

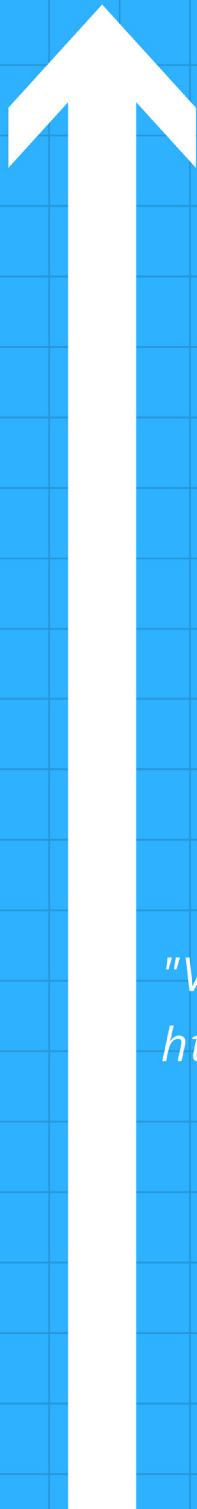
**MONDAY, OCTOBER 2, 2023 • 8:30 A.M. - 5:00 P.M.**  
**MARIETTA COLLEGE**





**Marietta College**

**ENTREPRENEURSHIP AND  
CAREER DEVELOPMENT**



**FAST TRACK YOUR BUSINESS**

**JOIN US  
AS A  
SPONSOR**

*"Visit*

*<https://www.marietta.edu/entr-sponsors>*



# WELCOME



Welcome to the 2023 BIG Workshop!

We extend a warm and enthusiastic welcome to all participants of this year's workshop. We recognize that your time is valuable, especially on the first official workday of the week, and we are truly grateful that you have chosen to spend a portion of your Monday with us.

Our goal for this workshop is to provide you with an informative and inspiring experience that will leave you equipped with new knowledge and fresh perspectives.

We also hope to foster connections that can lead to meaningful collaborations. We encourage you to embrace the opportunity to meet as many new people as possible.

During the luncheon, we challenge you to step out of your comfort zone and sit with individuals you may not have had the chance to meet yet. Engage in conversations that go beyond introductions. As you navigate through the afternoon sessions, engage in discussions. Consider how you can lend your expertise, support, or insights to others. Likewise, be open to receiving assistance, fresh perspectives, and potential partnerships that can enrich your own journey.

Let's make the most of this opportunity to **B**uild, **I**nnovate, and **G**row together.

A handwritten signature in black ink, appearing to read 'Jac', written in a cursive style.

Jacqueline Khorassani, Ph.D.  
Senior Director of Entrepreneurship & Career Development  
Marietta College

## THANK YOU TO THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT:



# PROGRAM AT A GLANCE

8:30 AM - 11:50 PM	<b>First Segment</b>		
	Target Participants: High School Juniors and Seniors (Two Groups)		
8:30 AM - 9:00 AM	Registration & Light Breakfast		
9:00 AM - 11:50 AM		Group 1	Group 2
	9:00 AM - 9:50 AM	Activity: Brain Blast	Activity: Quick Pitch
	10:00 AM - 10:50 AM	Activity: Wallet	Activity: Brain Blast
	11:00 AM - 11:50 AM	Activity: Quick Pitch	Activity: Wallet

11:30 AM - 2:00 PM	<b>Second Segment</b>		
	Target Participants: College and High School Students, College Faculty, Administrators and Staff, Business Owners, Pre-Startups, Startups, Business Executives, Marketing & Sales Managers, and Directors of Human Resources		
11:30 AM - 12:10 PM	General Registration and Lunch		
12:10 PM - 12:50 PM	Welcoming Remarks, Introductions, & Track Information		
12:50 PM-1:50 PM	Keynote Address		
1:50 PM- 2:00 PM	The Departure of High School Students and Faculty Transition to the Afternoon Tracks		

