

**The Nineteenth Annual  
Ted Winnowski '63 Student Conference in Business 2025**

*A Scholarly Forum for Student Research Presentations*

**May 2, 2025**

**Maloney Great Room of Sarazen Student Union**

**Opening Remarks: Dr. Cheryl Buff**

**Welcome: Dr. Charles Seifert, President**

**Introduction to Keynote Speaker: Dr. Margaret Madden, Provost and Senior Vice  
President**

**Keynote Address: "Myth Busting: How to Thrive in the 'Corporate World'"**

**MR. NICK STARK '15**

**HEAD OF SALES ANALYTICS, CHAIN ACCOUNTS, DIAGIO BEER COMPANY**

**9:10 – 9:30 AM**

**9:35 - 10:25 AM**

**SESSION 1**

Track 1: Entrepreneurship	Molinari Room - SSU 239
Track 2: Case-Based Market Research	Maloney Great Room - SSU 240
Track 3: Economics of Education & Work	Kiernan Hall 121
Track 4: Predicting Change: Policy & Behavior	Kiernan Hall 122
Track 5: Graduate Research in Business	Sarazen Student Union 241-242
Track 6: Management	Sarazen Student Union 243

**10:35 - 11:25 AM**

**SESSION 2**

Track 7: Entrepreneurship 1	Molinari Room - SSU 239
Track 8: Community Engaged Research	Maloney Great Room - SSU 240
Track 9: Econometrics	Kiernan Hall 121
Track 10: Economic Policy & Practice	Sarazen Student Union 241-242
Track 11: Business Analytics	Sarazen Student Union 243

**11:30 AM -1:30 PM**

Lunch - The Norm  
Poster Session - MAC

**1:35 PM**

Reconvene in the Maloney Great Room

**1:45-2:45 PM**

**Internship Panel**

Moderated by Angela Everett '25 and Stephanie Davis '27  
Ms. Denasia Pompey '25 and Mr. Joe Legault- Mannix Marketing  
Mr. Lucas Helms '25 and Mr. James Corl- New York State Senate  
Ms. Amy Rasmussen '26 and Mr. Ryan Dudzic- Inspire Confidence Group

**3:00-4:00 PM**

Honor Society Inductions  
Awards Ceremony

**Concluding Remarks: Dr. Rashmi Assudani, Dean of School of Business**

**Vote of Thanks: Dr. Ashley Provencher**

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**We gratefully acknowledge the following for their contributions to the Nineteenth Annual TWSCB:**

Mr. Ted Winnowski '63, Benefactor  
Mr. Nick Stark, Head of Sales Analytics, Chain Accounts, Diagio Beer Company  
Dr. Charles Seifert, President of Siena College  
Dr. Margaret Madden, Provost and Senior Vice President  
Dr. Rashmi Assudani, Dean, School of Business  
School of Business Faculty – Research Mentors, Best Paper and Presentation Judges, Faculty Facilitators  
School of Business Students – Authors and Presenters, Conference Co-Chairs, Track Chairs  
Jenn Attanasio and School of Business Administrative Staff  
Chris Burdo and the Events Crew  
Tom Callan and ITS  
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