



2024 BUSINESS CONFERENCE

UNIVERSITY OF PITTSBURGH-GREENSBURG

WEDNESDAY, APRIL 3, 2024

8:15 A.M. – 2 P.M.

SMITH HALL: FERGUSON THEATRE

8:15AM - 8:40AM: CHECK-IN AND BREAKFAST IN SMITH HALL LOUNGE

8:45AM - 9:10AM: CONFERENCE WELCOME & INTRODUCTIONS IN FERGUSON THEATRE

9:10AM - 9:55AM: SESSION 1, HOW TO START YOUR OWN BUSINESS AND RAISE MONEY

10AM - 10:45AM: SESSION 2, VOLUNTEERISM 101

10:50AM - 11:50AM: SESSION 3, ALUMNI PANEL: ADVICE FOR THE JOB SEARCH PROCESS

11:55AM - 12:15PM: SESSION 4, NETWORKING TIPS

12:15PM-12:35PM: KEYNOTE SPEAKER

12:45PM - 2PM: NETWORKING LUNCH

CONFERENCE PARTICIPANTS

8:45- 9AM CONFERENCE WELCOME

9:10- 9:55 AM SESSION 1: HOW TO START YOUR OWN BUSINESS AND RAISE MONEY

Rhonda Shuldt, *Director*

Big Idea Center: Office of Innovation and Entrepreneurship at the University of Pittsburgh

Rhonda has a career rich in innovative problem-solving and entrepreneurial action, from leading an incubator for human service organizations, directing public-private regional economic revitalization initiatives, and founding several businesses, to executive leadership in technology startups. For two decades she's brought her innovative problem-solving experience to early stage and evolving organizations across multiple industries and sectors through her firm, The Synergos Group LLC, providing customer-centric, purpose-focused strategic business consulting.

Formerly serving as an entrepreneur in residence at the University of Pittsburgh and as Innovation Coordinator at The Corner LaunchBox, a Penn State University Innovation Hub, Rhonda has enjoyed helping innovative problem-solvers navigate the complexity, uncertainty, thrill, and satisfaction of realizing their entrepreneurial potential.

10- 10:45 AM SESSION 2: VOLUNTEERISM 101

Deborah Fleming, *Disaster Program Manager*

American Red Cross

Deborah Fleming is a passionate professional who has over 25 years of experience leading innovatively within a variety of human service organizations. Currently, she is the Disaster Program Manager for American Red Cross covering Armstrong, Indiana, Westmoreland, and Fayette counties. Her role is to develop and empower volunteers to become leaders within the American Red Cross to accomplish its mission "...To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors".

During her 2 ½ year tenure at the Red Cross, her team has consistently exceeded all preparedness goals for the first time in its 15-year history and has the highest volunteer satisfaction score in the region. She is a founding member of "Color Brave" a Diversity, Equity, and Inclusion initiative to be adopted nationally in 2024. In addition to Deborah's role in the Red Cross, she owns Winning Real Estate, LLC which purchases and repairs homes to help revitalize her community. Deborah has a BS in Psychology from the University of Pittsburgh and a Diploma from the School of Counseling and Hypnotherapy Training in Longmont, CO.

She is currently working on a project called "One Woman One World" where she highlights how one person, through simple and selfless acts for volunteering, can make a positive difference in the world.

Kimmy Ferry, Assistant Director
KEYS Service Corps AmeriCorps

Kimmy served 2 terms of service with KEYS Service Corps AmeriCorps and 1 term of VISTA all with the Braddock Youth Project. Kimmy met her husband Chris while both were serving in AmeriCorps building a KABOOM Playground. They have an 8-year-old Son named Cosmos who is the most creative, smart and adorable and stubborn kid that they have ever met. Kimmy has been on staff with KEYS Service Corps for 13 years and is currently the Assistant Director. If one day she doesn't show up for work it is because her 3 cats Lilly, Covi, and Chickpea have plotted against her along with Cosmos' help.... Please send a rescue party with party hats and chocolate and ice cream... better yet make it an ice cream cake.

Courtney Guerrieri, Executive Director
Central Westmoreland Habitat for Humanity

Courtney is the Executive Director at Central Westmoreland Habitat for Humanity. She strives to help everyone who walks through their doors by ensuring all people have access to information that is needed. Courtney believes that when nonprofits and the business communities work together much more can be accomplished for those in need.

Courtney is a certified mortgage loan originator and holds a BA in Communications from Seton Hill University.

When she is not working at Central Westmoreland Habitat for Humanity, Courtney can be found coaching volleyball for the YMCA or cheering on her daughter at her college volleyball games.

Jennifer Kemerer, Community Relations and Events Coordinator
Westmoreland Community Action

Jennifer Kemerer brings over 25 years of invaluable experience in community outreach, government relations, and nonprofit administration to her role as Community Relations and Event Coordinator at Westmoreland Community Action. With a steadfast commitment to serving others, Jennifer has dedicated 11 years of her career to the agency, where she continues to make a profound impact on the lives of individuals and families in need.