# PROGRAM AT A GLANCE

2:00 PM - 5:00 PM	<b>Third Segment</b>			
	<p>Target Participants: College Students, Faculty and Staff, College Faculty, Administrators and Staff, Business Owners, Pre-Startups, Startups, Business Executives, Marketing &amp; Sales Managers, and Directors of Human Resources</p> <p>Participants may choose to attend any of the following four tracks, depending on the area of their interest.</p> <p><i>Note: You may also choose to participate in sessions that are not in the same tracks.</i></p>			
	<b>Track 1</b> <b>AI: Empowering Business and Shaping the Labor Market</b> <b>(Thomas 124)</b>	<b>Track 2</b> <b>Back to Basics</b> <b>(Thomas 113)</b>	<b>Track 3</b> <b>Stories and Strategies</b> <b>(Thomas 320)</b>	<b>Track 4:</b> <b>Pathways to Growth</b> <b>(Thomas 209)</b>
2:00 PM - 2:50 PM	Session A: Understanding AI: Basics, Business Applications, and Future Trends	Session A: The Venture Model Canvas: What is it and How Does Every For-profit or Nonprofit Business Benefit from Using it?	Session A: Entrepreneurs Unleashed: Inspiring Stories of Two Entrepreneurs	Session A: Product Development: Think Differently to Achieve Amazingly Results
3:00 PM - 3:50 PM	Session B: Using AI: New Tools & Techniques for Small Business	Session B: Forming and Protecting Your Own Company	Session B: The Winding Road of Entrepreneurship: Lessons Learned	Session B: How to Grow Your Business with Social Media Through Each Phase of Your Business Cycle
4:00 PM - 4:50 PM	Session C: Job Market 20XX: What the Experts Say and What Does AI Have to Do With it?	Session C: What is Organizational Communication and Why Should You Care?	Session C: Leveraging Diversity: Is Your Team Fully Engaged?	Session C: The Ultimate Guide to Email Marketing Success: Save Lost Sales, Turn Lurkers Into Buyers, and Boost Revenue All in One Platform

# PROGRAM

<b>8:30 AM - 11:50 AM</b>	<b>High School Student Registration</b>		<b>Prince Forum Library</b>
<b>9:00 AM - 11:50 AM</b>	High Schools Students will be divided into two groups to participate in three activities Head Facilitator: Linda Roesch Facilitators: Angela Burdiss, Brian Gulla, Pamela Lankford, Paula Lewis, Heather Miller, and Lindsay Morgan		Library 219 & the 3 <sup>rd</sup> Floor lobby
		<b>Group 1</b>	<b>Group 2</b>
	<b>9:00 AM - 9:50 AM</b>	Brain Blast: This activity introduces the concept of divergent thinking in a competitive game.	Quick Pitch: This activity introduces the entrepreneurial process and the associated mindsets and skills.
	<b>10:00 AM - 10:50 AM</b>	Wallet: This activity compares and contrasts the typical problem-solving approach to a human-centered design thinking approach.	Brain Blast: This activity introduces the concept of divergent thinking in a competitive game.
	<b>11:00 AM - 11:50 AM</b>	Quick Pitch: This activity introduces the entrepreneurial process and the associated mindsets and skills.	Wallet: This activity compares and contrasts the typical problem-solving approach to a human-centered design thinking approach.
<b>11:30 AM - 12:10 PM</b>	<b>General Registration and Lunch</b>		<b>DBRC</b>
<b>12:10 PM - 12:45 PM</b>	<b>Welcoming Remarks</b> Michael Bond and Leah Seaman <i>Chair and Vice Chair of the Advisory Board</i> Dr. Margaret L. Drugovich, <i>Interim President</i> Special Presentation By Patrick Moran <i>President of Royse Partners</i> Platinum Sponsor		DBRC

12:45 PM - 12:50 PM	<p><b>Pitch Your Track in 30-40 seconds</b></p> <p>Track Managers:</p> <p>Track 1: Michael Bond</p> <p>Track 2: Mike Workman</p> <p>Track 3: Leah Seaman</p> <p>Track 4: Kristin Meeks</p>	DBRC
12:50 PM - 1:50 PM	<p><b>Keynote Address</b></p> <p>With Julie Wilkes</p> <p>Introduction by</p> <p>Dr. Jacqueline Khorassani, Senior Director of Entrepreneurship and Career Development</p>	DBRC
2:00 PM - 5:00 PM	<p><b>Concurrent Tracks</b></p> <p>Depending on your interest, you may choose to participate in one of the four tracks listed below or switch between tracks.</p>	Various Rooms in Thomas Hall

