7th Annual Career Symposium

GRADUATION TO OPTOMETRIC STARDOM

preparing students to be a star in the mode of practice that they want...

APRIL 8, 2018
Welcome everyone to the 7th Annual Career Symposium! Our symposium planning committee has been hard at work behind the scenes to bring to you an all-star cast to this year’s symposium. A common, albeit good problem to have, for many of our graduates is that they have so many choices to pick from when it comes to choosing a mode of practice. And often times, having so many choices can be dizzying.

After many discussions, our committee wanted to create an event where you get to hear from successful optometrists from five main modes of practice – private practice, corporate optometry, hospitals, academia, and industry. You will not only get a chance to hear about the path that these professionals took, but you will get a rare opportunity to break out into smaller and more intimate discussion groups and learn how to be successful in a specific mode that you would like to pursue in the near future.

A highlight this year is that for the first time, we are inviting prospective employers to come and network with job seekers. This is a win-win for both our graduates looking for work, and for employers looking for high quality doctors from a top notch institution.

On behalf of our college and our partners, we hope that you’ll find the event both educational and enjoyable, and that you’ll make many connections throughout the day and at the reception!

Dr. Quy H. Nguyen
Director of Career Development
and Minority Enrichment
7TH ANNUAL CAREER SYMPOSIUM: GRADUATION TO OPTOMETRIC STARDOM
SUNDAY, APRIL 8, 2018 - 11:00AM TO 5:30PM

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<th>Activity</th>
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<td>Registration &amp; Networking Lunch</td>
<td>11:00am - 12:00pm</td>
<td>Lobby/3rd floor</td>
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<tr>
<td>Introductory Remarks</td>
<td>12:00pm - 12:20pm</td>
<td>Schwarz Theater</td>
<td>Gui Albieri, PhD</td>
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<tr>
<td>All-Star Panel</td>
<td>12:20pm - 1:10pm</td>
<td>Schwarz Theater</td>
<td>Nick Despotidis, OD, FAOO, FOAA, FCOVD, Julia Appel, OD, FAAO, Kurt Moody, OD, FAAO, FBCLA, Tybee Eleff, OD, FAAO, Michael Chernich, OD</td>
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<tr>
<td>Mode of Practice Breakout Sessions</td>
<td>1:20pm - 2:10pm</td>
<td>Various rooms</td>
<td>Private Practice - Nick Despotidis, OD</td>
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<td>Corporate - Michael Chernich, OD &amp; Azzrah Thobani, OD</td>
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<td>Industry - Kurt Moody, OD</td>
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<tr>
<td>Ice-cream/Coffee Break</td>
<td>2:10pm – 2:40pm</td>
<td>Schwarz Theater</td>
<td>Matthew Bovenzi, OD, FAAO, Dipl(ABO), Gary Gerber, OD</td>
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<tr>
<td>Session #1</td>
<td>2:45pm – 3:35pm</td>
<td>Various rooms</td>
<td>Jocelyn Cercone, OD, FAAO, Raul Daniels, OD, Ben Arthur, MS, OD, Viola Kanevsky, OD, Milly Mui, OD</td>
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<tr>
<td>Session #2</td>
<td>3:40pm – 4:30pm</td>
<td>Various rooms</td>
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<tr>
<td>Reception and Raffle</td>
<td>4:30pm – 5:30pm</td>
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**Session 1**
2:45pm – 3:35pm

**Budgeting and Retirement Planning:** Budgeting and retirement planning are two topics that are on the new graduate’s mind as he/she begins work. How do you set up a basic budget to manage your finances? What should a new graduate be doing to make sure he/she is preparing for retirement? This session will go over these two topics and attendees will leave knowing how to set up a basic budget, as well as take away important concepts in retirement planning.

*Matthew Bovenzi, OD, FAAO, Dip(ABO) - Room: 101*

**Marketing to Different Demographics:** What does Ferrari sell, who does it sell to and how do they sell it? Is that any different than what does an OD sells, who do they sell it to and how they sell it? Dr. Gary Gerber, Chief Dream Office of the Power Practice helps you understand why there is little difference between fast cars and eyecare when he discusses how to market your practice by helping you understand what’s done in other industries and applying those same principals to your practice. Also to be discussed is the proper use of media. Contrary to popular belief, there is still an important place for print media together with social media. Dr. Gerber discusses how to craft your messaging so it cuts through the clutter and gets heard by the right audience at the right time.

