Global Landscapes Conference 2015  
*Interdisciplinary Research Symposium*

Conference Theme  
The World in 3D: Democracy, Demography, and Demand

Global Landscapes Conference 2015, an interdisciplinary symposium will assemble scholars, educators, students, and community members who are interested in examining important issues facing humanity and who recognize the need for cooperation among different constituents to find sustainable solutions amid a changing social, cultural, political, economic, and financial environment.

As the countries deal with global challenges, people struggle for survival, governments search for sustainable solutions and hope for growth and development. Three Ds: Democracy, Demography and Demand determine a country’s ability to create peace, stability, development and growth.

This interdisciplinary conference has proven that world citizens need to care about various local and regional as well as global, topics. An interdisciplinary approach shows that there are many ways to analyze and research a topic. For the past 7 years the GLC created a forum for discussion triggered by participants in the forms of presentations, posters and panels. These sessions have enriched ideas formed by the interactions with the experts.

The objective of the conference is to promote interdisciplinary discussion of the research topics within a global landscape across academic curricula, business practice and policy perspective.

The undergraduate research conference presentations are sponsored by the King’s College Chapter of the International Business Honor Society, *Epsilon Chi Omicron*, and *Alpha-Mu* Chapter of the International Honor Society in Economics, *Omicron Delta Epsilon*.

Bindu Vyas, Ph.D. Conference Chair  
Associate Professor of International Business/Management, King’s College
King’s College Chapter of Epsilon Chi Omicron, International Business Honor Society

Lauren Dereinzi  Peter Kmec
Laura Ortiz       Terria Pettus
Kimberly Zurinski Jennifer Jean-Jacques
Danielle Avery   Nirvana Chand
Drew Groblewski  Davide M. Fanelli
Amanda E. Kotch   Brianna M. Prince
Rachel A. Simon

Alpha-Mu Chapter of Omicron Delta Epsilon, International Honor Society in Economics

Jessika Baranousky Richard Bartumioli
Ryan Boyle    Madeline Griffin
Mark Henry    Savannah Jablon
Jennifer Jean-Jacques Nicole Lawler
Sean Moran    Pablo Nascimento
Laura Ortiz   William Pokorny

2015 Conference Committee:

Conference Chair
Bindu Vyas, Ph.D., King’s College

Track Chair Accounting and Finance
Tara Shawver, D.B.A., King’s College

Track Chairs Health Care Administration
Hengameh Hosseini, Ph.D., Penn State University—Harrisburg
Fevzi Akinci, Ph.D., King’s College

Track Chairs Economics and
Sanjay Paul, Ph.D., Elizabethtown College
Valerie K. Kepner, Ph.D., King's College

Track Chair Technology and Social Media
Jayne Klenner, Ph.D., King's College

Entrepreneurship and Management
Jennifer Edmonds, Ph.D., Wilkes University

Track Chair Literature
Noreen O'Connor, Ph.D., King’s College

Student Assistants

Kimberly Zurinski, King’s College
Terria Pettus, King’s College
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:15 – 9:00 am</td>
<td>Breakfast/Registration</td>
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<tr>
<td>9:15 – 10:30 am</td>
<td>Session I Plenary Session</td>
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<td>Welcoming Remarks</td>
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<td>Fr. Jack Ryan, C.S.C., Ph.D.</td>
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<td>President, King's College</td>
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<td>Opening Address</td>
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<td>Importance of Board Governance and Shareholder Engagement in the 3D World</td>
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<td>Urmi Ashar, M.D., CEO, Advanced Technology Healthcare Solutions, and Glenn Tyranski, Executive Director at Ernst &amp; Young LLP</td>
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<tr>
<td>10:30 – 10:45 am</td>
<td>Tea/Coffee Break</td>
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<td>10:45 – 12:15 pm</td>
<td>Session II Concurrent Sessions</td>
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<td>12:15 – 1:00 pm</td>
<td>Lunch</td>
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<td>1:00 – 2:00 pm</td>
<td>Session III Plenary Session</td>
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<td>Challenges of Social Entrepreneurship in the 3D World: The Green Hope Orphanage</td>
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<td>Pooja Patel, Co-founder &amp; Director, and Sean McCarthy, President, The Green Hope Orphanage, Tanzania</td>
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<td>2:15 - 3:45 pm</td>
<td>Session IV Concurrent Sessions</td>
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<td>3:45 - 4:00 pm</td>
<td>Tea/Coffee Break</td>
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<td>4:00 – 5:15 pm</td>
<td>Session V Plenary Session</td>
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<td>The Transformative Power of Story: Learning to Understand the World through Literature</td>
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<td>Suzanne Fisher Staples, Author of several Award-winning Novels - Book Signing</td>
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Thursday, April 16, 2015