	<p><b>Track 1: AI: Empowering Business and Shaping the Labor Market</b></p> <p><i>Manager: Michael Bond</i></p>	Thomas 124
	<p><b>2:00 PM - 2:50 PM</b></p>	<p><b>1A: Understanding AI: Basics, Business Applications, and Future Trends</b></p> <p><i>With: Michael Bond &amp; Daniel Dilly</i></p> <p>In this session, the presenters aim to demystify what AI is and isn't, as well as discuss its potential benefits and limitations for small businesses.</p>
	<p><b>3:00 PM - 3:50 PM</b></p>	<p><b>1B: Using AI: New Tools &amp; Techniques for Small Business</b></p> <p><i>With: Michael Bond &amp; Daniel Dilly</i></p> <p>In this session, the presenters take a more practical, hands-on approach where we discuss specific ways that AI can be used in a small business context.</p>

# PROGRAM

	4:00 PM - 4:50 PM	<p><b>1C: Job Market 20XX: What the Experts Say and What Does AI Have to Do With it?</b></p> <p><i>With: Dr. Greg Delemeester</i></p> <p>Get ready to learn about where the job market is heading and how Artificial Intelligence might affect it. We'll dig into what the experts predict about growing job sectors and the skills you'll need. This straightforward talk is for anyone looking to understand the future of work—students, teachers, or business folks.</p>
--	-------------------	--

	<p><b>Track 2: Back to Basics</b></p> <p><i>Manager: Mike Workman</i></p>	Thomas 113
	2:00 PM - 2:50 PM	<p><b>2A: The Venture Model Canvas: What is it and How Does Every For-profit or Nonprofit Business Benefit from Using it?</b></p> <p><i>With: Faith Knutsen</i></p> <p>You have a great concept that'll sell to (and/or give much-needed services to) hundreds of clients or customers right off the bat. How do you prove to potential funders that this is it; this is The Next Great Thing? 'Lean Launch' and 'Customer Discovery' are in your toolkit! Put together an entire business plan in one simple page, honing what you've got, who you've got it for, how you're going to do it, how to pay for it (and what you'll be paid) – and, to top it off, what's the size of the social impact.</p>
	3:00 PM - 3:50 PM	<p><b>2B: Forming and Protecting Your Own Company</b></p> <p><i>With: Kris Justice and Ben Reese</i></p> <p>This presentation will discuss the advantages and disadvantages of various corporate forms (i.e., corporations, partnerships, LLCs) as well as some common legal pitfalls small-business owners and new boards run into.</p>
	4:00 PM - 4:50 PM	<p><b>2C: What is Organizational Communication and Why Should You Care?</b></p> <p><i>With: Ann Nicely</i></p> <p>If you would like to foster a positive work environment, improve collaboration, enhance engagement, and resolve conflicts to create success as a business owner, manager, or leader of an organization, then this session is for you.</p>



	<b>Track 3: Stories and Strategies</b> <i>Manager: Leah Seaman</i>	Thomas 320
	<b>2:00 PM - 2:50 PM</b>	<b>3A: Entrepreneurs Unleashed: Inspiring Stories of Two Entrepreneurs</b> <i>With: Rod Converse &amp; Caroline Eells</i> In this inspiring session, Caroline and Rod will walk you through their incredible entrepreneurial journeys, generously sharing valuable lessons they've gathered along the way.
	<b>3:00 PM - 3:50 PM</b>	<b>3B: The Winding Road of Entrepreneurship: Lessons Learned</b> <i>With: Paula Pitasky</i> In this uplifting and informative session, Paula Pitasky will describe the winding road of her entrepreneurial journey over the past five years. She will provide the tools that she has found helpful along the way. She will also talk about her successful educational strategies.
	<b>4:00 PM - 4:50 PM</b>	<b>3C: Leveraging Diversity: Is Your Team Fully Engaged?</b> <i>With: Tonya Steele</i> This session focuses on ways to leverage diverse perspectives, experiences, and working styles to improve business outcomes and create a more engaged team. Explore how to leverage people's differences to improve problem-solving, productivity, and customer relation. Learn how to let your employees bring their full selves to work for the betterment of the company. Takeaway actions you can take to build diverse teams where inclusion is a differentiator that provides the fuel for both individuals and the organization to maximize their potential.

