

# AGENDA

**MORNING ARRIVAL - BREAKFAST 8AM-8:55AM**

**MORNING GREETING - 9AM-9:45AM**

## BUSINESS TRACK

Session 1A: 9:50-10:35  
**Perfect the Interview Process**  
Speaker: Gina Fernandez  
*Owner, GDF Coaching, LLC*

Session 2A: 10:40-11:25  
**TBA**  
Speaker: TBA  
*More information coming soon.*

Session 3A: 11:30-12:15  
**Reward Your Employees and Reap the Benefits**  
Speaker: Ashley Kohl  
*Former WWLP Mass Appeal Co-Host*

## MARKETING TRACK

Session 1B: 9:50-10:35  
**Master Digital Marketing**  
Speaker: Nick Moszynski  
*Executive Director, Longest Road Media*

Session 2B: 10:40-11:25  
**Facebook Ads – You’re Doing It Wrong**  
Speaker: Crystal Childs  
*Marketing Director/Owner, Splash Marketing and Creative*

Session 3B: 11:30-12:15  
**Like Me Please! Leveraging Instagram**  
Speaker: Sailaja N. Joshi  
*CEO and Founder, Bharat Babies*

**LUNCH - 12:20PM-1:50PM**

Session 4: 1:55-2:35  
**Social Media – Do It Right and Win**  
Speaker: Steve Rovithis *Broker/Owner, Rovithis Realty*

Session 5A: 2:40-3:25  
**Increase Employee Health, Increase Productivity**  
Speaker: Dr. Ransom Morin  
*Owner, Vitruvian Wellness Center*

Session 5B: 2:40-3:25  
**Earned Media: Get Your Story Told**  
Alison Maloni  
*Owner, Alison May Public Relations*

Session 6A: 3:30-4:15  
**Stop Networking and Build Relationships**  
Speaker: Gina Fernandez  
*Owner, GDF Coaching, LLC*

Session 6B: 3:30-4:15  
**Branding: What Is It and How Do You Do It**  
Speaker: Meghan Rothschild  
*President and Owner, Chikmedia*

**KEYNOTE - KARA WOLTERS 4:20PM-4:55PM**

*Overcoming Criticism and Achieving Success*

**COCKTAILS AND HORS D'OEUVRES 5PM-7PM**