



Happy New Year!

Dear Friends,

As we come to the end of another year, I wanted to take a moment to thank you for your support and involvement in our entrepreneurship program. Your passion and dedication to entrepreneurship have been driving forces behind our success, and we are grateful for the contributions you have made to our community.

As we look ahead to the new year, I am excited to continue working with you to foster a supportive and dynamic environment for entrepreneurs to thrive. Together, I believe we can achieve great things and make a positive impact on our community.

Wishing you all the best in the new year. Here's to a prosperous and successful 2023!

Sincerely,

A handwritten signature in black ink, appearing to read "Jac", on a light blue background.

Jacqueline Khorassani, Ph.D.
Program Director



Collaborators with Ties to the Entrepreneurship Program Help to Launch *"Forever Caroline"*

It takes a village. That was a key lesson for Julie Harding in her conception and creation of the Forever Caroline (FC) brand. Fortunately for her, she had the opportunity to work with many gifted and enthusiastic collaborators, three of which have deep ties to the Entrepreneurship Program at Marietta College.

Harding herself was heavily involved with the Entrepreneurship program while teaching at Marietta College. At the program's conception, she served on the committee that developed the original curriculum. She later facilitated and/or played a role in many parts of the program - teaching ENTR 101 and 301, facilitating PioPitch, leading workshops and serving as a mentor for PioBiz participants, and presenting multiple times at the Mid- Ohio Valley Entrepreneurship Expo (MOVEE). Julie had a special place in her heart for the entrepreneurial mindset and loved introducing it to students.

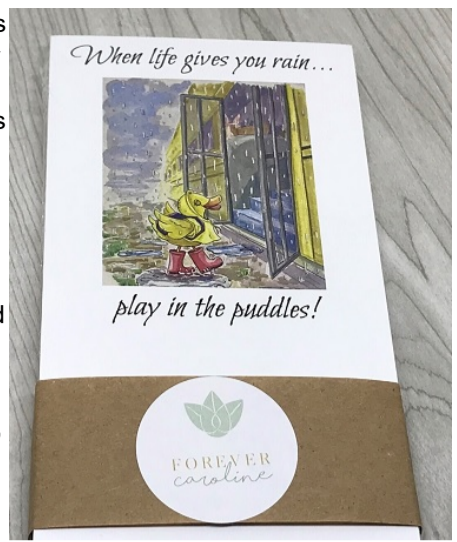
Harding's first collaborator, in fact the first person with whom Harding shared her vision for the company, was Cheryl Ferree. Ferree has many ties to the ENTR program, including presenting at the BIG Workshop, serving as a guest speaker in entrepreneurship classes, conducting workshops for PioBiz competitors, and serving as a visiting and adjunct professor teaching

marketing courses included in the entrepreneurship curriculum. Ferree's company – TGG Brand Marketing & Design – helped Harding with competitive research, consulted on the brand concept and developed the company's logo. Focused on developing a brand that would feature the work of Appalachian artists, Harding's first artist contact was Leah Seaman, winner of the 2020 PioBiz competition and second-year Entrepreneurship Program Board Member. The two originally met over a discussion of marketing ideas as Seaman prepared her winning PioBiz entry. After graduation, Seaman served as a client for Harding's Marketing Research class, and when Harding pitched her idea for Forever Caroline in the Summer of 2022, Seaman graciously and enthusiastically agreed to collaborate as an artist.

Another key collaborator in the launch of Forever Caroline was Laura Pytlik, a former administrative coordinator in the MC Petroleum Engineering Department, who more than six years ago left the college to open Wit & Whimzy, her highly-

successful store in downtown Marietta. In the early stages of Forever Caroline's development, Pytlik offered Harding insight into the retail environment and later became even more essential by agreeing to sell Forever Caroline products, both in her store and online. Pytlik's ties to the Entrepreneurship Program dates back to when she was one of four college representatives at an entrepreneurial mindset seminar at the time the college was grappling with how to start the program. She was also an original member of the PioPitch organizing committee and later presented at PioPitch on two separate occasions, first as someone planning to open a business and later as a successful business owner. As her store continued to grow and thrive through the years, she stayed in touch with the program and in Spring 2022 served as a mentor to an Entrepreneurship capstone student.

Through collaboration with these three women entrepreneurs and many others, Harding was able to launch the Forever Caroline brand in mid-November. With an offering of stationery goods – specifically, notecards, notepads, and a new concept called "love notes" - Forever Caroline celebrates the work of Appalachian artists and encourages people to once again embrace the practice of sending handwritten notes.



We encourage you to support these women entrepreneurs by experiencing the products firsthand at Wit & Whimzy, located at 152 Front Street in Marietta, or by shopping online at [Wit & Whimzy](#).

[Listen](#) to Julie Harding: Funder of forever Carline in her own words.

FOREVER
caroline

My Passion, My Profession: Art on the Move

By Allison Barnes *

My name is Allison Barnes, and I am the owner and artist of Art on the Move.

I am graduating from Marietta College in December of 2022 with a degree in Entrepreneurship and a minor in Leadership Studies.

My Art on the Move journey began in March of 2021 when I decided to compete in round 1 of PioBiz. In that competition, I pitched the idea of providing individualized art instruction to hobby artists and newbies via class workshops, and I placed 3rd. I remember going back to my room after the competition and crying because "people believed in my idea..." The competition was the first time I truly felt like I was supported in my artistic endeavors—a far-fetched dream I had since high school. I

continued to compete in the 2nd and 3rd rounds of PioBiz, leaving the competition with a first-place score in the final competition, a business plan that developed and pivoted from my original concept, and around \$6,500 in grants to make my idea happen.

