



**Inaugural Business, Communication, and Leadership Conference
“Because You Matter”**

Date: Wednesday, April 19, 2023

Location: Reading CollegeTowne, 401 Penn Street (lower lobby)

START	END	SESSION	PANELISTS & INFORMATION
8:00am	8:45am	Continental Breakfast	
8:50am	9:00am	Welcome Message	<p>Dr. Travis A. Berger, Dean College of Business, Communication, and Leadership</p>
9:05am	9:55am	Environmental, Social, and Governance (ESG) Hot Topics	<p>SESSION ORGANIZER Dr. Jane Brooker Assistant Professor of Business Alvernia University</p> <p>MODERATOR Donald Schalk MBA Director & CEL Programs Alvernia University</p> <p>PANELISTS Mrs. Mary Ann Grena Manley Founder and President 15E Communications</p> <p>Dr. Frank Farina Lecturer in Accounting Susquehanna University</p> <p>Scot Case Vice President, Corporate Social Responsibility and Sustainability, National Retail Federation</p>



10:10am	11:00am	Wicked Problems of Sustainable Development	<p>SESSION ORGANIZER Dr. Alicia Sprow (Alumni) Coordinator of Master of Arts in Leadership Program Alvernia University</p> <p>MODERATOR Spencer Stober Ed.D. Professor of Leadership Studies and Biology Alvernia University</p> <p>PANELISTS Dr. Mahsa Kazempour Associate Professor of Science Education Penn State University, Berks Campus</p> <p>Dr. David Osgood Professor of Biology and Department Co-Chair Albright College</p> <p>Dr. Chris Williams Associate Provost Academic Director for the Office of Sustainability, University of Delaware</p>
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<p>11:15am</p>	<p>12:05pm</p>	<p>Culture Coalition</p>	<p>MODERATORS Adonis Fleming (Alumni) Project Manager of Community Impact & Engagement O’Pake Institute</p> <p>Lizette Epps (Alumni) Executive Director, Financial Services/Operations O’Pake Institute</p> <p>PANELISTS Dr. Rodney S. Ridley VP of Research, Economic Development & Innovation COO, O’Pake Institute Dean, College of STEAM Alvernia University</p> <p>Violet Emory (Alumni) Executive Director Berks Latino Workforce Development Corporation</p> <p>English Bradley Administrative Manager, BCTV Organization Culture Coalition Arts & Culture Chair</p> <p>David Hunter Executive Director Berks County Planning Commission</p>
<p>12:10pm</p>	<p>12:15pm</p>	<p>Lunch Welcome</p>	<p>Dr. Mary Ellen Wells Interim Provost</p>
<p>12:10pm</p>	<p>1:20pm</p>	<p>Lunch</p>	



<p>1:25pm</p>	<p>2:15pm</p>	<p>The Future of Work</p>	<p>SESSION ORGANIZAER Dr. Jane Brooker Assistant Professor of Business Alvernia University</p> <p>MODERATOR Dr. Beth Berret, SHRM Associate Professor</p> <p>PANELISTS</p> <p>Virginia Thress (Alumni) Lead Human Resources Business Partner Paragon HR Consulting</p> <p>Beth Stepien (Alumni) H.R. Business Partner Amazon</p> <p>Eric Madurki (Alumni) Deputy Chief Executive Officer Greystone Park Psychiatric Hospital/NJ Dept of Health</p> <p>John Dynesko (Alumni) Director, Global Data Governance & Operations Pfizer</p>
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<p>2:30pm</p>	<p>3:45pm</p>	<p>AI: Friend or Foe? The Future of Marketing</p>	<p>SESSION ORGANIZER/MODERATOR Dr. Jodi Radosh Associate Professor of Communication Alvernia University</p> <p>PANELISTS</p> <p>Amy Klatt (Alumni) Chief Marketing Officer Herbein & Company Inc.</p> <p>Nicole Kantor (Alumni) Owner & Senior Marketing Director Saas Marketing Consulting Company</p> <p>Sarah Matarella (Alumni) Communications Specialist Alvernia University</p> <p>Ryan Lineaweaver (Alumni) Social Media Specialist, H&K Equipment Group President, Wyomissing Borough Communications Director, Reading United AC</p>
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4:00pm	5:15pm	Revitalization Without Replacement: Where Do We Start	<p>SESSION ORGANIZER Dr. Alicia Sprow (Alumni) Coordinator of Master of Arts in Leadership Program Alvernia University</p> <p>MODERATOR Mr. Rick Shoyer President BCONE</p> <p>PANELISTS Bethany Ayers-Fisher (Alumni), Sustainability Manager City of Reading</p> <p>Mrs. Kim Murphy President Berks Nature</p>
5:20pm	5:30pm	Closing Remarks	<p>Dr. Glynis Fitzgerald President-Elect</p>
5:30pm	6:30pm	BCONE Wine and Cheese Reception	