dynamic world of cyber security and the use of artificial intelligence in this trillion-dollar industry. He will discuss career opportunities and the benefits (and challenges) of utilizing artificial intelligence in the industry.</p> <p style="text-align: center;"><i>Dr. Scott Ballantyne, Moderator</i> Professor of Business, Alvernia University</p> <p style="text-align: center;"><i>Jarrod Barto, Featured Speaker</i></p> <p>Jarrod Barto is the author of "S.O.A.R. to New Heights: Incident Response of the Future" that addresses Security Orchestration, Automation, and Response and how to develop dynamic responses to threats that impact company operations. He has worked for some of the largest corporations in the pharmaceutical, finance, and retail world over the past two decades.</p>
<p style="text-align: center;"><b>11:00am-12:15pm</b></p>	<p style="text-align: center;"><b>PC #48</b></p>	<p style="text-align: center;"><b>SESSION 2B</b> <i>Convener: Dr. Ryan Lange, Alvernia University</i></p> <p style="text-align: center;"><b>“Spotlight PA: The Future of Community Journalism”</b></p> <p>A discussion of independent journalism in Pennsylvania, focusing on the new Spotlight PA project. Spotlight PA is an independent, nonpartisan, and nonprofit newsroom dedicated to high-quality investigative and public-service journalism about the Pennsylvania state government and urgent statewide issues. The mission of Spotlight PA is to hold powerful public and private forces to account through urgent and compelling investigative and public-service journalism that drives change and strengthens our democracy, the state, and all who live here.</p> <p style="text-align: center;"><i>Dr. Ryan Lange, Moderator</i> Associate Professor of Communication, Alvernia University</p> <p style="text-align: center;"><i>Panelists</i></p> <p style="text-align: center;">Heather Adams, Berks County Project Lead, Spotlight PA Chris Baxter, CEO/President, Founding Editor of Spotlight PA</p>



11:00am-12:15pm	PC #57	<p style="text-align: center;"><b>SESSION 2C</b> <i>Convener: Dr. Alicia Sprow, Alvernia University</i></p> <p style="text-align: center;"><b>“Leadership and the Future of Work”</b></p> <p>Graduates of Alvernia's Master's in Leadership program will share their leadership capstone projects that span four different industries, while also providing their own unique perspectives on leadership as it pertains to the future of work.</p> <p style="text-align: center;"><i>Dr. Alicia Sprow, Moderator</i> Assistant Professor of Leadership</p> <p style="text-align: center;"><i>Panelists: MAOL Alumni</i></p> <p style="text-align: center;">Arleny Pimentel, Parent Engagement Facilitator, Reading School District Dawn Little, Peer Support Specialist, BHT at Horizon House Francisco Pereira Rivera, Sales Manager, The Restaurant Store James Mott, Chief of Support Services, Defense Logistics Agency</p>
<p><b>SESSION BLOCK 2</b> <b>WORKSHOPS</b></p>		
11:00am-12:15pm	PC #55	<p style="text-align: center;"><b>ADOBE CREATIVE CLOUD</b></p> <p>Participants will learn about the various capabilities of Adobe Creative Cloud, including resources for creative projects, such as photography, graphic design, video editing, UX design, drawing and painting, social media, and more.</p>
11:00am-12:15pm	PC #56	<p style="text-align: center;"><b>CAREER DEVELOPMENT WORKSHOP</b></p> <p>Join Paul Whalen, Interim Executive Director of Alvernia University's Office of Career Development, to learn how to accelerate your career by mastering the basics! This is an excellent hands-on workshop designed for individuals looking to advance their careers.</p>

