



Presents

Business Week
2015



It's a Jungle Out There

Charles L. Sewall Center

Robert Morris University



Monday, February 23, 2014

8:30 - 10:30 AM

Business Week 2015 Kickoff

Location: Nicholson Rotunda

Various student organizations on campus will be in the Nicholson Rotunda, providing information about the Business Week schedule and sessions.

Brought to You By: RMU Student Organizations

10:45 - 11:35 AM

It's Hard to be Humble When You are King of the Jungle: Opportunities in Accounting

Location: Dining Room

Presenter: Becker CPA Review Course

The many diverse opportunities for a career in accounting will be discussed.

Brought to You By: The Association for Future Accountants

11:45 - 12:35 PM

Hear Us Roar: Professional Success Beyond Your Job Title

Location: International Suite (Lunch Provided)

Presenter: Mike Marchinsky, Youth Football/ Marketing Manager, Pittsburgh Steelers

Attendees will learn the importance of taking risks in their careers and the value of supporting the work of their colleagues.

Brought to You By: The Sport Management Association

12:45 - 1:35 PM

Reaching for the Tree Tops: Non-Profit Leadership

Location: Dining Room

Presenter: Mary Newman, Co-founder of the Sudden Cardiac Arrest Foundation

Mary Newman, Co-founder of the Sudden Cardiac Arrest Foundation and Robert Morris University alumna, will detail her path to non-profit leadership including what RMU has done for her career.

Brought to You By: The Association for Operations Management (APICS)

1:45 - 2:35 PM

Getting to Know Your Jungle: The Pittsburgh Airport Area Chamber of Commerce and You

Location: International Suite

Presenter: Bernadette Puzzuole, President/CEO, Pittsburgh Airport Area Chamber of Commerce (PAACC)

Bernadette Puzzuole will speak on the role that Chambers of Commerce play, the PAACC's importance in our local business community, and what the business environment is like in this area.

Brought to You By: The Association for Operations Management (APICS)

2:45 - 3:35 PM

Monkey See, Monkey Do... Not if You Are Fastenal!

Location: Dining Room

Presenters: Mike Cunningham and Justin Young, District Sales Managers for Fastenal

Students will be informed about the speakers' career paths, Fastenal as a whole, and how Fastenal's vending initiative is transforming the industry.

Brought to You By: The American Marketing Association

3:45 - 4:35 PM

No More Monkeying Around: It's Time to Learn How to Network

Location: International Suite

Presenter: Carrie Coghill, President/CEO of Coghill Investment Strategies, LLC.

Participants will learn how to develop, expand and maintain networking relationships as they build their career.

Brought to You By: Women in Business

4:40 - 5:50 PM

Climbing to the Top of the Food Chain: Is Law School Right for You?

Location: Dining Room

Presenter: Allie Linsenmeyer, Director of Admissions, Pitt Law

Students will be informed about the law school application process and related opportunities in law. Session to include Q & A with RMU graduate and current Pitt Law student.

Brought to You By: The Pre-Law Society

7:00 - 8:30 PM

All About the Wildlife of the Corporate World and How It is Regulated

Location: International Suite (A reception will be held from 8:30 - 9:00 PM)

Presenter: Institute of Internal Auditors

A panel discussion about the role of the internal audit function and career opportunities therein.

Brought to You By: The Association for Future Accountants

Tuesday, February 24, 2015

8:30 - 10:00 AM

Building Your Own Tribe

Location: International Suite (Breakfast Provided)

Presenter: Patrice Matamoros, CEO, Pittsburgh Three Rivers Marathon, Inc., Dick's Sporting Goods Pittsburgh Marathon, GNC Live Well Liberty Mile, EQT Pittsburgh 10 Mile

This presentation covers the philosophy and strategies related to road races, with emphasis on organizational culture, employee development and interaction with your clients.

Brought to You By: The Sport Management Association

10:45 - 12:00 PM

Take a Trip Through the Heart of the Jungle: Technology in the Accounting Profession

Location: Dining Room

Presenter: Professor John Turcek, Robert Morris University

The increasing role of technology and its impact on accounting will be discussed.