# PROGRAM

	Track 4: Pathways to Growth <i>Manager: Kristin Meeks</i>	Thomas 209
	2:00 PM - 2:50 PM	<p><b>4A: Product Development: Think Differently to Achieve Amazingly Results Are You Leaving Money on the Table?</b></p> <p><i>With: Greg Duskey</i></p> <p>Successful entrepreneurs continually advance their products and services to maximize marketplace impact. If you are thinking of expanding your products or services, this session is for you.</p>
	3:00 PM - 3:50 PM	<p><b>4B: How to Grow Your Business with Social Media Through Each Phase of Your Business Cycle</b></p> <p><i>With: Kristin Meeks</i></p> <p>When should you start your social pages? What premarketing needs to be done before jumping on social media? Let Kristin help walk you through the process of when you should be exploring social, what you should be posting, and how it's going to affect your overall business.</p>
	4:00 PM - 4:50 PM	<p><b>4C: The Ultimate Guide to Email Marketing Success: Save Lost Sales, Turn Lurkers Into Buyers, and Boost Revenue All in One Platform</b></p> <p><i>With: Bridget Poston</i></p> <p>On average, companies earn a 3600% ROI with email marketing when they use it to grow their business. Sound crazy? It's not. The issue is, most small and medium-sized business owners aren't using email marketing in the <b>right way</b> to achieve results like this. In this presentation you'll learn:</p> <ul style="list-style-type: none"> <li>• How to set up automated emails that generate revenue while you sleep (yes, for real)</li> <li>• The most overlooked marketing hack that will make your emails 10x more effective</li> <li>• The top 3 biggest mistakes people make with email that are leading to lost customers</li> </ul>

## MEET THE KEYNOTE SPEAKER



### **JULIE WILKES '98**

Julie Wilkes, entrepreneur, published author, motivational speaker, Fox News fitness expert, PhD Candidate, and Marietta College alumni will bring a highly interactive and engaging session discussing the secret habits of highly successful business owners/entrepreneurs/employees and will provide 7 techniques for overcoming workplace conflict, differing opinions, conflicting priorities and unique leadership styles to move a vision forward to success. Be ready to take a lot of notes and engage with your table as Julie leads you on a unique keynote journey.

## MEET THE EMCEES & TRACK MANAGERS



### **MICHAEL BOND**

Michael Bond is the Founder & CEO of Spoken, a Marietta-based app startup that uses AI to help people with language disorders speak again. He's spent over two decades working in design and tech, launching products for multiple startups as well as brands like Harley-Davidson, John Deere, McDonald's, and BMW. Michael is currently the Chair of the Entrepreneurship Program Advisory Board at Marietta College.



### **KRISTIN MEEKS '04**

Kristin received her BA in Marketing from Marietta College in 2004 and her master's degree in Integrated Marketing Communications from West Virginia University in 2007. In 2011, she founded a niche marketing firm, WV Social Media, where she has helped numerous businesses and nonprofits reach their target audiences through digital marketing. Kristin is an active member of the Chamber of Commerce in her area, currently serving on the MOV Chamber Board of Directors and a past president of the Belpre Chamber of Commerce. She also sits on the Advisory Board for the Entrepreneurship Program and on the advisory committee for Nonprofits LEADS, both housed at Marietta College. Kristin, her husband Tim, and their daughter Caroline reside in Williamstown, WV.



### **LINDA ROESCH**

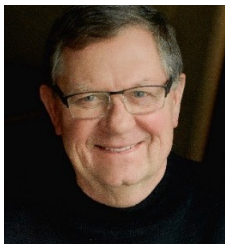
Linda Roesch has been the Instructional Technologist at Marietta College for the past 12 years. She administers the Canvas Learning Management System for the campus and is the student success software, EAB Navigate, administrator. Linda teaches in the First Year Program, the Education Department and Entrepreneurship. She is a Certified Entrepreneurial Mindset Profile Practitioner. Linda's interests include teaching online and developing digital badge content.

# MEET THE EMCEES & TRACK MANAGERS



## **LEAH SEAMAN**

Leah Seaman is the owner and founder of ArtaBella LLC and is a recent graduate of Marietta College with a Bachelor of Arts in Communication Studies and Studio Art. In 2020, Leah competed in and won the PioBiz Entrepreneurship Competition and soon after established her practice as a professional artist. She now works in Columbus, Ohio as a full-time artist, live event painter, muralist, and illustrator, working from her studio at 400 West Rich in downtown Columbus. Her work as a muralist has partnered her with city governments, small businesses, local schools, and non-profits to bring their artistic vision to life. As a live event painter, Leah travels around the United States to work with couples, painting their wedding day on canvas and bringing their most treasured memories to life. Leah is the Vice Chair of the Entrepreneurship Program Advisory Board at Marietta College.