Sara Majorsky, Outreach Specialist
Westmoreland Community Action

Sara is a recent Marietta 23' college graduate who has been working as a Workforce Development Outreach Specialist for Westmoreland Community Action (WCA) since September. She engages with organizations and the public to promote awareness on WCA's resources, specifically recovery supports within Community and Economic Development Department. Through her role, she has learned the importance of community engagement, non-profit work, and communication.

~~10:50- 11:50 AM~~

SESSION 3: ALUMNI PANEL

Tre' Coles (2015) Associate Director, Student Diversity Recruitment & Retention, Graduate Programs

University of Pittsburgh: Katz School of Business

Tre' Coles is a Higher Education professional with six years of experience in admissions and recruitment of graduate and undergraduate students. Tre' started his professional career as a Marketing Intern at Enterprise Rent- A Car while building marketing strategies and organizing the daily operations of local accounts. Shortly after his internship ended, he began working full-time as a Management Trainee in 2016, was promoted to a Management Assistant in 2018, then advanced to a Senior Account Specialist at Enterprise in January of 2018 where he was responsible for creating business solutions and increase income and marketing efforts to his designated branches.

Tre's higher education career began at Penn State University in March 2018, where he started as an admissions counselor and recruited students to each of Penn State's twenty commonwealth campuses, including Penn State Fayette. He was promoted to the Interim Director of Enrollment Management in January 2021, where he oversaw the entire admissions and financial aid department and selected scholarship criteria for first-year incoming students. Currently, Tre works for the University of Pittsburgh's Katz Graduate School of Business where he recruits high quality Master of Business Administration and Masters of Science candidates to the Katz Graduate School of Business, including serving as the diversity student liaison.

Tre graduated from the University of Pittsburgh at Greensburg in 2015 with a degree in Marketing/ Communications and received his Master of Education in Higher Education Management from Penn State University in 2021. During his time at Pitt-Greensburg, Tre' served on the Men's Basketball Team, Media Club, Diversity Student Coalition, and Pitt Greensburg's Lambda Pi Eta (Communications Honor Society). Tre is also a member of the NAACP (National Association for the Advancement of Colored People), Fayette County Athletics Hall of Fame, and Pennsylvania Black Conference of Higher Education.

Courtney Baum (1998) Talent Acquisition Manager

Sisterson & Co. LLP

Courtney leads all aspects of Sisterson's recruitment process while collaborating with partners and leadership to determine current and future hiring needs for the firm. She designs and implements effective recruitment strategies, while engaging, hiring, and working to retain top talent in the region. Courtney represents the firm at experienced and campus activities by building meaningful relationships with both internal and external constituents, while passionately serving as a strong proponent of the Sisterson brand.

In addition to her experience as a Senior Recruiter at Baker Tilly, Courtney's previous roles include Assistant Director of Carnegie Mellon University and Heinz College career centers from 2000-2007 and Director of the Career and Professional Development Center at Saint Vincent College from 2007-2021. She also led students in the classroom as an adjunct instructor from 2013-2021 at Saint Vincent. Throughout her professional career, Courtney has served in several executive board positions, focusing on the importance of health and wellness, education, and career and professional development.

**Mia DiCristofaro (2018) System Administrator
Naval Nuclear Laboratory**

Mia DiCristofaro is from North Huntingdon, PA. She attended Norwin High School and graduated in 2018. Following high school graduation, she attended University of Pittsburgh at Greensburg graduating in 2022 with a Bachelor's of Science in Information Technology and a minor in Criminal Justice. During college she interned at CCL Technologies local to Greensburg which confirmed her passion for technology. Post-graduation she started a job at Naval Nuclear Laboratory in West Mifflin, PA. Here she has learned how important technology and engineering are to the Naval Nuclear Propulsion Program, and how to make an impact in her field. Outside of work Mia can be found spending time with family or adventuring with her boyfriend and dog, Emmit. She enjoys traveling and the outdoors, and is hoping to do more of that this year! Mia also volunteers locally at a firehall. *Proud to be a UPG Alumni!*

**Audrey Hendarsah (2018), Tax Accountant
System One**

Audrey Hendarsah is currently working as the internal Tax Accountant at System One providing tax support across multiple entities. In addition to tax compliance, she also provides tax analysis, research, and advisory work. She assists System One to establish a stronger tax foundation and more streamlined process. Prior to her current position, Audrey was a Senior Tax Analyst at Schneider Downs with experience in Oil and Gas, Real Estate, and Not-for-profit industries.

Audrey Hendarsah graduated from University of Pittsburgh at Greensburg in 2018. Previously, she attended Northampton Community College in Bethlehem, PA. During her time at Pitt Greensburg, she served as President of Photography club and actively participated in many campus programs and events.

