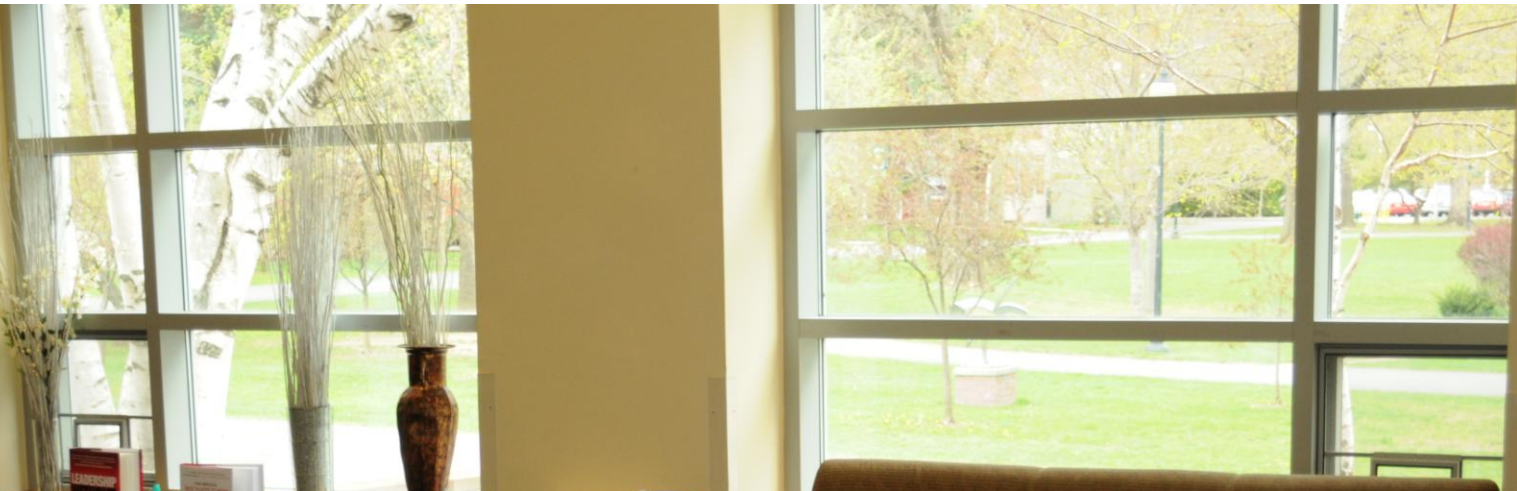


# SCSCB 2010 Conference Pictures

Siena College Student Conference in Business















  
Sienna College Student Conference in Business  
**James R. Nolan**  
Dean, School of Business  
1998-2001 and 2003-2010  
*In Recognition of Your Outstanding and Unwavering Support of Student-Faculty Collaborative Research Endeavors  
As Recognition of Your Excellence in Leading the School of Business Students and Faculty in Pursuit of the Sienna Mission  
In Recognition of Your Steadfast Commitment to the Mosaic of Liberal Arts and the Traditions of St. Francis*  
April 14, 2010

# Research Background

## FDA Survey

- Health consciousness is increasing in America
- Americans are confident they can make healthy choices
- However, Americans do not always reflect this in day to day activities













Efficiency 7.5



Decision





AN EXAMINATION OF THE IMAGE  
CONGRUENCE HYPOTHESIS AND  
CONSUMERS IN THE HEALTH  
CLUB INDUSTRY

Jeremy I. Abel, Siena College  
Cheryl L. Buff, Siena College









SCSCB  
Best Paper  
Award  
The Siena College  
Student  
Conference in  
Business

LEADERSHIP  
WITHOUT  
CRUISES

Harvard  
Leadership  
Academy







**LEADERSHIP WITHOUT EXCUSES**  
HOW TO CREATE ACCOUNTABILITY AND HIGH PERFORMANCE  
JEFF GRIMSHAW AND GREG BARN

**REF. ENGAGE!**

**Servant Leadership Across Cultures**  
Eric Thompson and Ed Stimpert

**Servant Leadership Across Cultures**  
Eric Thompson and Ed Stimpert

The Stone College Student Conference  
March 12, 2012