*Gary Gerber, OD - Room: 103*

**Session 2**
3:40pm – 4:30pm

**Life as a New O.D.:** What is the optometric landscape like for a recent graduate in today’s world? How are they navigating this new environment? What are some things they are doing to be successful in their respective mode of practice? Come hear how these recent graduates have been successful, including how one opened his practice cold, how one O.D. switched from different modes of practice, and lastly, life as an optometric resident.

*Jocelyn Cercone, OD, FAAO, Ben Arthur, OD, Raul Daniels, OD - Room: 101*

**Getting Hired - An Interviews Workshop:** For many new graduates, their first job out of optometry school is their first “real” job. If not, many new graduates have not had much extensive experience dealing with job interviews and negotiations. Come to this workshop to learn and apply first hand some important concepts when it comes to interviews with two experienced ODs who have a wealth of experiences when it comes to interviewing and hiring.

*Viola Kanevsky, O.D., Milly Mui, O.D. - Room: 103*
Julia Appel is a 1991 graduate of the SUNY College of Optometry and completed the Residency in Rehabilitative Optometry at the Northport VAMC in 1992. She worked part time as an associate in private practice for 17 years while simultaneously directing the Spellman Center for HIV-related Disease for SUNY as an affiliate site for 12 years. She is currently an Associate Clinical Professor working with third year interns in the Adult Primary Care clinic at the University Eye Center and is the instructor of record for the Optometric Clinic I, II and III courses. As a Fellow of the American Academy of Optometry, Dr. Appel is the Optometric Education Section liaison at the college. In her work as a member of the Clinical Education Department, she is intrinsically involved in developing clinical programs including best practices in assessment and remediation. Over the last 26 years at the college, she has helped to prepare students to be their best clinical selves no matter where the future takes them has been her focus and passion.

Dr. Gui Albieri is the Vice President for Student Affairs and the Chief Diversity Officer at SUNY College of Optometry. Prior to this role, he was the Senior Director of Admissions and Marketing at SUNY Optometry. His research interests include the areas of wisdom and self-control as well as inclusion, branding, cross-cultural communications, sustainable communities, and social innovations in isolated communities. Dr. Albieri has written a book chapter and published in the area of sustainable tourism development. He has won awards for public speaking, including the Jeff Gibb award for the “Best Presentation of the Year” from the Organizational Development Institute. Prior to joining SUNY Optometry, Dr. Albieri has worked as a human resource consultant for a major American chemical company in Brazil and was directly involved with HR interventions in more than 11 countries in Latin America. He is also a small business owner in Brazil. Dr. Albieri holds a PhD in Human and Organizational Systems, and MS degrees in Human and Organizational Development and in Organizational Change.
Dr. Arthur is a graduate of Lafayette College and 2013 alum of SUNY State College of Optometry. After completing his Doctor of Optometry Degree with a Masters in Vision Science, Dr. Arthur worked in a variety of settings before deciding to open up his own practice cold in Brooklyn.

Dr. Arthur has a passion for the practice of Optometry and loves to give back to his profession. He is a frequent speaker at many meetings and conferences involving students. He is a member of the AOA and NYSOA and he is very much involved at the state level.

