

CHAPMAN UNIVERSITY ITALIAN STUDIES COUNCIL
AND THE MUSCO CHAIR IN ITALIAN STUDIES
PRESENT

CULTURE AND BUSINESS: AN ITALIAN PERSPECTIVE

Saturday, March 5, 2016

9:30 a.m. - Noon • Beckman Hall, Room 404

Networking reception to follow

Become Part of Italy's New Renaissance!

- Learn about sustainable business models that draw from and revitalize Italy's cultural resources
- Explore how you can apply your studies in Italian to various areas of entrepreneurship
- Discover how you can become an ambassador in bridging Italy and US
- Expand your professional network and meet innovative business leaders
- Connect with mentors and support structures in Southern California and Italy

The event is free and open to students and community members alike. Complimentary admission
RSVP preferred via <https://events.chapman.edu/15032> (but walk-ins will be accepted)

For information contact: pacchion@chapman.edu

The Italian Studies Council is a philanthropic group whose goal is to bridge higher learning in Italian Studies with the possibilities and needs of the community locally and abroad. The Council aims to support Italian Studies at Chapman and raise students' awareness regarding the potential applications of their studies in various areas of cultural, artistic, and business entrepreneurship.




CHAPMAN UNIVERSITY
WILKINSON COLLEGE OF ARTS,
HUMANITIES, AND SOCIAL SCIENCES



CHAPMAN UNIVERSITY • ONE UNIVERSITY DRIVE • ORANGE, CALIFORNIA 92866 • CHAPMAN.EDU/WILKINSON

This symposium brings together innovative business leaders who are working at the crossroad of Italy and America to share stories and engage with new challenges and ideas. Join us for a series of presentations with distinguished speakers representing film, architecture, design, agriculture and other industries from California and Italy.



Florindo Blandolino - Keynote

*Director
Italian Trade Agency*

Florindo Blandolino is the director of the Los Angeles office of the Italian Trade Agency. The Agency is entrusted with promoting the internationalization of Italian companies, fostering bilateral trade relations, and attracting foreign investments. Its offices abroad operate as Trade promotion section of Italian embassies and consulates, and assist and advise directly Italian companies on their efforts to enter onto the U.S. market or invest in it. Before joining ITA, he worked as the Secretary of the Council of Ministers of E.U., as the Secretary General of the Italy Japan Business Group, and cooperated with international law firms in the field of competition law.



Joseph Baird
*Principal, Investor & Entrepreneur
Northwood Advisors*

Joe Baird is Principal and Chief Innovation Officer at Northwood Advisors. He combines a background in finance, management consulting and analytics to help companies drive improvements in their decision making. He has worked with Global 100 and Middle Market companies around the world for the past twenty years. He also mentors entrepreneurs and is an angel investor in Europe and in the US. Joe has roots in Piemonte and is very active in the redevelopment of his family's village, which is increasingly a center of education as well as a regional sustainability model. He sits on several boards involved with technology, food & sustainability and Italian-American business incubation. He calls home both Southern California and Northern Italy.



Victor Laruccia
*Executive Director
San Diego Italian Film Festival*

Victor Laruccia is the Executive Director of San Diego Italian Film Festival and former film professor at Brown University & UCSD. Deeply passionate about cultural diversity and communications, Victor also worked in the fields of Telecommunications, Video and TV production, and as producer of documentaries and educational films. Born in Chile to Italian parents, he was raised in Western Pennsylvania, and attended Yale and University of Maryland prior to UCSD. Key interest (after family) is promoting cultural diversity.



Ilaria Mazzoleni
*Principal
IM Studio Milano/Los Angeles*

Ilaria Mazzoleni is an architect and the founder of IM Studio Milano/Los Angeles and faculty at the Southern California Institute of Architecture. Her conceptual work has been published globally, and her built work can be found in Italy, California, and Ghana. Ilaria has gained attention in the fields of sustainable architecture and biomimicry. Her professional and academic investigation relates to sustainable architecture on all scales of design with a research focus on biomimicry, where innovation in architecture and design is inspired by the processes and functions of nature. Ilaria leads NATURE, ART and HABITAT, a summer residency program in the Taleggio Valley near Bergamo that aims to unfold and display a sensitive type of culture that relates to nature as a source of inspiration and a measure of available resources.



Timothy O'Connell
*CEO, Investor & Entrepreneur
H-FARM Ventures*

Timothy O'Connell is an Entrepreneur & Investor with more than 20 years of experience working with leading International companies and innovative start-ups. Currently, he manages the accelerator program at H-Farm ventures, Italy's leading early stage venture group. He also represents Europe on the Advisory Board of the Global Accelerator Network. Timothy is also the Co-Founder and President of Vinitaly Wine Club, Europe's leading online Italian wine shop; General Partner at Expand Partners, strategic consulting firm; and Board member of Seattle based Zooppa.com, market leader in creative crowd sourcing.



Jari Ognibeni
*Co-founder & CEO
Industrio*

Jari Ognibeni is an entrepreneur and investor who strongly believes in the Italian ecosystem as the better place to develop a technological product in key sectors such as industrial automation, agri-food, medical, fashion, or automotive. He is co-founder of Industrio, the first Italian hardware accelerator and incubator, which promotes and supports the most promising hardware startups in Italy.



Emanuela Panebianco
*Executive Director
Italy-America Chamber of Commerce West*

Emanuela Panebianco is the Executive Director at Italy-America Chamber of Commerce West, a government-licensed organization that fosters bilateral trade between Italy and the Western United States. IACCW supports Italian companies gain market access and create brand value. It also promotes their integration of young professionals through its internship program. Prior to joining the Chamber, Emanuela worked with domestic and international executive teams in key marketing and development leadership roles in addition to coaching entrepreneurs on how to execute on their missions.

Parking is available in all campus parking structures for this event.

A Valid permit is required at all times and can be purchased on site with exact change or a credit card. Please be aware parking without a permit or on city streets is restricted and may result in a parking citation.