

**The Thirteenth Annual
Ted Winnowski '63 Student Conference in Business 2018**

A Scholarly Forum for Student Research Presentations

April 13, 2018

Maloney Great Room

Opening Remarks: Dr. Cheryl Buff

Welcome: Br. F. Edward Coughlin, O.F.M., and Ph.D.

Introduction to Keynote Speaker: Dr. Margaret Madden, VPAA

Keynote Address

MR. THOMAS EICH

CEO, CULINART GROUP, INC.

3:10 TO 3:30 P.M.

3:30-4:35 PM

Track A: Economics & Community Based Research

SSU 241-242

Track B: Masters of Science in Accounting

SSU 243

Track C: Entrepreneurship

Molinari Room

Track D: Marketing & Management

Maloney Great Room

4:35 PM

Reconvene in Maloney Great Room

4:40 – 4:55 PM

Delta Sigma Pi

Economics Student Association

Siena College Entrepreneurship Organization

Twill

4:55 to 5:15 PM

Awards

Best Papers

Investment Award

Best Presentations

Concluding Remarks: Dean Charles F. Seifert, Ph.D.

Vote of Thanks: Dr. Ashley Provencher

We gratefully acknowledge the following for their contributions to the Thirteenth Annual TWSCB:

Mr. Ted Winnowski, '63, Benefactor

Mr. Thomas Eich, CEO, CulinArt Group, Inc

Br. F. Edward Coughlin, O.F.M., Ph.D., President of Siena College

Dr. Margaret Madden, VPAA

Dr. Charles F. Seifert, Dean, School of Business

School of Business Faculty – Research Mentors, Best Paper and Presentation Judges, Faculty Facilitators

School of Business Students – Authors and Presenters, Conference Co-Chairs, Track Chairs, Technology Assistants

School of Business Administrative Staff

Chris Burdo and the Events Crew; Tom Callan and ITS

CURCA – Center for Undergraduate Research and Creative Activity