Dr. Bovenzi, a native of Rochester, NY, is currently the Assistant Chief of Primary Care of the University Eye Center (UEC) and an Assistant Clinical Professor at the SUNY College of Optometry, where he is an instructor in both glaucoma and primary care clinics and teaches in various courses at the College. A 2014 graduate of SUNY, he completed a residency in Ocular Disease & Family Practice at the East NY Diagnostic & Treatment Center, and was nationally recognized as the 2015 recipient of the American Optometric Foundation’s Douglas W. Hopkins Primary Care Residency award. Prior to optometry school, he served as a surface warfare officer in the U.S. Navy for four years after receiving bachelor’s degrees in both biological sciences and music from Cornell University, where he attended on a Navy ROTC scholarship. Dr. Bovenzi has a history of optometric leadership and service; he has attended five international mission trips through Volunteer Optometric Services to Humanity (VOSH), and has created a database program to catalog and dispense donated eyeglasses for mission trips. He is a fellow and active member of the American Academy of Optometry as well as the American and New York State Optometric Associations (AOA and NYSOA), and he is board certified as a diplomate of the American Board of Optometry. As a seasoned lecturer, Dr. Bovenzi is called upon for continuing education and instruction on local, national, and international levels.
Dr. Cercone grew up in Sarasota, FL and attended Eckerd College to study marine biology. After some time in the field, she began to realize she enjoyed it more as a hobby than a career, and began exploring options in the healthcare field. Her mentor at the time came from a family of optometrists and guided her through a research study on the eyes of deep sea fish. It was then that she found a true interest in optics and the way vision works. She began shadowing providers in the field and found optometry was a great fit. She ended up attending Nova Southeastern College of Optometry right after graduation.

From there, Dr. Cercone pursued a residency in New York at the East NY Diagnostic and Treatment Center through SUNY. The allure of New York and the people she met there persuaded her to stay and she pursued a career in a private practice, then moved on to a multi-disciplinary clinical setting, and now practices in a private ophthalmology setting. It has been a journey determining what practice setting is right for her, but she has learned a lot in the process.

Dr. Michael Chernich is an alum of Illinois College of Optometry. He first joined Luxottica as an employed Optometrist in 2012 and in 2014, he became Managing Optometrist for New York City, managing his SoHo office along with all Manhattan locations. In 2015, he accepted a position as Senior Manager of Clinical Development. In this role he was responsible for training of Luxottica OD’s nationwide on refractive technology, contact lens education, and practice management. As of 2018, Dr. Chernich is the Senior Director of Eyecare, overseeing OD operations for Pearle North America.

He has served as a member of the Acuvue Advisory Council, consulted for Alcon and Coopervision and he is a member of the speaker’s bureau for Acuvue, Alcon, and Coopervision. Dr. Chernich has shared his optical expertise with Broadway musicals, television shows, and feature films by providing and fitting theatrical contact lenses on set.
Dr. Raul Daniels is a SUNY College Optometry class of 2017 graduate. He is currently one of four Ocular Disease residents at SUNY. He graduated with BS degree in Biochemistry and subsequently completed a MS degree in Biochemistry from The City College of New York (CUNY), and Graduate Center respectively. Prior to Optometry School, Dr. Daniels was actively involved in scientific research including a study attempting to determine ocular signals responsibly for emmetropization in chick eyes. He researched projects in various areas including microbiology, biochemistry, and organic chemistry. He also served as a General and Analytical Chemistry Adjunct for The City College of New York.

Dr. Nick Despotidis graduated with honors from The State College of Optometry in New York and later completed a residency in Vision Therapy/Pediatric Vision. He has published papers in optometric journals and is a frequent lecturer. Among his many honors is the distinguished Barnes-Hind Award for Excellence in Contact Lens Fitting.

Nick Despotidis practices in Hamilton, NJ with two partners, Barry Tannen and Ivan Lee. Their multi-disciplinary practice offers a variety of specialty services, including vision therapy, orthokeratology, disease detection and treatment. Together, they’ve created one of the largest, happiness-centered, practices in the country.
Dr. Gary Gerber is optometry’s most in demand practice building consultant. His own optometry practice was among the top 1% of practices in the world and located in one of the most competitive ophthalmic marketplaces in the United States. His informative and entertaining presentations have been seen by doctors across the United States, the United Kingdom and Canada and he has consulted for practitioners in Australia, Japan, South Africa, the Caribbean and China. Dr. Gerber is also a contributing editor for Review of Optometry and has a regular column in Optometric Management, Contact Lens Spectrum, Review of Cornea and Contact Lenses and Optometry, the Journal of the American Optometric Association. He also hosted his own radio talk show in New York City, “Dr. Gerber’s Eye Show” and is now the host of The Power Hour, Optometry’s ONLY live talk radio show. He is a corporate consultant and has spoken for CIBA Vision, Vistakon, Essilor, DICON, Laser Diagnostic Technologies, Carl Zeiss Meditec, TLC, OfficeMate Software Solutions, First Insight as well as many other companies in the ophthalmic industry. He has lectured at virtually every large optometric meeting including SECO, Vision Expo East/West, The AOA Congress, East West Eye Conference, The American Academy of Optometry and EyeQuest.

