



The Academic  
**FORUM**

December 2016 Conference

**Conference Program**  
**Royal Caribbean's**  
***Brilliance of the Seas***  
**December 19, 2016**

**8:30 AM – 11:30 AM**

Introduction – Richard A.L. Caldarola (*Troy University*)

Keynote Speech – Don Caudill (*Gardner-Webb University*)

*Presentations*

- Competencies Needed for Community College Leaders: The Transition to a State College, *Johnny Morris (University of Phoenix)*
- The Importance of Orientation: Employee Orientation Pitfalls, Best Practices & Influence on Intent to Leave, *Adam Shoemaker (St. Leo University)*
- How Principals' Decision-Making Influences Student Achievement, *Alverna Champion & Uma Deoras (University of Phoenix)*
- A Holistic, Synergistic and Non-Compensatory Model of Personal Branding: Implications for Marketing Strategy, *Don Caudill (Gardner-Webb University)*

**Conference Summary and Certificate Presentations**