



COLLEGE OF
**BUSINESS, COMMUNICATION,
AND LEADERSHIP**

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

Developing High Performers. Inspiring Action. Delivering Value.

10:10am	11:00am	Wicked Problems of Sustainable Development	<p>SESSION ORGANIZER Dr. Alicia Sprow Coordinator of Master of Arts in Leadership Program Alvernia University</p> <p>MODERATOR Dr. Spencer S. Stober 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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11:15am	12:05pm	Cultural Coalition	<p>MODERATORS Adonis Fleming Project Manager of Community Impact & Engagement 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 Executive Director Berks Latino Workforce Development Corporation</p> <p>English Bradley Administrative Manager, BCTV Organization</p> <p>David Hunter Executive Director Berks County Planning Commission</p>
12:10pm	12:15pm	Lunch Welcome	Dr. Mary Ellen Wells Interim Provost
12:10pm	1:20pm	Lunch	

1:25pm	2:15pm	The Future of Work	<p>SESSION ORGANIZAER Dr. Jane Brooker Assistant Professor of Business Alvernia University</p> <p>MODERATOR Dr. Beth Berret, SHRM Associate Professor</p> <p>PANELISTS Beth Stepien H.R. Business Partner Amazon</p> <p>Eric Madurki Deputy Chief Executive Officer Greystone Park Psychiatric Hospital/NJ Dept of Health</p> <p>Julie Budzik Manager, People and Culture Fetch by the Dodo</p>
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2:30pm	3:45pm	Artificial Intelligence	<p>SESSION ORGANIZER/MODERATOR Dr. Jodi Radosh Associate Professor of Communication Alvernia University</p> <p>PANELISTS Amy Klatt Chief Marketing Officer, Herbein & Company Inc.</p> <p>Nicole Kantor Owner & Senior Marketing Director Saas Marketing Consulting Company</p> <p>Ryan Lineweaver Social Media Specialist H&K Equipment Group Director of Communication, Reading United AC Wyomissing Borough Council, President</p> <p>Sarah Matarella Communications Specialist, Alvernia University</p>
4:00pm	5:15pm	Revitalization Without Replacement: Where Do We Start	<p>SESSION ORGANIZER Dr. Alicia Sprow Coordinator of Master of Arts in Leadership Program Alvernia University</p> <p>MODERATOR Mr. Rick Shoyer President BCONE</p> <p>PANELISTS Bethany Ayers-Fisher Sustainability Manager City of Reading</p> <p>Mrs. Kim Murphy President Berks Nature</p>



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5:20pm	5:30pm	Closing Remarks	Dr. Glynis Fitzgerald President-Elect
5:30pm	6:30pm	BCONE Wine and Cheese Reception	