



# December 2016 Conference

## **Royal Caribbean's *Brilliance of the Seas* December 18 - 22, 2016**

Proceedings Editor: Dr. Richard A.L. Caldarola  
Conference Chair: Dr. Richard A.L. Caldarola  
Associate Professor, Troy University

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**FORUM**

## **Conference Program**

### **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**

### **Best Conference Presentation**

***“A Holistic, Synergistic, and Non-Compensatory Model of Personal Branding”***

Donald W. Caudill, *Gardner-Webb University*



## Editorial Review Panel

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