Evening Program

5:15 – 5:45 pm  Student Posters
                Lobby

5:15 - 6:45 pm  Dinner

7:00 pm  Keynote Address
           Burke Auditorium--McGowan School of Business
           
           *Investing for the Poor vs. Investing in the Poor: A Heart or a Mind for the Poor?*
           Andreas Widmer, Ph.D., Director of Entrepreneurship Programs, The Catholic University of America and President, The Carpenter’s Fund

Friday, April 17, 2015

Morning Program

8:15 – 9:00 am  Breakfast/ Registration

9:15 -10:30 am  Morning Plenary
                
                *The First Foreign Capital Investment in the Kurdistan Region in Iraq: Case Study of Sema Hospital*
                Ali Colak, M.D., President of Board of Trustees of Ishik University, CEO of Sema Hospital, Erbil, Iraq

10:30 – 10:45 am  Tea/Coffee Break

10:45 – 12:15 pm  Concurrent Sessions
                
                Afternoon Program

12:15 – 1:00 pm  Lunch
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<td>Session VIII</td>
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<td><strong>Do Healthcare Reforms Facilitate Better Performance?</strong></td>
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<td><strong>A Global Perspective</strong></td>
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<td>Yasar A Ozcan, Ph.D., Charles P. Cardwell, Jr. Professor, Director MSHA Program, Virginia Commonwealth University</td>
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<td>2:00 – 3:30 pm</td>
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<td>Andrew Cornell, CEO Cornell Iron Works, Inc.</td>
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<td><strong>Alumni Panel – Opportunities and Challenges of Working in the 3D World – A Personal Perspective</strong></td>
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<td>Mary McEvoy-Dockeray, Sr VP, CFP at Morgan Stanley Smith Barney</td>
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<td>Marilyn Millington, VP and CCO at Berkshire Asset Management, LLC</td>
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<td>Nicole Buckman, CPA Jones Kohanski</td>
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<td>Lianne Cuscani, Senior Sales Service Analyst at Mondelēz International</td>
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<td>Christopher Hinderliter, Trial Attorney at Sheridan &amp; Murray, LLC</td>
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<td><strong>Closing Remarks</strong></td>
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<td>Barry Williams, JD, MT, MBA, CPA</td>
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<td>Dean, William G. McGowan School of Business, King’s College</td>
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Session I—9:15-10:30—Opening Plenary Session—Snyder Room

Opening Remarks
Bindu Vyas, Ph.D. Conference Chair

Welcoming Remarks
Fr. Jack Ryan, C.S.C.
President, King’s College

Introduction: Kimberly Zurinski, King’s College

Opening Address:
Importance of Board Governance and Shareholder Engagement in the 3D World
Urmi Ashar, CEO, Advanced Technology Healthcare Solutions, and Glenn Tyranski, Executive Director at Ernst & Young LLP.

Session II—10:45-12:15—Concurrent Sessions

A—Global Sustainability and Security of Resources—Walsh Room

Session Chair and Discussant: Dr. Valerie Kepner, King’s College

Aquaria and Zoos: Models for Sustainability?
Kathleen A. Nolan, St. Francis College

Shared Leadership Dimensions of Manager Family Physicians at Primary Health Care Centers
Aysegül Yildirim, Trakya University, Fevzi Akinci, King’s College

If Development Demands Democracy, and Democracy Demands Education, What Do Educators in Uganda Demand?
Megan Borsuk, Dr. Margarita Rose, Brother Stephen LaMendola, Noreen O’Connor, King’s College
B—Student Papers—O’Hara Room

Session Chair: Danielle Avery, King’s College
Discussant: Dr. Elizabeth Moorhouse, Lycoming College

African American Influences on the Game of Basketball
Bill Ardoline, King’s College
Faculty Advisor: Paul J. Zbiek

Determinants of Housing Prices in Selected Developed and Developing Countries
Hoang Huy Nguyen, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

A Comparative Analysis of How Corruption Affects Development and FDI in the Caribbean Community
Kimberly Zurinski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Mobile Internet Access in Developing Countries
William Dietz, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

