

National Student Leadership Conference  
**BUSINESS & ENTREPRENEURSHIP**  
 JULY 29 – AUGUST 6, 2018

**SUNDAY, JULY 29, 2018**

10:00 AM – 4:00 PM     **Registration**

11:45 AM – 1:45 PM     **Lunch**

1:00 PM & 3:00 PM     **Campus Tours**

5:50 PM – 6:30 PM     Dinner

6:35 PM     **Meet in TA Groups**  
*(Professional Attire)*

7:00 PM – 8:15 PM     **Opening Ceremony**

8:30 PM – 9:45 PM     **TA Group Orientation**  
*\*See Below*

10:15 PM     **RA Meeting**  
*(Casual Attire)*

11:00 PM     RA Check-in

TA Group Meeting Rooms	

**MONDAY, JULY 30, 2018**

7:10 AM     Meet in Courtyard

7:25 AM     Board Bus  
*\*Box Breakfast*

8:00 AM – 11:45 AM     **Team Challenge Course**  
*(Casual Attire, must wear closed-toed shoes)*

12:00 PM     Board Bus

12:50 PM – 1:45 PM     Lunch

2:15 PM – 2:45 PM     **Management Team Simulation: Introduction**  
*(Neat Attire)*

3:00 PM – 4:30 PM     **Leadership Series: Personality Matrix**  
 Mr. Joel Hilchey

4:45 PM – 6:00 PM     **Management Team Simulation: Quarter 1**  
*\*See Page 6 for meeting room*

6:20 PM - 7:15 PM     Dinner

7:45 PM – 8:45 PM     **TA Business Lab**  
*(Casual Attire)*

TA Business Labs Rooms: Rotation #1	

9:15 PM – 10:15 PM     **Birthday Ice Cream Social!**

10:30 PM     Entryway Check

11:00 PM     RA Check-in



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**TUESDAY, JULY 31, 2018**

7:15 AM – 8:15 AM      Breakfast

8:45 AM – 10:00 AM    **Leadership Series:**  
***Brainsprouting***  
 Mr. Joel Hilchey  
  
*(Casual Attire)*

10:30 AM                Board Bus  
*\*Box Lunch*

2:15 PM – 3:00 PM     **New York City:**  
***Top of the Rock***  
*(Casual Attire)*

3:15 PM – 6:15 PM     **New York City:**  
***Times Square Free Time***  
*\*Dinner on Your Own*

6:30 PM                Board Bus

9:15 PM – 10:15 PM   **Trivia Night**

10:30 PM              Entryway Check

11:00 PM              RA Check-In

**WEDNESDAY, AUGUST 1, 2018**

8:10 AM – 8:45 AM     Breakfast

9:15 AM – 9:45 AM     **Product Pitch: Introduction**  
  
*(Neat Attire)*

10:15 AM – 12:30 PM   **Product Pitch Preparation:**  
*Ideation*  
*\*See Page 6 for meeting room*

12:35 PM – 1:20 PM    Lunch

1:45 PM – 2:45 PM     **TA Leadership Workshops**

TA Leadership Workshop Rooms: Rotation #1	

3:30 PM – 5:00 PM     **Leadership Series:**  
***Interpersonal Communication***  
 Mr. Joel Hilchey

6:20 PM – 7:15 PM     Dinner

7:45 PM – 8:45 PM     **TA Business Lab**  
*(Casual Attire)*

TA Business Labs Rooms: Rotation #2	

9:15 PM – 10:15 PM    **Dyadic Encounter**

10:30 PM              Entryway Check

11:00 PM              RA Check In



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## BUSINESS & ENTREPRENEURSHIP

### JULY 29 – AUGUST 6, 2018

#### THURSDAY, AUGUST 2, 2018

- 8:10 AM – 8:45 AM      Breakfast
- 9:00 AM – 10:30 AM    **Lecture Series:**  
***Strategic Thinking and Innovation***  
Professor Steven Rogers  
  
(Neat Attire)
- 10:45 AM – 12:00 PM    **Management Team Simulation: Quarter 2**  
\*See Page 6 for meeting room
- 12:05 PM – 12:50 PM    Lunch
- 1:00 PM – 2:30 PM      **Lecture Series:**  
***The Entrepreneurship Spectrum***  
  
Loria Center 250
- 3:45 PM – 6:00 PM      **Product Pitch Simulation:**  
Product Pitch Preparation  
\*See Page 6 for meeting room
- 6:20 PM – 7:15 PM      Dinner
- 7:45 PM – 8:45 PM      **TA Business Lab**  
(Casual Attire)

TA Business Labs Rooms: Rotation #3	

- 9:15 PM – 10:15 PM    **Family Feud**
- 10:30 PM                Entryway Check
- 11:00 PM                RA Check-In

#### FRIDAY, AUGUST 3, 2018

- 8:10 AM – 8:45 AM      Breakfast
- 9:00 AM – 10:30 AM    **Lecture Series:**  
***Debt Financing for Entrepreneurs***  
Professor Steven Rogers  
  
(Neat Attire)
- 10:45 AM – 12:00 PM    **Management Team Simulation: Quarter 3**  
\*See Page 6 for meeting room  
(Neat Attire)
- 12:05 PM – 12:50 PM    Lunch
- 1:00 PM – 2:30 PM      **Lecture Series:**  
***Equity Financing for Entrepreneurs***  
  
