

WILKES-BARRE CONNECT CONFERENCE

NOVEMBER 17TH-19TH

WILKES-BARRE, PA

Transforming a coal region into
a hub of innovation.

FEATURING:



THE
SUPERFAN
COMPANY

Schould

IBM

Microsoft

PA

THE UNIVERSITY OF
SCRANTON

UNITED STATES
POSTAL SERVICE

MAGA
DESIGN

SOLVE

pennsylvania
DEPARTMENT OF EDUCATION

www.WBConnectConference.com

WILKES-BARRE CONNECT CONFERENCE: MONDAY, NOVEMBER 18TH

7:00: BREAKFAST & REGISTRATION

Get here early, grab some coffee and breakfast and set yourself up for a great first day of the conference!

8:00: WILKES-BARRE CONNECT CONFERENCE WELCOME:

The Wilkes-Barre Connect & Chamber Team, featuring Joseph Boylan, **Executive Director of Wilkes-Barre Connect**

8:15: KEYNOTE: WHY NORTHEASTERN PENNSYLVANIA?

Gerald Durling, **IndependentWrestling.TV**
Nicole Farber, **ENX2 Marketing**
Ryan Hertel, **Socialocca**
Kris Jones, **Special Guest App**

Helen Lavelle, **Lavelle Strategy Group**
Chris Nash, **LSEO**
Holly Pilcavage, **Coal Creative**



8:55: MORNING SESSION BREAK



TRACK: CONNECT

9:00: **KEYS TO NETWORKING**
Anthony Melf, **PA CareerLink**
Remington Sweeney, **PCC Aerostructures**
Tara Siegel, **Lewith & Freeman**



TRACK: ELEVATE

9:00: **FIND YOUR PASSION**
Helen Lavelle, **Lavelle Strategy Group**
Nicole Farber, **ENX2 Marketing**



TRACK: INNOVATE

9:00: **BOOTSTRAPPING: LAUNCHING YOUR BUSINESS**
Bryan Hunsinger, **Mobiniti**
Natalie Lynn, **Counterpart Kombucha**
Brian Stanchak, **BDS Agency**
Tom Comerota, **Dental Stores**



TRACK: ACCELERATE

9:00: **PODCAST: THE HUDDL PROJECT OF NEPA**
Tony Monteleone, **Serial Entrepreneur**
Learn about an amazing new project set to launch, featuring the personal stories of NEPA.

NETWORKING BREAK

10:30: **IMPORTANCE OF STUDENT ENGAGEMENT**
Camaryn Lokuta, **PSU**
Mike Gombita, **Misericordia**
Denis Kennedy, **King's**
Mariah Curtis, **Wilkes**
Nick Insinga, **LCCC**

10:30: **DEVELOPING A SUCCESSFUL CULTURE**
Maura Smith, **Pepperjam**
Patrick Endler, **Borton Lawson**

10:30: **BUILDING A GENOMICS ENABLED LEARNING HEALTH SYSTEM**
David H. Ledbetter, PhD, **FACMG**
Christa L. Martin, PhD, **FACMG**

10:30: **PODCAST: THE MIT SOLVE TEAM**
Dr. Alexander Dale, **MIT SOLVE**
Hear about MIT SOLVE and their quest to find innovation and solutions to global challenges.

NETWORKING BREAK



12:00: **LUNCH: FEATURED SPEAKER**
Ashleigh Axios, **Obama White House**



1:00: **CIVIC ENGAGEMENT**
Paige Cognetti, **Mayor of Scranton Campaign**
Cassandra Coleman, **America250PA Campaign**

1:00: **ELEVATING OUR QUALITY OF LIFE**
Zubeen Saeed, **Building Blocks**
Lisa Urbanski, **Brighter Journeys**
Lynn Biga, **LC HeadStart**
Ginny Crane, **Junior Achievement**

1:00: **MANUFACTURING IN NORTHEAST PA**
Ian Robson, **American Paper Bag**
Steve Willison, **ON Semi**
Rich Kosik, **Itoh Denki**

1:00: **PODCAST: BREWERS OF NORTHEAST PA**
Fred Maier, **SBC**
TBD
Learn about the history and current day production of beer in Northeast PA.