C—Veteran’s Health and Life Care—Lipo Room

Session Chair and Discussant: Dr. Michele McGowan, King’s College

Comparison of Long Term Care Insurance of Turkey and Other OECD Countries
Idil Yildirim, Trakya University

Educational Attainment: A Pathway to Better Veteran’s Health Outcomes
Wendy Kramer, King’s College
Faculty Advisor: Dr. Michele McGowan

The Efficiency of Norway’s Healthcare System: A Critical Analysis
Laura Barna, Lauralei Carden, Veronica Giamusso, King’s College
Faculty Advisor: Dr. Fevzi Akinci

The Dorothy Day Catholic Worker Farm and Dashboard Technology: The Technology of Food and Security
William Christian, Jayne Klenner, King’s College
Session III—1:00-2:00—Plenary Session—Snyder Room

Introduction: Laura Ortiz, King’s College

Challenges of Social Entrepreneurship in the 3D World: The Green Hope Orphanage
Pooja Patel, Co-founder & Director, Sean McCarthy, President,
The Green Hope Orphanage, Tanzania

Session IV—2:15-3:45—Concurrent Sessions

A—Social, Economic, and Technological Issues—Walsh Room

Session Chair and Discussant: Dr. Kathleen Nolan, St. Francis College

Evangelii Gaudium, Capitalism, and Social Provisioning
Valerie K. Kepner, King’s College

Who is Winning the Cola Wars: Hedge Funds or Fairlife?
Bernard C. Rudegeair, King’s College

Texting While Driving: The Effects of Impulsiveness and Safety Campaigns on College Students’ Propensity to Text While Driving
Sandra Loeb, Garold Lantz, King’s College

Decision Making with GIS
Jayne Klenner, King’s College

B—Student Papers—Fitzgerald Room

Session Chair: Shareese Wagner, King’s College
Discussant: Dr. Marleen Troy, Wilkes University

Influence of the Economic Structure on the Poverty Rates Across the World
Patrick Schmitt, Jesse Treur, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

Education and Unemployment: An Econometric Study of Correlations between Educational Attainment and Employment by State
Devon Dietrich, Matthew DaVolio, Lycoming College
Faculty Advisor: Dr. Elizabeth A. Moorhouse

Inward Foreign Direct Investment in Pennsylvania
Samuel Levandoski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas
Environmental Sustainability as a Global Initiative: How the Wilkes-Barre Downtown Small Business Community can Participate
Brendon Blachowski, Jonathon Daniels, Stephen Turner, Wilkes University
Faculty Advisors: Dr. Marleen Troy, Atty. Ruth Hughes

C—Student Panel—Lipo Room

Session Chair and Discussant: Amanda Kotch, King’s College

Humility, Overconfidence, and Leadership: A Cross Cultural Exploration
Emily Kneeram, Evan Miller, Guiliana Ayers, Megan Roseli, Adam Wychowanec, Catherine Hughes (Graduate Assistant), Wilkes University
Faculty Advisor: Dr. Matthew Sowcik

Session V—4:00-5:15—Plenary Session—Snyder Room

Introduction: Rachel Simon, King’s College

The Transformative Power of Story: Learning to Understand the World through Literature... A presentation with images from Pakistan, Afghanistan, and India
Suzanne Fisher Staples, Author of several Award-winning novels

5:15-5:45—Poster Presentations—Lobby, Lipo

Doing Business in 33 Nations
J.C. Blewitt, (With Student Contributions from the Introduction to International Business classes), King’s College

Iraqi Dental Students’ Knowledge of and Attitudes Towards HIV/AIDS Patients
Onur Nacakgedigi, Hakan Colak, Yusuf Poyraz, Ishik University

Service-Learning in Public Economics
Richard Bartumioli, Ryan Boyle, Alexandra Evangelista, Jessica Lange, Nicole Lawler, Sean Moran, Pablo Nascimento, William Pokorny, Seda Taskaya, King’s College
Faculty Advisor: Dr. Valerie K. Kepner
Keynote Address—7:00 PM—Burke Auditorium
William G. McGowan School of Business

Welcome: Dr. Bernard Prusak, King’s College

Introduction of Speaker: Jennifer Jean-Jacques, King’s College

Investing for the Poor vs. Investing in the Poor: A Heart or a Mind for the Poor?
Andreas Widmer, Director of Entrepreneurship Programs, The Catholic University of America and President, The Carpenter’s Fund