**Grab-And-Go Lunch**  
**12:00pm – 1:30pm**  
**Lower-Level John R. Post Center**



Time	Location	<p style="text-align: center;"><b>SESSION BLOCK 3</b> <b>12:30PM – 1:45PM</b></p>
<p style="text-align: center;"><b>12:30pm-1:45pm</b></p>	<p style="text-align: center;"><b>PC #58</b></p>	<p style="text-align: center;"><b>SESSION 3A</b> <i>Convener: Dr. Alicia Sprow, Alvernia University</i></p> <p style="text-align: center;"><b>“Sustainability and the Future of Work”</b></p> <p>Focusing on the intersection of business, environmental, and social concerns, Case applies a system-wide perspective to sustainability. Sustainability has changed how organizations do business, and Scot Case, an internationally recognized sustainability expert will explain how and what the future holds. Dynamic, entertaining, and thought-provoking, Scot Case will challenge you to think differently!</p> <p style="text-align: center;"><i>Dr. Alicia Sprow, Moderator</i> Assistant Professor of Leadership</p> <p style="text-align: center;"><i>Scot Case, Featured Speaker</i></p> <p>Scot Case is the Vice President of Corporate Social Responsibility and Sustainability at the National Retail Federation. He has worked with organizations such as the White House, World Bank, large publicly traded and private-sector companies, and federal, state, and local governments from around the world. Case has published dozens of articles and case studies, testified before Congress, and been quoted broadly in mainstream media.</p>
<p style="text-align: center;"><b>12:30pm-1:45pm</b></p>	<p style="text-align: center;"><b>PC #48</b></p>	<p style="text-align: center;"><b>SESSION 3B</b> <i>Convener: Dr. Caroline Fitzpatrick, Alvernia University</i></p> <p style="text-align: center;"><b>“The Future of Publishing”</b></p> <p>According to Grand View Research’s Market Analysis Report, the global book market is worth an estimated \$144 billion. The United States, the largest book market in the world, is expected to reach a \$45 billion value by 2030. While the most popular book format is still print, e-books and audiobooks are growing in popularity. Join our panel of authors and publishers who will discuss independent versus traditional publishing paths, print-on-demand versus inventory, multiplatform publishing, AI, and other pressing issues.</p> <p style="text-align: center;"><i>Dr. Caroline Fitzpatrick, Moderator</i> Professor of Communication</p> <p style="text-align: center;"><b>Panelists</b></p> <p style="text-align: center;">Lee Bukowski, <i>Author of A Week of Warm Weather</i> (Spark Press) Catherine Johnson, Publishing Sales Representative (W.W. Norton &amp; Company) Tracy Slonaker, <i>Author of The Angelmen Series</i> (Independent Publishing) Joseph Swope, <i>Author of Dark Age Monarch: The Reign of King Arthur</i> (Black Rose Writing)</p>



12:30pm-1:45pm	PC #57	<p style="text-align: center;"><b>SESSION 3C</b> <i>Convener: Dr. Jane Brooker, Alvernia University</i></p> <p style="text-align: center;"><b>“The Future of Work: Roundtable Discussion”</b></p> <p>Immerse yourself in discussions related to specific business areas about the future of work. Join leading experts in a round-table format to discuss issues within specific areas, with time for audience questions. Join us for this engaging "speed-dating event" where you switch tables once every 15 minutes, with a group Q&amp;A to conclude the session.</p> <p style="text-align: center;"><i>Dr. Jane Brooker, Moderator</i> Assistant Professor of Business</p> <p style="text-align: center;"><b><i>Business Areas &amp; Experts</i></b> Entrepreneurship: Jansen McDonald, K-12 Business Educator Sales: Mike Huben, Assistant Professor of Sales, Bloomsburg University Insurance: David Buono, Deputy Insurance Commissioner Sport Management/Marketing: Kris Bellanca, Head Alvernia University Wrestling Coach</p>
<p><b>SESSION BLOCK 3</b> <b>WORKSHOPS</b></p>		
12:30pm-1:45pm	PC #121	<p style="text-align: center;"><b>PLUG-AND-PLAY DEN/PODCASTING</b></p> <p>Enjoy a hands-on experience in the Plug-And-Play Den that features three separate set designs for content creators (YouTubers, social media strategists, influencers), live streamers (gamers and talk show personalities), and producers looking for creative control and freedom. This is a perfect opportunity for you to create a cutting-edge social media post highlighting today’s conference! And be sure to learn more about our two podcasting studios.</p>
12:30pm-1:45pm	PC #108 Business Lab	<p style="text-align: center;"><b>BLOOMBERG TERMINAL</b></p> <p>Join us for a demonstration of the world’s most robust platform for business professionals and to learn about its capabilities and three game changing certificates. The Header School of Business provides students access to Bloomberg Terminal, a global icon of progress and the leading platform used by business and financial professionals worldwide. The Bloomberg Terminal provides real-time and historical data, market-moving news, and analytics required to make data informed business and investment decisions!</p>