Brought to You By: The Association for Future Accountants

12:15 - 1:30 PM

Swinging from Branch to Branch: Managing Different Aspects of the Business World

Location: International Suite (Lunch Provided)

Presenter: Active Duty Lieutenant Colonel Leonard Sloat, McGarrity Reserve Center

Attendees will learn the importance of balance, expectation management, perception management, the power of positive focus and perspective, and more.

Brought to You By: The Society for the Advancement in Management

1:45 - 3:00 PM

Survival of the Fittest: Don't be Eaten Alive! Surviving and Thriving in the Workplace Jungle

Location: Dining Room

Panelists: Tom Farmar, PHR, Regional HR Manager, Advance Auto Parts
Steve Kobert, Advisory Staff, EY
Angela Naderi-Bleazard, Retail Marketing Manager, Highmark
Dave Rea, Project Manager, Catalyst Connection
Kristie Tamski, Senior Digital Account Executive, PMI

This session will address what to expect your first day/week/month at a new job or internship, the do's and don'ts of office culture and politics, and how to advance in the workplace.

Brought to You By: PPG Industries Career & Leadership Development Center

3:15 - 4:30 PM

Being a Chameleon: Adapting to the Recruiter for Interview Success: Selling Yourself in the Interview

Location: International Suite

Panelists: Erin Baker, VP of Line of Business Development Programs and Campus Recruiting, PNC
Tom Farmar, PHR, Regional HR Manager, Advance Auto Parts
Dave Rea, Project Manager, Catalyst Connection
Kristie Tamski, Senior Digital Account Executive, PMI
Kelly Welde, Campus Recruiter, PNC

This 'beyond the basics' session will cover how to use emotional intelligence to excel in an interview, advice on answering difficult questions, tips for different types of interviews (second/panel/ phone and Skype), and the necessary and appropriate follow-up needed.

Brought to You By: PPG Industries Career & Leadership Development Center

7:00 - 8:30 PM

Professional Athlete Panel

Location: International Suite

Sponsor: RMU Multicultural Student Services and RMU Sport Management Association

Wednesday, February 25, 2015

9:45 - 10:35 AM

Pack Your Bags: A Trip From RMU to the Marketing Jungle

Location: Dining Room

Presenter: John Chrisman, Vice President of School Marketing and Dairy Optimization of the Mid-Atlantic Dairy Association, Robert Morris University Alumni

Those in attendance will learn what the speaker's marketing degree from RMU has afforded him, his background and career path, and a discussion about what the Dairy Association does, and what he is responsible for as a Vice President.

Brought to You By: The American Marketing Association

10:45 - 12:35 PM

Clearing Your Own Path: Careers in Finance

Location: International Suite (Lunch Provided at 11:45)

Panelists: Shannon Barry, Financial Advisor, Morgan Stanley Wealth Management
Phil Elliot, SVP of Strategic Planning, Land and Commercial Analysis
Benjamin Greenblatt, EQT

Imran Mohiuddin, Schneider Downs Wealth Management Advisors

Mac Mathison, Financial Advisor, Morgan Stanley Wealth Management

Nancy L. Skeans, CPA, CFP® , Partner/Managing Director, Personal Financial Services,
Schneider Downs Wealth Management Advisors, LP

Kelly Welde, Campus Recruiter, PNC

Want to work in finance but don't know which career path is best for you? Listen to a diverse group of financial professionals as they discuss their experience in the industry and answer your questions.

Brought to You By: The Financial Management Association

12:45 - 1:35 PM

Through the Jungle to Financial Nirvana: A Path to Financial Freedom

Location: Dining Room

Presenter: Gene Natali, Senior Vice President, C.S. McKee

It is important to learn what is critical for financial success, how to make a financial plan, how to make better financial choices. Take your first step towards financial freedom today.

Brought to You By: The Financial Management Association

1:45 - 2:35 PM

Putting on a Luau: Careers in Club Management

Location: International Suite

Presenter: Brett Ninness, General Manager/COO, Edgeworth Club

Students will learn what it takes to have a successful career in club management.

Brought to You By: RMU Hospitality and Tourism Management Association (HATMA)

2:45 - 3:35 PM

A Way to be Orange – In a Jungle of Green

Location: Dining Room

Presenter: Samuel Boyer, CEO and Founder of WOWhire

Informational session about what the speaker's degree from RMU has afforded him, his background and career path, and a discussion about his new company – created specifically for college students – WOWHire.