Friday, April 17, 2015

Session VI—9:15-10:30—Plenary Session—Snyder Room

Introduction: Peter Kmec, King’s College

The First Foreign Capital Investment in the Kurdistan Region in Iraq: Case Study of Sema Hospital
Ali Çolak, President of Board of Trustees of Ishik University, CEO of Sema Hospital, Erbil, Iraq

Session VII—10:45-12:15—Concurrent Sessions

A—Issues in Healthcare—Walsh Room

Session Chair and Discussant: Dr. Fevzi Akinci, King’s College

Managerial Approach to Overcome Barriers to Quality in Healthcare Providers
Julia Caldwell, Hengameh Hosseini, Penn State University

An Overview of Refugee Healthcare Promotion Program in Iraq Kustepe Refugee Camp
Onur Nacakgedigi, Esma Nacakgedigi, Hakan Colak, Yusuf Poyraz, Ishik University

Cardiovascular Disease Among Women
Hengameh Hosseini, Penn State University
B—Student Papers—Fitzgerald Room

Session Chair and Discussant: Paul J. Zbiek, King’s College

A Comparative Analysis of Minimum Wage and Growth
Christopher Young, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

A Comparative Analysis of Economic Theories on Poverty Alleviation: Jagdish Bhagwati vs. Amartya Sen
Jennifer Jean-Jacques, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

The Effects of Brain Drain on African Countries
Laura Ortiz, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Hair and Makeup Kerfuffles: A Textual Analysis of the Media Portrayals of Female Politicians in the 2008 Elections
Tori DeGiosio, King’s College
Faculty Advisor: Karen Mercincavage

C—Student Papers—Lipo Room

Session Chair: Nicole Lawler, King’s College
Discussant: Dr. Margarita Rose, King’s College

A Macroeconomic Model for Greece
Richard Bartumioli, Pablo Nascimento, King’s College
Faculty Advisor: Dr. Margarita Rose

A Macroeconomic Model for Ireland
Madeline Griffin, Mark Henry, K.C. Wanamaker, King’s College
Faculty Advisor: Dr. Margarita Rose

Are Sweatshops a Logical Consequence of Manufacturing in the Developing World?
Terria Pettus, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Foreign Aid: Does Foreign Aid Help or Hinder Economic Development? An In-Depth Study of Objectives and Outcomes of U.S. Aid to Pakistan
Shareese Wagner, King’s College
Faculty Advisor: Dr. Bindu J. Vyas
D—Student Papers—O’Hara Room

Session Chair and Discussant: Joseph Asklar, King’s College

*A Health Care System Comparative Analysis*
Natalie Richard RN, BSN, David Simmons, Penn State University- Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

*Canada vs. U.S. Health Care: A Comparative Analysis*
Suril Amin, Penn State University-Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

An Ethical Framework Supporting the Use of Advance Directives During End of Life Care
Brandon W. Danz, Penn State University-Harrisburg
Faculty Advisor: Dr. Hengameh Hosseini

Session VIII—1:00-2:00—Plenary Session—Snyder Room

Introduction: Terria Pettus, King’s College

*Do Healthcare Reforms Facilitate Better Performance? A Global Perspective*
Yasar A. Ozcan, Charles P. Cardwell, Jr. Professor, Director MSHA Program, Virginia Commonwealth University

Session IX—2:00-3:30—Concurrent Sessions

A—Education, Demographics, and Governance—O’Hara Room

Session Chair and Discussant: Dr. Noreen O’Connor, King’s College

*Water Crisis and Global Security: Is Privatization a Solution?*
Prahlad Murthy, Wilkes University

*Microloans—a Tool in the Struggle*
Sandra Loeb, Margarita Rose, King’s College

*Purple Pennsylvania: Geography, Demography, and Political Diversity in the Keystone State*
Paul J. Zbiek, King’s College

B—Student Papers—Fitzgerald Room
Session Chair: Nirvana Chand, King’s College
Discussant: Dr. Margarita Rose, King’s College

Life After the Dreaded G-Word ...Graduation
Sean Moran, King’s College
Faculty Advisor: Dr. Margarita Rose

A Macroeconomic Model for Germany
Savannah Jablon, Conor Lydon, Christopher Theodorou, King’s College
Faculty Advisor: Dr. Margarita Rose