During the summer of 2022, I taught painting classes in an Arts + Recovery program for people who are recovering from addiction. Through that work, I discovered a new path for Art on the Move—working with groups of people who do not have access to creative resources because of their living situations, health status, or other lifestyle factors. Having my own experience with overcoming adversities, I felt like I was truly making an impact on specific problems that I care about.

After graduation, I will be continuing this work full-time from Columbus, Ohio. In preparation, I am connecting with recovery centers, recreation departments, city parks, and small lifestyle companies to integrate art classes into their current programming.

I am beyond excited to increase access to creative resources in the region and advocate for causes that will have a real social impact. As an entrepreneur, I strive to solve real-world problems, and I feel fulfilled in my current work. I hope to one day expand Art on the Move's reach by increasing capacity and brand awareness.

How to find me:

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LinkedIn: [artonthemove](#)

Website: [artonthemovestudio.com](#)

Email: allison@artonthemovestudio.com

*Allison Barnes is the first student graduating with a bachelor's degree in entrepreneurship this December.



The BIG Workshop Was a Success!



On Wednesday, November 2, 2022, nearly two hundred individuals participated in the BIG Workshop on the campus of Marietta College.



The morning sessions of the program included three different hands-on activities that were designed especially for the high school students. Over forty high school students from six area high schools participated in these sessions. The goal was to inspire students to think and act entrepreneurially.



The noon session of the Workshop included a buffet lunch, introductions, and speed networking.



The third segment of the program consisted of five concurrent tracks (a total of fifteen sessions) that were designed to fulfil the needs of various entrepreneurs at different stages of their entrepreneurial activities. Track One focused on pre-startups. Track Two was designed for startups. Issues surrounding sales and promotion were discussed in Track Three. Track Four covered topics in the areas of accounting and finance, and Track Five touched on human resource related issues.

And the Winners Are...



On Tuesday, November 29, 2022, ten Marietta College students competed in Round 2 of the PioBiz Competition. Round 2 of the PioBiz competition is entitled "Proof of Concept". In this round of the competition, students are given 7 minutes to convince the judges and the members of the audience that their business ideas are feasible.



Pictured above, the competitors and the judges



Pictures above: The winners from the left to the right, First Place - Rylie Wahl "Jovial Counseling ", Second Place - Eric Debolt "ControllerView Studios, LLC", Third Place - Gabriel Torres "GTS Auto Detailing", Fourth Place - Gavin Ott "740 Pressure Washing", and Fifth Place - Alexis Sommers and Lilly Posti "The Big Blue Campus Thrift Store". [Read More](#)

PioSolve Hackathon at Marietta College

**The Entrepreneurship Hackathon
has a new name ... PioSolve**



**Congratulations to Austin McCleary '22
for the winning name and receiving a
\$50 gift card from Busy Bee Restaurant**

Major: Actuarial Science
Minor: Finance
Certificate: Leadership

Spring 2023 Events & Deadlines!



PioSolve Hackathon

PioSolve Information Session

Attend this session to learn more about the PioSolve Competition.

January 24, 2023 - 7:00 pm to 8:00 pm - Thomas 327

Open to Public

[Learn More](#)

[Register Here](#)

PioSolve Statement of the Problem Competition

Describe a worthy social, economic, environmental, or political problem to solve and win \$50.

Deadline: Midnight, January 30, 2023

Open to Public

[Submit Here](#)

PioSolve Competition Application

Apply alone or in up to 4-member teams. Win up to \$400.

Application Deadline: February 9, 2023

Open to Marietta College Students

[Apply Here](#)

PioSolve Competition Day

February 18, 2023 - 8:00 am to 6:00 pm - Thomas Hall

Open to Public

No Registration Necessary



**PioBiz Business Startup Competition
Round 3: Business Plan**

Information Session & Workshop

Attend this session to learn how to prepare your business plan.

February 2, 2023 - 5:00 pm to 7 pm - Thomas 327

Open to public

Pizza and pop provided

[Register Here](#)

PioBiz Business Plan Competition Application

Deadline: April 9, 2023

Open to Marietta College Students

[Apply Here](#)

PioBiz Business Plan Competition Day

April 20, 2023 - 3:00 pm to 5:00 pm - Thomas 124

Open to Public

No Registration Necessary



PioPitch

March 2, 2023 - 4:00 pm - 5:00 pm - 124 Thomas

Open to Public

No Registration Necessary



Junior PioBiz Poster Competition
Open to High School Students
Win up to \$250 and a Free Marietta College Course

[Read More](#)

Junior PioBiz Intent to Compete Notification

Deadline: Midnight on February 6, 2023

Must be completed by High School Faculty/Staff or Parents

[Register Here](#)

Junior PioBiz Application

Deadline: March 30, 2023

Must be completed by High School Faculty/Staff or Parents

[Apply Here](#)

Junior PioBiz Competition Day

April 13, 2022 - 4 pm to 6 pm

Marietta College Campus - Open to Public

No Registration Necessary

End of the Year Celebration & Award Ceremony

April 27, 2023 - 4:00 pm to 5:00 pm - Marietta College

[Register Here](#)

Join Us as a Sponsor

It is, in part, due to the generosity of our sponsors that we can offer our extracurricular events and activities to the community either free of charge or at a discount. We do this because our goal is to build a network of young and seasoned entrepreneurs that create economic, social, and environmental values through collaboration and cooperation. [Read More.](#)

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