Dr. Tybee Eleff received her BS in Biology from Touro College, New York, NY. Subsequently, she completed her OD degree at SUNY College of Optometry. Dr. Eleff holds a MS degree in Vision Science from SUNY College of Optometry, and she is a Diplomate of the American Board of Optometry. Dr. Eleff completed a residency in Ocular Disease and Family Practice at East New York Diagnostic and Treatment Center - an affiliate of King’s County Hospital Center and SUNY College of Optometry. She spent several years in both optometric and ophthalmologic private practice before joining the staff of Bronx Lebanon Hospital Center. She is currently the director of the optometry residency program at Bronx Lebanon Hospital Center, and she is an adjust faculty member at SUNY College of Optometry.
Dr. Viola Kanevsky

Dr. Kanevsky is a pediatric optometrist specializing in custom contact lenses, who has practiced on the Upper West Side for almost 25 years. An émigré from the former Soviet Union, Dr. Kanevsky lived in Netanya, Brussels, and Miami, until her family settled in New York City in 1979. Many years later, having earned a BS from Pace University and a Doctorate from SUNY State College of Optometry, she works and lives with her husband, daughter, and son in the neighborhood that she loves best. She owes much to the community that fostered her personal happiness and professional success and tries to give back to it whenever she can. She is the Metropolitan Trustee of the New York State Optometric Association board; a trustee of the Optometric Society of the City of New York; president of her residential coop board; vice president of the board of the Interschool Orchestras of New York, an organization dedicated to providing musical education to children regardless of ability to pay; and trustee on the board of the Ilya and Emilia Kabakov Foundation and as such, produces benefit concerts for the Ship of Tolerance, an international art project whose goal is to promote tolerance amongst children of differing cultures. Dr. Kanevsky supports the New York Youth Symphony and Concerts in Motion, an organization that brings music to homebound individuals. She is the treasurer of the NY chapter of Volunteer Optometric Services to Humanity (VOSH) and has joined VOSH on medical missions to orphanages in Mexico, Peru and Guatemala. An avid writer, Dr. Kanevsky enjoys writing humorous articles about optometry.