Loria Center 250
- 3:30 PM – 4:30 PM      **TA Leadership Workshops**

TA Leadership Workshop Rooms: Rotation #2	

- 4:45 PM – 6:00 PM      **Product Pitch Simulation**  
Product Pitch Preparation  
\*See Page 6 for meeting room
- 6:20 PM – 7:15 PM      Dinner
- 7:30 PM – 9:00 PM      **Management Team Simulation:**  
Press Conference Preparation  
\*See Page 6 for meeting room  
(Casual Attire)
- 9:15 PM – 10:15 PM    **Friday Night Kickback!**
- 10:30 PM                Entryway Check
- 11:00 PM                RA Check-In



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**SATURDAY, AUGUST 4, 2018**

8:10 AM – 8:45 AM	Breakfast
9:00 AM – 10:30 AM	<b>College Application Workshop</b> Mr. Tony Violano  <i>(Neat Attire)</i>
11:00 AM – 12:30 PM	<b>Guest Speaker: “Were You Born to Build a Business?”</b> Stephanie Larkin
1:00 PM – 1:45 PM	Lunch
2:30 PM – 3:45 PM	<b>Management Team Simulation: Press Conference</b>  <i>(Professional Attire)</i>
5:00 PM – 6:00 PM	<b>College Panel</b>  <i>(Casual Attire)</i>
6:20 PM – 7:15 PM	Dinner
7:30 PM – 8:30 PM	<b>Product Pitch Simulation:</b> Product Pitch Preparation <i>*See Page 6 for meeting room</i>
8:45 PM – 10:15 PM	<b>Leadership Series: Commitment in Action</b> Mr. Joel Hilchey
10:30 PM	Entryway Check
11:00 PM	RA Check-In

**SUNDAY, AUGUST 5, 2018**

8:10 AM – 8:45 AM	Breakfast
9:00 AM – 10:15 AM	<b>Management Team Simulation Quarter 4</b> <i>*See Page 6 for meeting room (Neat Attire)</i>
10:30 AM – 12:30 PM	<b>Product Pitch Simulation:</b> Product Pitch Preparation <i>*See Page 6 for meeting room</i>
12:45 PM – 1:30 PM	Lunch
2:00 PM – 4:00 PM	<b>Product Pitch Presentations</b>  <i>(Professional Attire)</i>
5:00 PM – 6:00 PM	Dinner
6:30 PM – 7:45 PM	<b>Leadership Series: What I’ve Discovered</b> Mr. Joel Hilchey  <i>(Casual Attire)</i>
8:00 PM – 8:45 PM	<b>TA Meeting</b> <i>*See Page 6 for meeting room</i>
9:15 PM – 10:45 PM	<b>Light Up the City Social!</b>  <i>(Casual Attire)</i>
11:00 PM	Entryway Check
11:15 PM	RA Check-in



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**MONDAY, AUGUST 6, 2018**

7:15 AM – 7:45 AM	Breakfast
8:00 AM – 8:45 AM	<b>Final TA Meeting</b> <i>*See Page 10 for meeting room</i>
9:00 AM – 9:30 AM	<b>Closing Ceremony</b> <i>Rosenfeld Hall 101 (Casual Attire)</i>
10:30 AM – 2:00 PM	Check out  <b>* You must be fully moved out of your room by 12:00pm</b>
11:45 AM – 1:45 PM	Lunch

**To Check Out:**

- Collect your belongings
- Throw out your trash in basement
- Put all sheets and towels into your pillow case and place in provided bins in courtyard
- Leave pillow and blanket on your bed
- Move all furniture back
- Have a TA Check off your room and sign your door tag
- Bring your signed door tag to check out downstairs in the office
- Return keys, access cards, fans and meal cards to Courtyard

**PLEASE BE IN THE COURTYARD 20  
MINUTES BEFORE YOUR SCHEDULED  
SHUTTLE**



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**Guest Speaker Bios**



**Professor Steven S. Rogers**

Senior Lecturer of Business Administration, Harvard Business School

Steven Rogers is a Senior Lecturer in General Management and teaches Entrepreneurial Finance in the executive programs, “Launching New Ventures” and “Owners, Presidents and Managers (OPM)”. He also teaches the Field Immersion Experience for Leadership Development (FIELD course in the MBA program, where students create their own entrepreneurial ventures). A 1985 graduate of the school, Professor Rogers holds a Bachelor of Arts degree from Williams College. Prior to teaching at HBS, he taught for 17 years at the Kellogg School of Management at Northwestern University, in the MBA, PhD and Executive programs in the U.S., Toronto, Germany, and Hong Kong. He received the Outstanding Professor Award for the Executive Program 26 times and the MBA Lawrence Lavengood Outstanding Professor of the Year award twice. He was the first professor in the school’s history to receive the latter award more than once.



**Stephanie Larkin**

Founder and President, Red Penguin Books

Stephanie Larkin is the founder and president of Red Penguin Books, which offers both traditional publishing options as well as author-controlled publishing services for writers of many genres, including non-fiction, poetry, memoir, fiction, business, self-help, children’s books and social commentary. She is the author of several books, including “Write That Book!”, “365 Reasons to celebrate” and “SCORE on Social Media”. Stephanie also teaches small business and entrepreneurship in the Marketing Department at Nassau Community College, where she works with future entrepreneurs and marketers. Stephanie is the host of “Technically Speaking”, an award-winning educational cable TV series airing on Long Island, which aims to demystify the technology in our everyday lives and offer practical advice and tips to the “technologically challenged”.