## **MIKE WORKMAN**

Mike Workman is the founder of Contraxx Furniture, co-founder of the Morgan Community Fund, and past director of the Morgan Community Improvement Corp. He is an entrepreneur at heart and loves to help others find their way through business start-ups and give back to their local communities.

“Entrepreneurs are curious, creative, and compassionate people,” Mike says, “I enjoy listening to their towering ideas and helping make their dreams come true!” Mike is a member of the Entrepreneurship Program Advisory Board at Marietta College.

# MEET THE HIGH SCHOOL PROGRAM FACILITATORS

	<p><b>ANGELA BURDISS</b></p> <p>Paula took over as Executive Coordinator for the President in July of 2016. In this position she provides administrative support for President Ruud, as well as coordinate day-to-day activities for the office, plans events and serves as a liaison to the Board of Trustees. Prior to this, she served as secretary to the Department of Business &amp; Economics as well as the History, Philosophy, Political Science and Religion Department. She joined the College in 1996 as secretary for the Counseling and Career Center. Paula has also worked as the Special Events Coordinator and the Coordinator of Conferences Services. Prior to joining Marietta, she served as the Insurance and Risk Manager for The Pizza People. Paula graduated from Marietta College in May 2010 with a bachelor's degree in Management. She also has an associate degree in Business Administration from Marietta College.</p>
	<p><b>BRIAN GULLA</b></p> <p>Brian Gulla joined Marietta College as an Academic Success Coach in 2023. He received his Bachelor of Science in Communication Studies and Bachelor of Arts in History from Ohio University in 2021. Brian discovered his passion for academic coaching as an Ohio University undergraduate peer mentor. As an Academic Success Coach in the ARC, Brian helps Pioneer students develop the learning, organization, and time management skills necessary to succeed in their classes. Currently residing in downtown Marietta, Brian enjoys interacting with local history and exploring all the city has to offer.</p>
	<p><b>V. PAMELA LANKFORD</b></p> <p>Pamela Lankford is the Building Bridges to Careers Director of Logistics and Epicenter – providing incubation, makerspace, and career development services. Helping youth bridge the gap between education and employment, especially through exploring entrepreneurship, is paramount in all facets of her work. Previously she served with the Ohio Small Business Development Center in Marietta for 26 years. Her passion is helping entrepreneurs, of all ages, realize their dreams. She is a magna cum laude graduate of Marietta College where she double majored in Entrepreneurship and Spanish. She received her MBA from Ohio University.</p>
	<p><b>PAULA LEWIS</b></p> <p>Paula Lewis serves as the Executive Coordinator for the President. In this position she provides administrative support, coordinates day-to-day activities for the office, plans events and serves as a liaison to the Board of Trustees. Ms. Lewis joined the College in 1996 as the Administrative Coordinator in the Counseling and Career center. She has also served as the department secretary to the Departments of Business &amp; Economics as well as the History, Philosophy, Political Science and Religion. Lewis has also worked as the Special Events Coordinator and the Coordinator of Conferences Services. Ms. Lewis received an associate degree in business administration from Marietta College and in May of 2010 graduated with a bachelor's in management.</p>

# MEET THE HIGH SCHOOL PROGRAM FACILITATORS



## **HEATHER MILLER**

Heather Miller has worked in nonprofit capacity building and community building for 15 years. She has been a program director, consultant, facilitator, and volunteer. She has had the privilege of being on multiple boards and has held executive positions including secretary, vice president, and president. Her specializations include program development and assessment, marketing and communications, and resource development. She has taught classes on nonprofit board membership, entrepreneurial thinking, and positive psychology. She has a certificate in crisis communication and a certificate in strategic communication management as well as her master's in communication from Ohio University.



## **LINDSAY MORGAN**

Lindsay Morgan joined Marietta College in 2023 as the Director of Accessibility Services. Lindsay has a BA from Ohio Northern University and an MS in Family Studies from the University of Kentucky. After completing her degree, she spent several years in behavioral health before transitioning to higher education. She has worked with college students for the last five years in various roles including advising, outreach, and retention.