Dr. Kurt Moody

Dr. Kurt Moody received his Doctorate in Optometry from the Pennsylvania College of Optometry in 1983. After graduation Dr. Moody became affiliated with the Pugliese Eye Associates which eventually became Eye Care Specialists of North East Pennsylvania; it's one of the largest MD/OD practices in Pennsylvania. As a key member of this large practice Dr. Moody became very involved in clinical research, he had authored multiple papers, spoke nationally on contact lenses, was a key opinion leader for multiple contact lens companies and was privileged to be one of the first Optometrists in the US to participate in a phase 3 topical antibiotic clinical trial. While in practice he held the office of President of the North-East Pennsylvania Optometric Society was OD of the Year and was appointed by the Governor of Pennsylvania to the State Board of Optometry. Dr. Moody accepted the position of Principal Research Optometrist with JJVC in 2005 and became the lead clinician for a project which resulted in 1-Day Acuvue TruEye. In 2007 Dr. Moody became the Associate Director of New Product Claims where he was responsible for claims generation and substantiation of all new and existing product claims, his most notable work was the Neophyte study for 1-Day Acuvue TruEye. In 2010 he was promoted to Director of Design in R&D, responsible for the product development of astigmatism, presbyopic, eye enhancement and myopia control products. During this time 1-Day Acuvue Moist for Astigmatism was launched. In 2013 he became the Global Platform Director for Presbyopia within R&D and led the R&D team that developed 1-Day Acuvue MOIST® Multifocal. Dr. Moody along with his team were recipients of the prestigious Johnson Medal in November 2016 for their work in bringing 1-Day Acuvue MOIST® Multifocal to market. In 2015 Dr. Moody became the Director of Clinical New Product Development within R&D.
Dr. Milly M. Mui is a native New Yorker and a member of professional organizations including the AOA, NYSOA, OSCONY, and Coalition for Asian American Independent Practice Association (CAIPA). Dr. Mui completed her undergraduate degree at the New York University College of Arts and Science in 1995. After graduation, she worked as a certified ophthalmic assistant and billing consultant for 10 years. She then decided to pursue optometry and completed a pre-health program at the City University of New York Queens College in 2004. Dr. Mui completed her optometry degree from the New England College of Optometry. She is dually licensed in the State of New York and Massachusetts. She worked in Massachusetts for 3 years and decided to move back to her native NYC. In 2013, she opened her own private medical optometry practice in NYC Chinatown where she provides eye care to the underserved community and practices full scope optometry, including primary eye care, contact lenses, and low vision. She speaks 3 Chinese dialects: Cantonese, Mandarin, and Toisanese. Recently, she joined the NYC Department of Health and Mental Hygiene Medical Reserve Corps as a volunteer. Dr. Mui is proactive in trying to get the orals bill passed in NY State. She has taken time off from her private practice to go to Albany and Washington, DC to get sponsors for the orals bill. You may also find her on ODs on Facebook, which she admits to being an addict.

Dr. Azzrah Thobani graduated from McGill University, and subsequently completed her OD degree at the Illinois College of Optometry. She is a highly skilled optometrist whose passion for eye care stemmed from her volunteer work at the Lions Eye Hospital in her home city of Nairobi, Kenya. She is dedicated to quality care of her patients, and is also involved in outreach programs dedicated to improving vision for those in need.

She is an advocate for preventive health care, and believes in the importance of annual eye exams. She practices full scope optometry with an emphasis on primary care, the fitting of soft and rigid contact lenses, as well as the diagnoses and management of ocular disease. She is a Fellow of the American Academy of Optometry.

When not seeing patients, she enjoys practicing yoga, exploring the city, and trying out new restaurants with family and friends!
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Vision Care
We believe that everyone deserves to see their world clearly.
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NORTH & CANADA
WI, IL, Canada
Nancy Kerney
513 635 7007
nkerney@luxotticaretail.com

CALIFORNIA & PACIFIC
CA, HI, AK, WA
Kerinda Bedell
414 343 6666
kbedell@luxotticaretail.com

GREATER LAKES
MI, OH, PA, WV
Michael Husford, OD
616 204 9742
mhusford@luxotticaretail.com

MIDWEST
MN, IA, MO, AR, KY, IL, OK
Maggie Birndorf
847 450 8562
mbirndorf@luxotticaretail.com

NORTHEAST
NJ, NY, CT, MA, NH, RI, VT & ME
Meredith Escala
201 249 0485
mescal@luxotticaretail.com

SOUTHEAST & PUERTO RICO
GA, MD, NC, VA & DE
Paul Case
803 367 3723
pcase@luxotticaretail.com

SOUTH
FL, SC
Michelle Castellanos
513 426 4717
mcastell@luxotticaretail.com

SOUTHWEST & CANADA
CA, MO, AR, OK, TX
Maggie Birndorf
847 450 8562
mbirndorf@luxotticaretail.com

WEST
OK, OR, ND, NE, AZ, NV, CO,
MT, SD, ID, UT, WY
Dexter Jones
513 317 9674
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SUNY College of Optometry
33 West 42nd Street, New York, NY 10036
Tel: 212.938.4000

For more information, visit our website: www.sunyopt.edu/confucius
or reach out to a member of the Confucius Institute staff:

Dr. Guilherme Albieri, Director /galbieri@sunyopt.edu
Dr. Jie Chen, Chinese Director /jie@sunyopt.edu