NETWORKING BREAK

2:30: **YOUNG LEADERS SHAPING OUR COMMUNITY**
Will Beekman, **SMG**
Sara Peperno, **Northeast Sight Services**
Jesse Ergot, **NeighborWorks of NEPA**

2:30: **BRANDING—ARE YOU IN?**
Holly Pilcavage, **Coal Creative**
Helen Lavelle, **Lavelle Strategy Group**
Kate Bondi, **Posture Interactive**

2:30: **ATTRACTION MARKETING STRATEGIES**
Teri Ooms, **The Institute**
John Augustine, **Penn's Northeast**
Jim Cummings, **Mericle**
Christine Jensen, **PA CareerLink**

2:30: **PODCAST: CONNECT PITCH PARTICIPANTS**
Jennifer Ciarimboli, **StudioBE**
Ced Funches, **Schooold.com**
Amboi Okugo, **A Frugal Athlete**

3:30: **AFTERNOON SPEAKER**
Ced Funches, **Co-Founder, Schooold.com**

NETWORKING BREAK

5:00: **DINNER: FEATURED SPEAKER**
Dr. Alexander Dale, **Senior Sustainability Officer, MIT SOLVE**

WILKES-BARRE CONNECT PITCH—LIVE! Hosted by Ken Okrepkie, Ben Franklin Technology Partners

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8:00: WILKES-BARRE CONNECT CONFERENCE WELCOME:
The Wilkes-Barre Connect & Chamber Team, featuring Joseph Boylan, **Executive Director of Wilkes-Barre Connect**

8:15: KEYNOTE: WOMEN LEADING INNOVATION
Abby Downing, **The Superfan Company**
Julie Anixter, **Maga Design Group**
Vicki Stephen, **US Postal Service**
Margaret Price, **Microsoft**
Elizabeth Kiehner, **IBM**



8:55: MORNING SESSION BREAK



TRACK: CONNECT

9:00: THE FUTURE OF SOCIAL MEDIA
Ryan Hertel, **Socialocca**
Taylor Hubiak, **Socialocca**
Matthais Claflin, **Socialocca**
Camaryn Lokuta, **Socialocca**



TRACK: ELEVATE

9:00: FAMILY BUSINESS: THE NEXT GENERATION
John Henry, **Martz Group**
Mary Kate Henry, **McCarthy Tire**
Fred Maier, **SBC**
Mallory Nobile Strubeck, **SBC**



TRACK: INNOVATE

9:00: HOW TO RAISE CAPITAL
Kris Jones, **KBJ Capital**
Chris Nash, **LSEO**
Ken Okrepkie, **Ben Franklin Technology Partners**



TRACK: ACCELERATE

9:00: PODCAST: THE US POSTAL INNOVATION TEAM
Vicki Stephen, **USPS**
Heather Snead, **USPS**
Learn about how the USPS is transforming the way it utilizes technology.

NETWORKING BREAK

10:30: FINDING THE RIGHT JOB IN NORTHEAST PA
Regina Corchado, **King's**
Ashley Sciochitano, **Adidas**
Stephanie Sklaney, **CVS Caremark**
Jen Hunsinger, **Mobiniti**

10:30: PERSONAL EMPOWERMENT
Holly Pilcavage, **Coal Creative**
Dr. Christine Kiesinger, **CEK Communications**

10:30: NAVIGATING THE NEPA STARTUP COMMUNITY
Jocelyn Sterenchock, **CANBE**
Aaron Whitney, **Greater Scranton Chamber**
Joseph Boylan, **Wilkes-Barre Connect**

10:30: PODCAST: DIGITAL MAPPING WITH MAGA DESIGN
Julie Anixter, **Maga Design**
Ryan Newill, **Maga Design**
Learn about the process and benefits of mapping your project and community.

NETWORKING BREAK



12:00: FEATURED EVENT: AMERICA250PA DEIC FINALS—LIVE!
Featuring (invited): Governor Tom Wolf, Secretary Rivera, and Megan Brennan, US Postmaster General



1:00: ESTABLISHING AN INTERNSHIP PROGRAM
Carl Witkowski, **Berkshire Hathaway GUARD Insurance**
Maureen Ciliberto, **PSU-WB**
Sue Spry, **LCCC**
Bernadette Rushmer, **Misericordia University**

1:00: HOW ARCHITECTURE SHAPES OUR LIVES
Michele Dempsey, **DxDempsey**
Nick Snyder, **Bohlin Cywinski Jackson**

1:00: CULTURE OF CREATIVITY
Holly Pilcavage, **Coal Creative**
Sam O'Connell, **Coal Creative**
Matt Simoncavage, **Coal Creative**

1:00: PODCAST: AMERICA250 IN PENNSYLVANIA
America250PA Commission
Learn about how Pennsylvania plans to leverage and engage citizens in PA to plan and celebrate America's 250th.

NETWORKING BREAK

2:30: AFTERNOON PANEL DISCUSSION
Wilkes-Barre 21: A Jefferson University Project

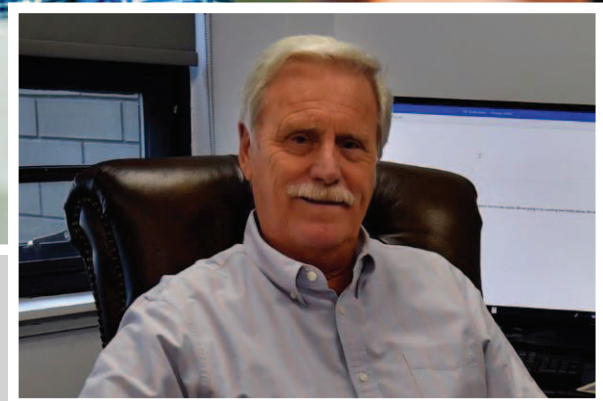
3:30: CONFERENCE WRAP-UP: WILKES-BARRE CONNECT TEAM

AFTERNOON BREAK

5:00: DINNER: ANNUAL GREATER WILKES-BARRE CHAMBER DINNER
Accelerate: Designing our Future
#JoinTheMovement

“ THE FUTURE LOCAL WORKFORCE DEPENDS ON HOW WE INTERACT WITH STUDENTS RIGHT NOW! ”

This conference is the first of its kind in the area and businesses need to get involved to attend the conference or sponsor students.



WE CHOOSE BOTH.

“Our students of today represent tomorrow’s future. It’s our obligation as community business leaders to provide today’s students with all the opportunities available to prepare them for that future.”

This conference is a perfect example of one of those opportunities. Giving a student the chance to attend is important!

Businesses throughout the area need to be involved in any way they can. Send an employee to the conference, the payback will be priceless. Attend the conference yourself. The information you’ll receive over the two days will give you ideas to help improve all aspects of what you do.

This conference truly is one of a kind and one which everyone should participate. From student to business owner to employee, there is something for everyone. We’re excited to be able to participate and look forward to seeing all of you there.” Mike Murray, President and Publisher of Times Leader Media Group.

**To Sponsor a local college student, contact
Joe Boylan at Wilkes-Barre Connect,
joseph.boylan@wilkes-barre.org
To register visit wbconnectconference.com**

CONNECT. ELEVATE. INNOVATE. ACCELERATE.

Working towards a stronger local workforce today, for tomorrow.

TIMES LEADER MEDIA GROUP

2018 LEGACY BUSINESS OF THE YEAR