

WILKES-BARRE CONNECT CONFERENCE

NOVEMBER 17TH-19TH

WILKES-BARRE, PA

Transforming a coal region into
a hub of innovation.

FEATURING:



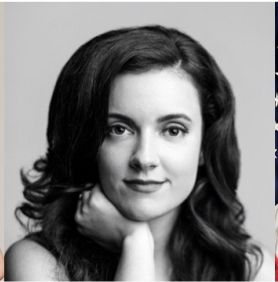
THE
SUPERFAN
COMPANY



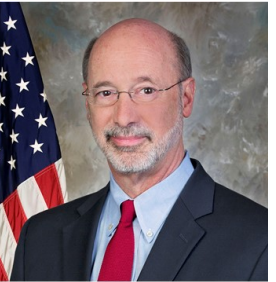
Sch ∞ ld



IBM



Microsoft



PA



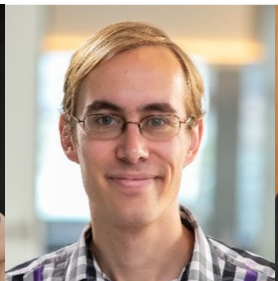
THE WHITE HOUSE
WASHINGTON



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 Cagnetti, **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 Crake, **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**
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**

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

WILKES-BARRE CONNECT CONFERENCE: TUESDAY, NOVEMBER 19TH

7:00: BREAKFAST & REGISTRATION

Get here early, grab some coffee and breakfast and set yourself up for a great second 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: 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 Sneed, **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 Scicchitano, **Adidas**
Stephanie Sklaney, **CVS Caremark**

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, PA Secretary of Education Pedro Rivera, and the US Postal Service.



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