**Melissa Paravate (2021), Software Analyst
ANALYGENCE Labs**

Melissa holds a bachelor's degree in Management from the University of Pittsburgh at Greensburg. Following graduation, she worked as a Project Manager at Smith Micro Software, Inc. where she managed a platform migration for a tier one telecommunications client. Recently, Melissa transitioned into a Software Analyst role at ANALYGENCE Labs where she assesses cybersecurity vulnerabilities.

**Kayla Santucci (2023), Senior Human Resources Administrative Assistant
UPMC Passavant- McCandless**

Kayla is from Lower Burrell, and a 2023 graduate from the University of Pittsburgh at Greensburg. Kayla received her Bachelor's Degree in Healthcare Management and was a student athlete. She now is the Senior Human Resources Administrative Assistant at UPMC Passavant-McCandless.

11:55- 12:15PM

SESSION 4: NETWORKING TIPS WORKSHOP

Alycia Baker, *Group Talent Acquisition Manager - Western Pennsylvania*

Enterprise Mobility

Alycia Baker started her career with Enterprise Mobility in 2014, shortly after graduation from Rider University in New Jersey. Alycia started her career in the Radio industry and used her transferrable skills to start a career with Enterprise in the Management Trainee program. After working in management and sales roles for four years, Alycia transitioned to the Human Resources Team in Philadelphia, eventually specializing in recruiting. In 2023, Alycia was promoted to her current role of Group Talent Acquisition Manager, overseeing all internal and external hiring processes in Western Pennsylvania. Alycia will celebrate her 10th anniversary with Enterprise Mobility this year.

NETWORKING LUNCH REPRESENTATIVES:

ALLEGHENY HEALTH NETWORK
AMERICAN RED CROSS
AMERICORPS- KEYS SERVICE CORPS
ANALYGENCE LABS
ENTERPRISE MOBILITY
HABITAT FOR HUMANITY
NAVAL NUCLEAR LAB
PGAA
PRIVATE INDUSTRY COUNCIL, INC.
ROBERT HALF INTERNATIONAL INC.
SISTERSON
SYSTEM ONE
SOMERSET TRUST
UNIVERSITY OF PITTSBURGH- BIG IDEA CENTER
UNIVERSITY OF PITTSBURGH- GRADUATE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS
UNIVERSITY OF PITTSBURGH- KATZ GRADUATE SCHOOL OF BUSINESS
UPMC
WESTMORELAND COMMUNITY ACTION
WESCO

12:15- 12:35PM

KEYNOTE SPEAKER

**Michel Marie Keller, Vice President of Education & Workforce
The Private Industry Council of Westmoreland/Fayette, Inc.**

Experienced Vice President of Education and Workforce Development with a demonstrated history of working in the non-profit organization management- human resources industry. Skilled in Nonprofit Organizations, Public Speaking, Training, Human Resources, Leadership Development, and Grants. Strong business development professional graduated from the University of Pittsburgh- Greensburg. Currently serves on the Pitt Alumni Board of Directors- President and the Pittsburgh Job Corp Community Advisory Board of Directors.



PHOTO CREDIT: SUSAN ISOLA

Michel Marie Keller is proud mother of four children (3-daughters/1-son) and a ‘Mimi’ of 4 granddaughters. She graduated from Penn Trafford High School and earned her Bachelor of Science Degree in Psychology from the University of Pittsburgh-Greensburg in 1996.

She was hired as the Vice President of Education & Workforce Development for the Private Industry Council of Westmoreland/Fayette, Inc. (PIC) in 2020. She is responsible for the oversight of PIC Youth Programs, IT Department, DADS MATTER Program, Youth Re-Entry Program, adult education in the Westmoreland County Prison and EARN Program, as well as the Title 1 staff at the PA CareerLink® in Westmoreland and Fayette Counties.

Michel is a current American Red Cross certified CPR/AED/First Aid Instructor, a National Council Mental Health First Aid Instructor, and Pennsylvania Mandated Reporter Instructor. She is part of the Pittsburgh Job Corp Community Relations Board and is so honored to be the Pitt Greensburg Alumni President for the 2023-2025 term.

COMMITTEE MEMBERS:

Neelima Bhatnagar, PhD, *Assistant Professor of Information Science*

Henry Cummin, *Accounting & Business Club Past President*

Douglas Harding, MBA, MA, *Visiting Instructor of Business*

Michelle Louch, DSc, *Assistant Professor of Management*

Ron Ott, *Instructor of Healthcare Management*

Mike Pry, *Instructor of Information Science*

Heather Rockwell, *Visiting Instructor of Management*

Ewa Rudnicka, PhD, *Assistant Professor of Business*

Kristen Stratton, *Internship Coordinator*

Donghyup Woo, PhD, *Assistant Professor of Management*

Natalie Wright, *Accounting & Business Club President*

Marcy Yonkey, *Assistant Director of Career Services*

Dorothy Zilic, *Director of Career Services*

SPECIAL THANK YOU:

PRESIDENT GREGERSON

JULIA SEFCHECK & PGAA

CHARTWELLS

STUDENT ACTIVITIES BOARD

CONFERENCE SPONSOR: ENTERPRISE MOBILITY