# MEET THE TRACK PRESENTERS



## **ROD CONVERSE**

Rod Converse is the consummate entrepreneur. He began his business career in real estate brokerage and land development 50 years ago, and continues to hold investment properties today. In the early 1980's, Rod and his partner began operating and franchising restaurants in the Midwest and grew this business to 14 locations. He has owned or partnered in a resort, golf course, charter schools, assisted living facilities and many other ventures. Rod's latest business is a software service company called GrowthZone. GrowthZone is an association management firm that grew from 50 clients to over 3,500 over the last 18 years. He and his partners had a successful exit from this investment in May of this year. Rod has learned more from investment failures than he wants to remember, but without failures you cannot be a success. Rod's entrepreneurial vision extends from business to philanthropy. He co-founded the Brainerd Lakes Area Community Foundation in 1998, which has provided over \$9,000,000 in grants to charities in central Minnesota and beyond.



## **DR. GREG DELEMEESTER**

Greg Delemeester holds the Milton Friedman Chair in Business & Economics and is also a McCoy Professor at Marietta College. Dr. Delemeester's primary areas of teaching are principles of microeconomics, the economics of sports, law and economics, and intermediate microeconomics. He has published journal articles and a manual on the pedagogical uses of experimental economics and has taught in China and Hong Kong. Dr. Delemeester serves as Vice President of Programs for the Economic Roundtable of the Ohio Valley. He earned his Ph.D. in economics from Texas A&M and has a bachelor's degree in economics from Michigan State University.



## **DANIEL DILLY**

Daniel Dilly, a 41-year-old Senior Software Developer at Sixmo companies in Marietta, Ohio, brings over two decades of passion and expertise in technology development. With a keen interest in artificial intelligence, Daniel has delved into understanding AI at a fundamental level. His knowledge spans different neural networks, their functionality, and even the creation of custom solutions. His fascination with AI, coupled with a rich history in software development, offers a unique perspective that will surely engage and inspire.



## **GREG DUSKEY**

A classical Renaissance man, Greg Duskey tolerates no excuses for turning down difficult projects. In his 14 years as lead project manager at Contraxx Furniture, he has dealt with a lot of unusual product requests ranging from rusty iron furnishings to replica cheese wheels to elegant hotel wall systems. He is often overheard saying to clients, "Give me the hard stuff," and he means it. It's not unusual for Greg to be at his desk well before daylight drawing conceptual furniture designs for his clients or jetting across the country to oversee an installation. Greg tries to stretch each day past its 24-hour period by spending his evening hours enjoying his family, tending his berries, orchard and vegetable garden, or working in his wood shop. "Having been raised on a small farm in rural Ohio, I am fortunate to be the son of a carpenter with an eye for detail," Greg says, "and with dad's training, whether building a house, fixing a tractor, or growing a garden, I am totally at ease figuring out how to build world-class furniture for our customers!"

# PRESENTERS



## **CAROLINE EELLS**

Caroline Eells was born and raised in the pastoral hills of Marietta, Ohio. After traveling and living around the world studying fine art, horticulture, and floral design, she returned to her hometown of Marietta, where she now works, plays, and raises two children. Through Passiflora, Caroline is able to immerse herself deeply in the art of flowers, taking joy in continuously stretching her talent and creative vision, and sharing that with others. Caroline's designs let the natural beauty of the flowers speak for themselves. Caroline uses locally sourced blooms in her shop whenever possible.



## **KRISTOPHER JUSTICE**

Kristopher Justice is a partner at TheisenBrock LPA in Marietta, where his practice focuses on helping businesses get started, handling the purchase and sale of businesses, business succession planning, contracts, and many other matters for businesses of all sizes. Each year, Kristopher organizes and prepares company documents for dozens of new companies in Ohio, West Virginia and other states. He has represented business buyers and sellers in transactions from a few thousand dollars to the high eight figures. Kristopher has law degrees from Capital University Law School and the Temple University Beasley School of Law, and his undergraduate degree from Hiram College.



## **FAITH KNUITSEN**

Faith Knutsen is the Director of Social Entrepreneurship and Innovation at Ohio University's Voinovich School of Leadership & