

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 501(C) FREE PROJECT OF NEPA**
Elyse Wilson, **Westmoreland Club**
Learn about an amazing new project set to launch for non profits in NEPA.

NETWORKING BREAK

10:30: **IMPORTANCE OF STUDENT ENGAGEMENT**
Camaryn Lokuta, **PSU**
Mike Gombita, **Misericordia**
Eddie Okeke, **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 (Elect)**
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**

1:00: **PODCAST: BREWERS OF NORTHEAST PA**
Susquehanna Brewing Company
North Slope Brewery
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**
Kat 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**
Ian Robson, **American Paper Bag**

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