Thank you for attending Wall Connections 2014. We hope you will find the sessions informative and entertaining, and we wish you success for the balance of the Fall 2014 semester!
Schedule of Events

Panel Discussion (11 to 11:50 a.m.)  
Johnson Auditorium
Batt Humphreys, Author/former CBS Executive  
Melissa Clark, Associate Professor of Marketing  
Dalton Floyd Jr., Attorney and Senior Partner, The Floyd Law Firm PC  
Allison Herron, Social Media Coordinator, The Brandon Agency

Breakout Sessions (Noon to 12:50 p.m.)  
Johnson Auditorium
Batt Humphreys, Does this Smartphone Make My Brain Look Bigger?  
The Impact of Mobile Media on News Dissemination  
Allison Herron, Impacts that Social Media have on E-Commerce  
Brent Reser, CCU’s Social Media Campaign  
Dalton Floyd Jr., The Power of Relationships  
Melissa Clark, Marketing to the Social Consumer

Sessions (1 to 1:50 p.m.)  
Johnson Auditorium
David Fink, Anatomy of a Product Launch—How to Successfully Launch a New Drug  
Michael Latta, How Not to be Ignorant  
Brandon Charpied, Like, Retweet and Endorse: Career Crafting the Online “You”  
Merrill Boyce, Innovation is Not New  
Sherril Miller and Anne Palmer, Identity Theft Awareness & Prevention

Sessions (2 to 2:50 p.m.)  
Johnson Auditorium
Mark Mitchell, Legacy of Leadership: E. Craig Wall Sr. and E. Craig Wall Jr.  
Menassie Emphrem, Cryptography: Securing Information in the Age of Mobile Media  
Dalton B. Floyd Jr. is an attorney who established his law practice in 1973. He has a BSBA from the University of South Carolina and a Juris Doctor and L.L.B., cum laude from the University of South Carolina School of Law. He also served as a captain in the United States Air Force. Among his many professional achievements, he served as a speaker for the South Carolina and American Bar Associations, was a founding officer and director of three financial institutions, and served as the chairman of the General Practice Section of the South Carolina Bar. Floyd also served his community as the director of the Horry County Business Coalition, the director of the Horry County Early College and High School Advisory Board, and a trustee of the Coastal Carolina Education Foundation.

Batt Humphreys is a former CBS News executive with 20 years experience in network television. As an executive producer, he was recruited and returned to CBS News to take over The Early Show in 2011 during a period of transition, and tasked with turning a broadcast and staff toward a new editorial focus. Humphreys is also a published author. His first novel, Dead Weight, was the recipient of numerous awards. His second, Path to Glory, is planned for publication in the near future. He and his wife Laura reside on their farm in South Carolina with a varying population of horses, dogs and cats.

Brent Reser is the social media coordinator for Coastal Carolina University. Reser earned a bachelor’s degree in communication studies with an emphasis in organizational communication from the University of Montana in 2009. Reser’s duties at CCU include building a strategic social media strategy for the University, developing content for all social sites and collaborating with all entities on campus with a social media presence. Since arriving in May, Reser has worked to modernize Coastal’s social media presence by producing fresh content and establishing new social channels. He developed and oversaw the #CCUSA: 50 States, 50 Flags summer social media campaign, and, at the start of the 2014 academic year, he introduced the daily student profile feature, #CCUfamily. Reser will also contribute a regular social media segment on the revamped University news program Coastal Now.
**Keynote Speaker**

Suzanne Evans, owner and founder of Suzanne Evans Coaching LLC, is the tell-it-like-it-is, no-fluff boss of business building. In four short years she went from zero to #225 on the 2012 INC 500 list for fastest-growing companies in the U.S. In 2013, her company ranked #680 on the INC 5000 list and was also ranked in the top 20 of the fastest growing companies in S.C. Evans supports, coaches and teaches more than 30,000 women enrolled in her wealth and business-building programs. Having gone from secretary to surpassing the seven-figure mark in just over three years, she coaches, consults and teaches entrepreneurs how to build seven-figure businesses at lightning speed. Evans also runs a Global Impact Project each year in Zimbabwe working with female artists and entrepreneurs. Last year, she launched Hell Yeah! We Care, building the Hell Yeah! House with Georgetown County’s Habitat for Humanity.

**Panelists and Speakers**

Melissa Clark is an Associate Professor of Marketing at Coastal Carolina University. She received her Ph.D. from the University of Mississippi and her MBA as well as her BSBA from the University of North Alabama. Clark specializes in online marketing and mobile media. She has published research papers in the *International Journal of Marketing Studies*, the *Journal of Retailing and Consumer Service* and elsewhere. She has also served as a reviewer for multiple journals and produced many consulting reports.

Allison Herron is the social media coordinator at the Brandon Agency and a recent alumna of Coastal Carolina University. She graduated from CCU in May 2013 with a major in communication and minors in journalism and English. She is experienced in public relations, writing press materials, media distribution and media follow-ups. She also served as a production assistant intern for WPDE News.

Andrew Weinbach, *Advertisement and Sports*

Yoav Wachsman, *Trust and Deception on the Internet*

Kenrick Jordan, *The Food Industry: Major Trends and Implications*

**Wall College Information Sessions (3 to 3:30 p.m.)**

Yoav Wachsman, *Explore Your World: WCOB Study Abroad Opportunities*

Gina Cummings, *Wall Fellows Program*

Rob Reed, *Graduate Program*

Student Advising (*By Invitation Only!*)

Cara Scheuer, *Degree in Three/More in Four*

**Sessions (3:30 to 3:55 p.m.)**

Yoav Wachsman, *Explore Your World: WCOB Study Abroad Opportunities*

Meredith Kahl, *Get Involved: WCOB Clubs and Honor Societies*

Student Advising (*By Invitation Only!*)

Jordan Smith, *Community Engagement Opportunities*

**Meet and Greet with Speakers (4 to 4:50 p.m.)**

**Keynote Speech (5 to 6 p.m.)**

Suzanne Evans, *Owner, Suzanne Evans Coaching LLC*

Doors open at 4:30 p.m.