Time	Location	<b>SESSION BLOCK 4</b> <b>2:00pm – 3:15pm</b>
2:00pm- 3:15pm	PC #58	<p style="text-align: center;"><b>SESSION 4A</b> <i>Convener: Dr. Ryan Lange, Alvernia University</i></p> <p style="text-align: center;"><b>“The Future of Social Media Marketing”</b></p> <p>Social media managers across many different fields discuss the current state and future outlook for social media marketing. We will discuss ongoing trends and possible new directions for social media marketing in a rapidly changing online environment.</p> <p style="text-align: center;"><i>Dr. Ryan Lange, Moderator</i> Associate Professor of Communication</p> <p style="text-align: center;"><i>Panelists</i></p> <p style="text-align: center;"><i>Nathan Allebach</i> Creative Director, Allebach Communications (AdWeek Top 100 Creative)</p> <p style="text-align: center;"><i>Dion Thorpe (AU '22, Communication)</i> Social Media and Marketing Coordinator, Baltimore County Bar Association</p> <p style="text-align: center;"><i>Justin Herforth (AU '18, Communication)</i> Social Media and Content Marketing Coordinator, Elizabethtown College</p> <p style="text-align: center;"><i>Jarred Merriweather (AU '15, Communication)</i> Senior Digital Marketing Specialist, Johnson Controls</p> <p style="text-align: center;"><i>Megan McCue (AU '13, Communication &amp; English)</i> PR Specialist, New Jersey State Policy Lab at Rutgers University</p>



<p>2:00pm- 3:15pm</p>	<p>PC #48</p>	<p style="text-align: center;"><b>SESSION 4B</b> <i>Convener: Don Schalk, Alvernia University</i></p> <p style="text-align: center;"><b>“Future of Work: The CEO Perspective”</b> A current discussion with local, successful CEOs concerning the Future of Work. The CEO panel will discuss technology and its related impacts on labor, jobs, and the way work will be done in the future.</p> <p style="text-align: center;"><i>Don Schalk, Moderator</i> Professional Specialist Faculty, Alvernia University</p> <p style="text-align: center;"><i>Panelists</i> Shawn Latta, Partner, Nuclei Data Chuck Holder, Entrepreneurs' Connection Daniel B. Laws, Jr., DaBrian Marketing George Gerhart, Gerhart Pest Control</p>
<p>2:00pm- 3:15pm</p>	<p>PC #57</p>	<p style="text-align: center;"><b>SESSION 4C</b> <i>Convener: Dr. Alicia Sprow, Alvernia University</i></p> <p style="text-align: center;"><b>“Leadership is Timeless: A Review of Situational Leadership Across Industry”</b> This session is a panel discussion by students in Alvernia's Ph.D. Program. Topics discussed include “Technology Advancements” by Jessica Whitmore; “Navigating Crises” by Kathleen Murney; “Working Conditions” by Michelle Conway; and “Teamwork” by Brittany Sparrow. Dr. Spencer S. Stober, Professor of Leadership Studies and Biology will moderate the discussion.</p> <p style="text-align: center;"><i>Dr. Spencer Stober, Moderator</i> Professor of Leadership Studies and Biology</p> <p style="text-align: center;"><i>Doctoral Student Panelists</i> Jessica Whitmore, MA, Research and Grants Director, DAZA Development Kathleen Murney, MBA, LtCol U.S. Marine Corps (Ret.) Michelle Conway, MBA, Executive Director of Student &amp; Client Service, O’Pake Institute Brittney Sparrow, MEd, MTSS Program Instructional Coach, Pottstown School District</p>



**SESSION BLOCK 4  
WORKSHOPS**

**ADOBE CREATIVE CLOUD**

Participants will learn about the various capabilities of Adobe Creative Cloud, including resources for creative projects, such as photography, graphic design, video editing, UX design, drawing and painting, social media, and more.

**2:00pm-  
3:15pm**

**PC #55**

**CAREER DEVELOPMENT WORKSHOP**

Join Paul Whalen, Interim Executive Director of Alvernia University's Office of Career Development, to learn how to accelerate your career by mastering the basics! This is an excellent hands-on workshop designed for individuals looking to advance their careers.

**2:00pm-  
3:15pm**

**PC #56**

**Wine and Cheese Networking Event  
3:30pm – 5:00pm  
Upper-Level John R. Post Center**