SCHEDULE OF EVENTS

SUNDAY, FEBRUARY 28

4:00 pm – 7:30 pm | Registration
Alfond Inn - New England Rm 1 & 2

5:00 pm – 6:00 pm | Boat Tour
Pre-registration was required

6:00 pm – 7:30 pm | Networking Reception
Alfond Inn - New England Rm 1 & 2

MONDAY, FEBRUARY 29
*All Sessions in New England Rm 1 & 2

6:45 am – 8:00 am | Registration & Breakfast
Alfond Inn - Park Avenue Rm 4 & 5

8:00 am – 8:30 am | Welcome Announcement

8:30 am – 9:00 am | EMBA Council Update
Michael Desiderio, Executive Director EMBAC

9:00 am – 11:00 am | Raise Your Antennae
Dr. Ron Piccolo, Cornell Professor of Management
Rollins Crummer Graduate School of Business
How we can influence people when we don't necessarily have authority over them? Building on David McClelland’s “The Achievement Motive” and dominant motivators, we will provide a framework for identifying common motivators and ways that we can influence people by being aware of what drives them.

11:00 am – 11:15 am | BREAK

11:15 am – 12:15 pm | Trends in Digital Engagement
Carlos Alcala, Partner, Creative Services & Chance Bliss, VP User Experience, iMedia Inc.
Digital marketing and user engagement strategies and tactics are constantly evolving. Knowing which trends to focus on or ignore depend on how well they align to your brand promise, create opportunities that help your organization innovate, provide measurable results and can evolve as user consumption patterns change.

12:30 pm – 2:00 pm | Table Topic Lunch
Alfond Inn - Park Avenue Rm 4 & 5

2:15 pm – 3:15 pm | EMBA Transformation
Sarah Perez, Executive Director EMBA Programs & Shawnice Meador, Head of Career and Leadership Services for Working Professionals
UNC Kenan-Flagler
In this session, we will share how technology has significantly transformed the three EMBA Programs at UNC Kenan-Flagler, from obvious and intentional changes in convenient scheduling to unexpected enhancements to learning outcomes, meaningful interactions with faculty on a global scale and significant changes to career management & leadership development specifically targeted to the EMBA student.

3:15 pm – 4:30 pm | Selecting for Quality
Rob Sheehan, Academic Director
UMD - Smith School of Business
What are the best practices for assuring that an EMBA program selects the highest quality candidates from its pool of applicants? We wanted to find out, so we did a research project. We interviewed leaders from the Top 20 Financial Times rated domestic US programs. Come to this session to learn some best practices and share your own.

6:00 pm – 8:00 pm | Dinner
Cask & Larder, 565 W. Fairbanks Ave.
*Please see Dinner Details flyer for more information

TUESDAY, MARCH 1
*All Sessions in Park Avenue Rm 4 & 5

6:45 am – 8:00 am | Breakfast
Alfond Inn - Park Avenue Rm 4 & 5

8:00 am – 9:30 am | Data Driven Results
Dr. Robert Porter, Executive Director
UCF Executive Development Center
Research is the lifeblood of academia. An area of great interest that is emerging is Business Analytics. We will address ideas on using the research practices we teach our students with current best-practices in business analytics to improve recruiting practices and student performance in graduate programs.

9:30 am – 10:30 am | Doing More with Less
Barbara Millar, Assistant Dean
UVA - Darden School of Business
While the U.S. economy is showing signs of recovery, many of our executive MBA programs continue to be challenged by shrinking budgets, downsizing staff, and demands for more and more services. How are schools managing the challenge?

10:30 am – 10:45 am | BREAK

10:45 am – 11:45 am | Design Thinking
David Schonthal, Clinical Assistant Professor of Innovation & Entrepreneurship
NU - Kellogg School of Management
Design is not just a verb – it is a way of thinking. In this session, we will highlight some of the fundamentals of Design Thinking and discuss how they can be applied to everything from products to business models. We’ll explore how we can apply these principles across a variety of industries, in small companies and large enterprises alike.