The Confucius Institute for Healthcare (CIH) at SUNY College of Optometry provides programs and courses in Chinese language and culture with special emphasis on the healthcare system in China. Classes are open to SUNY students and faculty, as well as to the general public, and are particularly applicable for anyone who plans on working or studying in any of the healthcare fields or in biomedical research in China. Our unique programs and learning experience will enable these individuals to have a better understanding of the culture of providers and patients and of existing practices such as traditional Chinese medicine.
MANDARIN LANGUAGE COURSE

The purpose of our Mandarin Language courses is to prepare healthcare students, practitioners, and others who plan to work and/or study in China with the skills and knowledge to function in a healthcare setting. Specific aspects of Chinese language and culture that are useful in caring for patients and communicating with Chinese-speaking staff are stressed. Two credit-bearing courses, one introductory in nature and the other intermediate/advanced for those who have taken at least two years of college-level courses in the Chinese language, have been offered in the spring and fall semesters. The introductory course mainly teaches the basic structure of modern Chinese language and applications in healthcare settings, whereas the intermediate/advanced course focuses on the healthcare delivery system and cultural considerations in patient care in China. Each course consists of ten ninety-minute weekly sessions for ten weeks each semester.

TAICHI FOR BETTER HEALTH

Tai Chi has been widely recognized as having major health benefits that are known to improve balance, leg strength, cardiovascular endurance, flexibility, immune system response, focus and sleep habits. Tai Chi can also assist in the prevention and rehabilitation of age-associated conditions including arthritis, low bone density, breast cancer, heart disease and stroke. We invite you to join us for ten ninety-minute weekly Tai Chi sessions each semester and improve your physical and psychological health.

CULTURAL ACTIVITIES

The Confucius Institute for Healthcare holds a number of annual programs including a Lunar New Year Celebration, Mid-Autumn Festival, Winter Festival, and Confucius Institute Day. The CIH also reaches out to communities in Manhattan and the greater New York area, offering workshops, cultural activities, and summer camp programs.

SPECIALIZED COURSES:

TRADITIONAL CHINESE MEDICINE (TCM) AND ACUPUNCTURE IN EYE HEALTH ACADEMIC COURSE

The purpose of this course is to educate optometry and ophthalmology students, medical doctors, health care providers, as well as TCM practitioners about the use of herbs and/or acupuncture as an adjunct to standard current treatment of eye disease and functional eye disorders. This course provides an overview of the history of acupuncture in China and the foundation of oriental medicine theory. Students learn the underlying principles of Chinese medicine and how it differs from Western medicine. The course also surveys current research studies of acupuncture treatment for amblyopia, dry eye, Sjogrens syndrome and glaucoma cases. This credit-bearing course consists of two 60-minute sessions every week for 6 weeks each semester.

WORLD HEALTHCARE COURSE

This course provides an overview of the status of world healthcare and the role of traditional medicine in impacting health issues. Major topics relevant to this course include: leading causes of blindness by country around the world, survey of diseases around the world, and complementary and alternative methods of healthcare delivery, especially the uses of acupuncture and TCM. Greater emphasis is given to Chinese culture, history, and healthcare. Participants include Doctors of Optometry, medical doctors, other healthcare providers, as well as interested participants.

LECTURES AND SIMPOSIA

The Confucius Institute for Healthcare holds talks and discussions on Chinese history and culture as they pertain to the delivery of healthcare. Past lectures have focused on such topics as Confucius and Healthcare, Doing Business in China’s Healthcare System, and Chinese Traditional Etiquette and Customs.

TESTING CENTER

The Confucius Institute for Healthcare offers various international Chinese proficiency tests such as the Chinese Proficiency Exam (HSK), Oral Chinese Exam (HSKK), Youth Chinese Test, and Business Chinese Test.
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Dr. Lamees Alshawkani, O.D.
SUNY Class of 2013
Thank you!

To all the Career Symposium Planning Committee members who have worked hard to make this event possible. This event is not possible without the following:


A special appreciation to the College community members and departments who contributed to the success of the event: Louie Bacosa, Sarah Didier, Fiona Dhrimaj, Becky Concepcion and the Facilities Department, our Student Affairs department, the IT Department, and UPD.