

## Featuring

**October 3, 2013**

Social Media Policy

- Daniel A. Schwartz
- Jessica L. Rich
- Suzi Craig
- Rob McGuinness

**February 27, 2014**

Assessment & Evaluation –  
Your Fiscal Portfolio

**April 24, 2014**

Meeting the Requirements of the  
Affordable Healthcare Act

### **Breakfast Seminar Agenda**

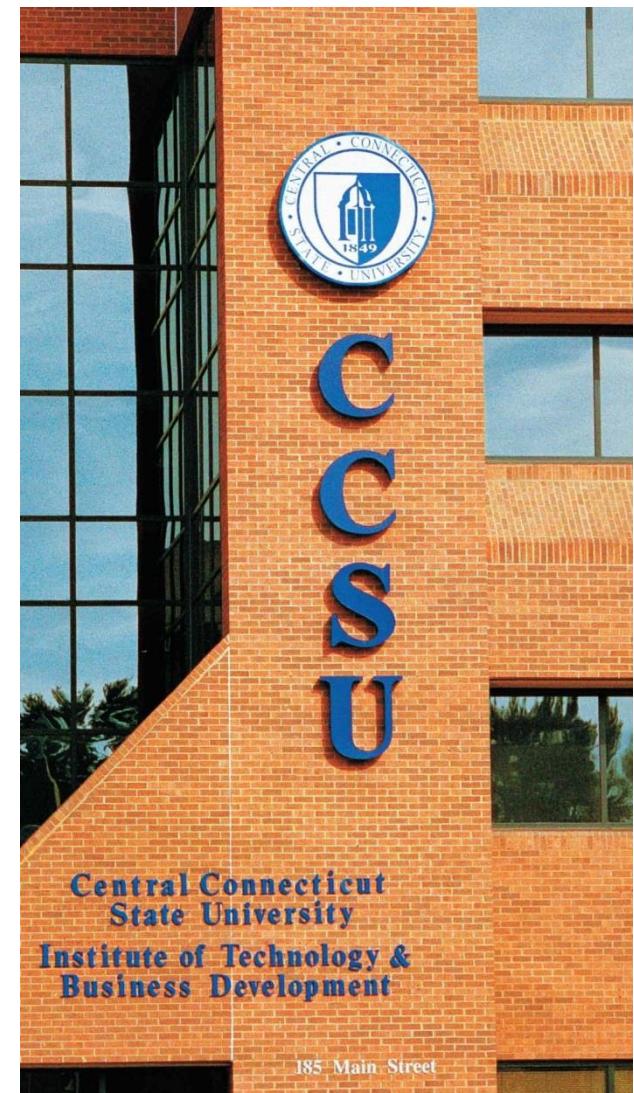
Seminars will commence at 7:30 a.m. and conclude at 9:30 a.m. Please sign in between 7:30 and 8:00 a.m. A breakfast will be provided during the seminar, followed by a Q & A session. You cannot afford to miss this series!



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## CCSU ITBD

## TD BANK



**An Executive Breakfast**  
**SEMINAR SERIES**

# Breakfast Seminar Series

CCSU ITBD and TD Bank invite you to attend an Executive Breakfast Seminar series. Successful business leaders and alumni from the community will address a range of issues common to businesses of all sizes. Brief business lectures, complete with breakfast, will be followed by a question and answer session. This three part series will provide valuable insight on emerging topics in business today. Speakers will cover:

- Social Media Policy – Legal impacts and current practices
- Fiscal Portfolio Assessment and Evaluation – Business Assessment, Cash Management, Business Evaluation
- Impacts of the requirements of the Affordable Healthcare Act – regulatory implementation/activities

All sessions will be facilitated by Dr. David Fearon, CCSU School of Business, Management and Organization Department.

## Speakers

### Daniel A. Schwartz

Daniel A. Schwartz is an award-winning litigator and a blogger. He recently joined Shipman & Goodwin, LLP, and represents employers in cases related to employment issues, including whistle blowing and discrimination. Daniel is listed in Chambers USA as a "Leading Lawyer for Business" in the area of labor and employment. The American Bar Association Journal named him one of country's 50 "Legal Rebels" who are bringing innovative ideas to the legal profession. He authors The CT Employment Law Blog, which has received nearly two million views, and is a speaker on social media and data privacy issues.

### Jessica L. Rich

Jessica graduated from the University of Virginia where she earned a BS in Civil/Environmental Engineering. She worked as a telecommunications engineer in Boston before entering the field of IT. In 2003, Jessica joined The Walker Group, where she is currently Director of Operations and Employee Services, focusing on driving operational efficiency and profitability. Additionally, she oversees all aspects of employee management.

### Suzi Craig

Suzi Craig is Director of Opportunity & Engagement at Fathom, a brand strategy and transformation firm based in Connecticut. With a background in marketing and book publishing, Suzi thrives on connecting people with ideas, opportunities, events, and other people, to generate mutually beneficial relationships. Suzi is a 2010 *Hartford Business Journal* "40 Under 40" winner.

### Rob McGuinness

Rob McGuinness is the manager of e-communications at Pratt & Whitney where he edits the company's employee news site, provides general editorial support, and maintains official accounts on the major social networking websites. A former journalist, Rob held several editorial positions at *The Middletown Press* before joining Pratt & Whitney in 2006.

Date of desired seminar \_\_\_\_\_

Fee of \$25 per seminar  OR \$70 for all three

Name(s) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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Phone 860.832.0705, walkerc@mail.ccsu.edu

Online registration also available at [www.ccsu.edu/panel](http://www.ccsu.edu/panel)