11:45 am – 12:00 pm | Closing Remarks

12:00 pm | Conference Concludes
*Box lunches will be provided.
ABOUT OUR PRESENTERS

Dr. Ron Piccolo
Ronald F. Piccolo is the Cornell Professor of Management and Academic Advisor for the Center for Leadership Development and Management & Executive Education at the Rollins College Crummer Graduate School of Business. His research on leadership, job design, social information processing, and subconscious motivation has been published in Forbes magazine and in academic journals such as the Academy of Management Journal, Journal of Applied Psychology, and Human Resource Management. Dr. Piccolo has been invited to present his research at such places as the University of Amsterdam, the Rotterdam School of Management, Arizona State, and the Georgia Institute of Technology.

Carlos Alcala
Carlos is a Partner at iMedia Inc. and leads the creative services department. He has over 25 years of experience developing integrated branding, creative, marketing and social programs for clients as diverse as Hewlett Packard, Sharp, Novartis, Disney, Jaguar Cars, Proactiv, Celebrity Cruises and Pearson Embanet. Prior to iMedia, Carlos co-founded Temel, an interactive branding and design studio in 1990; then was Chief Creative Officer and co-founder of Adverb Media, a full service interactive marketing agency in 2007. In 2009, Carlos founded Again Interactive, a social media agency, and in 2011 opened SwivelHouse, a full service interactive marketing agency.

Chance Bliss
Chance oversees all aspects of information architecture, usability, interaction and user experience design at iMedia. He brings 18 years of experience in website and application development, including expertise in the areas of content management, e-commerce, social media, advertising and search engine optimization. Some of his recent clients include American Express, Bank of America, Duke University, Houston Grand Opera, NYU Stern, Stanford GSB and Susan G. Komen. Chance has a BA from UCSD and an MBA from Thunderbird School of Global Management.

Sarah Perez
Sarah joined UNC Kenan-Flagler as Executive Director, Executive MBA Programs in 2011, bringing with her not only an extensive background managing executive MBA programs, but also a global perspective with over a decade of management experience living and working in the United States, Europe and Latin America. She enjoys building relationships with students and welcomes your feedback. You’re likely to find her at recruiting, student and alumni events. Sarah earned her MBA from the Thunderbird School of Global Management and her BA from the University of Massachusetts at Amherst.

Shawnice Meador
Shawnice has more than fifteen years of progressive corporate and higher education experience, including leadership roles in career management, leadership development, strategic talent management, and process improvement. Shawnice joined UNC Kenan-Flagler in 2012 and as director of career and leadership services, she and her team design and lead all programmatic and consultative career management services for 900+ EMBA and MBA@UNC students. She earned her B.S. in Environmental Engineering from the University of Michigan, and earned her MBA from Duke’s Fuqua School of Business Weekend Executive Program.

Dr. Rob Sheehan
Rob Sheehan has more than thirty years of executive management experience, including eighteen years as the CEO of two different national nonprofits. His research and academic publications are focused on leadership, strategy, and organizational effectiveness. His background and experiences have included serving as CEO of LeaderShape, Inc. from 1992-2001 and CEO of the Alpha Sigma Phi Fraternity & Educational Foundation from 1981-90. He received his Master’s degree and Ph.D. from The Ohio State University. He is author of Mission Impact: Breakthrough Strategy for Nonprofits, a book which introduces a new innovation-based approach to strategic planning for nonprofits.

Dr. Robert Porter
Robert L. Porter, Ph.D., is an accomplished leader in business development and implementing strategic leadership. He earned his Ph.D. at UCF’s College of Business Administration with a focus on Entrepreneurship and Strategy. He is the Executive Director of the UCF Executive Development Center and he regularly teaches in UCF’s Executive & Professional MBA programs and Professional Master’s in Business Analytics program. Prior to joining academe, he enjoyed an illustrious career with General Electric, NCR Power Systems, and AT&T, along with numerous start-ups and entrepreneurial ventures. He also was Chief Operating Officer and member of the organizing team that founded and then successfully sold a community bank.