Brought to You By: The American Marketing Association

3:45 - 4:35 PM

Sharpening Your Skills to Work in the Jungle: Mentoring Do's and Don'ts

Location: International Suite

Presenter: Dana Gold, Program Director, The Mentoring Partnership of Southwestern PA

Mentoring workshop in which attendees will learn the critical steps to developing and maintaining a productive mentoring relationship from a mentoring professional through a series of interactive exercises.

Brought to You By: Women in Business

4:40 - 5:50 PM

No Time For Monkey Business: A Crash Course in Excel

Location: Dining Room

Presenters: Keegan Beemsterboer, KPMG LLP
Vanessa Petrasko, Student Intern

Learning short cuts and quick tricks in Excel provides a HUGE benefit when in an internship or first job. Plus, it's a good way to impress (and help) your manager once on the job! This session will provide tips from a recent graduate and a student intern.

Brought to You By: PPG Industries Career & Leadership Development Center

Keynote Address

6:00 - 7:30 PM

It's A Jungle Out There

Location: International Suite (A reception will be held from 7:30 - 8:30 PM)

Presenter: Christopher Breakwell, President/CEO, 31st Street Studios

Attendees will learn about the 31st Street Studios, a leading provider of movie and TV production services, located in the historic Strip District in a refurbished steel mill. Additionally, students will receive advice on beginning their own careers.

Brought to You By: School of Business, Dean's Office

Thursday, February 26, 2015

8:00 - 9:00 AM

A Morning with Animals: Breakfast with Accounting, Business Law, and Economics Faculty and Student Organizations

Location: International Suite (Breakfast Provided)

An opportunity to meet both faculty and various student organizations, including Beta Gamma Sigma, the AACSB International Honors Society.

Brought to You By: The Accounting and Taxation and Economics and Legal Studies Departments

9:15 - 10:30 AM

The Internship Safari: Exploring the Professional Jungles

Location: Dining Room

Panelists: Celine Stanasolovich, Director of Accounting & Human Resources, Legend Financial Advisors, Inc.

Ashley Stark, Campus Relations Associate Recruiter, BNY Mellon

Vanessa Petrasko, Student Intern

Sheila Broman, Internship Coordinator, RMU

Carole Weldon, Career Counselor for School of Business students, RMU

This session will include the importance of internships, what employers look for in selecting candidates, a student's perspective on the value of interning and the internship search, when, how and where to look for internships, and details on the Academic Internship Program.

Brought to You By: PPG Industries Career & Leadership Development Center

10:45 - 12:00 PM

How to Become King or Queen of the Jungle: Rising to Executive Leadership

Location: Dining Room

Presenters: Bob Radermacher, Executive Vice President, PNC

Doug MacPhail, CFP, Senior Vice President, Portfolio Manager, Morgan Stanley Wealth Management

John Dunn, President, J.H. Dunn and Company

This session will provide insight into how to distinguish yourself throughout your career so that you will progress to executive leadership positions.

Brought to You By: School of Business, Dean's Office

12:15 - 1:30 PM

Entering the Jungle: How to Start an Excellent Career in Business

Location: International Suite (Lunch Provided)

Presenter: Steve Musial, Manager, Information Technology, End User Services, Thermo Fisher Scientific

Attendees will learn about life after college, interview tips, resume advice, and the first 90 days of your first job.

Brought to You By: The Society for the Advancement in Management

1:45 - 3:00 PM

Do You Want to be an Entrepreneur? Starting Your Own Business in the Jungle

Location: International Suite

Panelists: Dan Seitman, CXO, C-leveled
Mark Schuster, Partner, turnKey Taxes, Inc.
Bobby Zappala, CEO of Thrill Mill
Steve Cherin, Shareholder of Cherin Law Offices

This session will introduce students to the challenges, opportunities and benefits of starting your own business as an entrepreneur.

Brought to You By: School of Business, Dean's Office

Students: Please use your judgment and dress to impress when attending Business Week events, realizing that when attending certain events you will be interacting with business