

Challenge 2020: Stay the Course and Seize the Opportunities

A Virtual Event Presented by BB&T Bank now Truist

Tuesday, November 17th 8:30am – 12:30pm

- **Keynote Speaker:** Laura Haung, Associate Professor at Harvard Business School and author of "The Edge: Turning Adversity into Advantage"
- **Featured Speaker:** Karin Underwood, Stanford Social Innovation Fellow and founder of CoachMe Health
- **Topic Specific Breakout Sessions** featuring Dr. Laura Sicola, author of "Speaking to Influence", Sandra Shpilberg, author of "New Startup Mindset", and Maresa Friedman, social media marketing strategist, "Great Results with Minimal Investment", Bryn Mawr Trust, "Planning for Risk in a Post Covid World".
- Exhibit Hall
- Networking Opportunities
- **Presenting Sponsor:** BB&T Bank now Truist
- **Gold Sponsor:** Bryn Mawr Trust and QVC

Registration

<http://events.r20.constantcontact.com/register/event?oeidk=a07ehcd6fm77555ca81&llr=ekds7zcab>

Cost to attend is \$15.00. Students, faculty and staff may register for free.

For additional information: cottrellcenter@wcupa.edu

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