Barbara Millar
Barbara Millar is the assistant dean of the MBA for Executive Programs and is chair of the Executive MBA Council Board of Trustees. At Darden, Millar served the full-time MBA through roles in admissions, financial aid, international student advising and student affairs. Before joining Darden, Millar worked for the University of New Hampshire (UNH) Whittemore School of Business and Economics. She was program manager for its master’s programs, and supported the launch of its Executive MBA program. While working full time at UNH, she earned her undergraduate degree in social work and her master’s degree in counseling psychology. She received her doctorate in education (higher education leadership) at the University of Virginia Curry School of Education.

David Schonthal
David Schonthal is a Clinical Assistant Professor of Innovation & Entrepreneurship at Northwestern University’s Kellogg School of Management where he teaches courses in new venture creation and business model design. David was previously a Co-founder of Fusion Ventures and formerly the Director of Strategy and Venture Development at Tavistock Life Sciences. David began his career as a management consultant with Andersen, Deloitte and PricewaterhouseCoopers in both the United States and United Kingdom where he specialized in international growth strategy and e-commerce. David earned his MBA from The Kellogg School of Management at Northwestern University and his B.A. in International Relations from Boston University.
GETTING TO KNOW WINTER PARK

Cornell Fine Arts Museum
Located on the Rollins College campus, the Museum features several outstanding exhibits on display this weekend. Summer exhibits include Women and Abstraction, Marianela de la Hoz: Speculum-Speculare and the continuing Conversations: Selections from the Permanent Collection. Nearby at The Alfond Inn works from the museum’s permanent collection, The Alfond Collection of Contemporary Art, are always on view, with tours on Fridays at 1 pm.

Museum hours: Noon to 5 pm on Saturday and Sunday; tours at 1 p.m. Enjoy Free Admission, and a 10% discount in the museum shop with a Preview Weekend I.D.

Morse Museum of American Art
The Morse Museum houses the world’s most comprehensive collection of works by Louis Comfort Tiffany (1848–1933), including the artist and designer’s jewelry, pottery, paintings, art glass, leaded-glass lamps and windows; his chapel interior from the 1893 World’s Columbian Exposition in Chicago; and art and architectural objects from his Long Island country estate, Laurelton Hall. The Museum’s holdings also include American art pottery, late 19th- and early 20th-century American painting, graphics, decorative art.

Museum hours: 9:30 am to 4 pm on Saturday and 1 pm to 4 pm on Sunday. Admission is $5 for adults, $1 for students.

Winter Park Scenic Boat Tour
A one-hour boat tour through 12 miles of lakes and canals in historic Winter Park, including views of lakefront estates, Rollins College and scenic gardens. Located a short walk from campus at 312 East Morse Blvd.

Hours: Open daily 10 a.m. to 4 p.m.; tours depart on the hour. Cost is $12 for adults, $6 for children. Cash or check only.

Park Avenue Shops and Restaurants
Fabulous dining and shopping opportunities along Park Avenue, just across from the Rollins College gates. A wide variety of cuisine is represented, including French, American, Italian, Turkish and more.

Winter Park Village – Restaurants, Cinema, and Shops
Located a 10-minute drive from campus at 17-92 and Webster Avenue, the Winter Park Village is an extensive outdoor shopping center featuring a movie theater and popular restaurants, such as the Cheesecake Factory, P.F. Chang’s and Brio’s Tuscan Grille.

AROUND CENTRAL FL

Theme Parks
Walt Disney World Resorts (Magic Kingdom, Epcot Center, Hollywood Studios, Animal Kingdom and more)
Universal Orlando (Universal Studios, Islands of Adventure)

SeaWorld Parks & Entertainment (SeaWorld, Discovery Cove, Aquatica)

Shopping – Call for Directions and Store Hours
Mall at Millenia
20-25 minute drive from campus, at Exit 78 on I-4
407-363-3555

IKEA furniture store
20-25 minute drive from campus, next to Mall at Millenia
888-888-4532

Premium Outlets – International Drive
20-25 minute drive from campus, at Exit 78 on I-4
407-352-9600

Premium Outlets – Vineland Ave. (near Disney)
35-40 minute drive from campus, 1 mile from I-4 at Exit 68
407-238-7787