The Race for Global Advantage: A Comparative Study for Missions to Mars
Drew Groblewski, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Sustainability in Motion: The Global Efforts of Leading Automobile Manufacturers in Building a Cleaner Automobile
Davide Fanelli, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

C—Student Papers—Lipo Room

Session Chair and Discussant: Dr. Sanjay Paul, Elizabethtown College

A Comparative Study of Human Resource Management in Italy vs. the United States of America
Christina Varvaglione, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Assessing the Role of Commodities in a Balanced Portfolio for the Individual Investor
Corey Eshelman, Elizabethtown College
Faculty Advisor: Dr. Sanjay Paul

Effects of the FASB Convergence on GAAP
Peter Kmec, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Impact of Personality on Ethical Decision Making
Jessica Hildebrand, King’s College
Faculty Advisor: Dr. Tara Shawver

D—Student Papers—Walsh Room
Session Chair and Discussant: Dr. Jennifer Edmonds, Wilkes University

*Family Business in the 21st Century: A Grounded Theory, Ethnographic Case Study in NEPA*
David Graff, Britton Heim, Nicole Santorelli, Jamie Seyler, Kate Thomas, Wilkes University
Faculty Advisors: Dr. Morgan Clevenger, Dr. Jeffrey Alves, Ms. Lamie Jordan, Dr. Ellen Newell

*Healthier Days*
Suril Amin, Theodora Avramidis, Jnaid Baloch, Juan Molina, Pennsylvania State University
Faculty Advisor: Dr. Hengameh Hosseini

*Storm Drain Management in Urban Areas—Using GIS to Model Remediation*
Kathleen Searfoss, King’s College
Faculty Advisor: Dr. Jayne Klenner

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**3:30-4:00—Student Posters—Lobby**

**X-Culture Project**
International Expansion and Management of Operations Abroad
Faculty Advisor: Dr. Bindu J. Vyas, King’s College

*Market Expansion into Peru: BFSI Software Consulting (India)*
Michael Smart, King’s College

*Expansion into Nigeria: Daffodils Gaming & Publishing*
Terria Pettus, Dominic Malacari, Michael Sweeney, Dylan Kelly, King’s College

*Gramedia: Becoming a Multinational Media Conglomerate*
Tony Bevevino, Robyn Klingerman, Alex Vitale, King’s College

*Innovating Education: Innospark Ltd., Lithuania*
Nicole Aiello, Mitch Bialy, Christina Varvaglione, Samantha Raffaele, Moria Swartz, Conor Lydon, Christopher Young, King’s College

*Mobius SLIP, USA: Expanding into a New Market*
Kevin Mulvihill, Liam Kelly, Rachel Simon, Robert Kuzynski, Sean Gabel, Theressa Eckhart, Matthew Gorski, Chris Theodorou, Alexander Kline, King’s College

*Pantofola d’Oro: Venturing Abroad*
Jonathan Alfieri, John Clawson, Angelina Collotty, Mike Foster, Louis Oley, Scott Picketts, Rachel Stanitis, King’s College

*Sacona Entertainment, India: Expanding into a New Market*
Nirvana Chand, Troy Davis, Michael Krieger, Connor Lyons, King’s College

*International Business Country Report: Brazil*
Angela Cazonie, Bridget McGowan, King’s College
Faculty Advisor: Dr. Bindu J. Vyas

Tourism, Property Rights, and Women’s Empowerment in Ecuador and Nepal
Nicole Lawler, King’s College
Faculty Advisor: Dr. Margarita Rose

Session X—4:00—6:30—Plenary Session—Snyder Room

Introduction: Lauren Dereinzi, King’s College

A Strategy for Succeeding Locally, Globally and Professionally – The Story of One Small Business
Andrew Cornell, CEO Cornell Iron Works, Inc.

Alumni Panel – Opportunities and Challenges of Working in the 3D World – A Personal Perspective

Moderator: Davide Fanelli, Drew Groblewski, King’s College
Marilyn Millington, VP and CCO at Berkshire Asset Management, LLC
Mary McEvoy-Dockeray, Sr VP, CFP at Morgan Stanley Smith Barney
Nicole Buckman, CPA Jones Kohanski
Kyle Kepfinger, Audit Associate, Cohn Reznick
Lianne Cuscani, Senior Sales Service Analyst at Mondelēz International
Christopher Hinderliter, Trial Attorney at Sheridan & Murray, LLC

Closing Remarks
Barry Williams, J.D.
Dean, William G. McGowan School of Business, King’s College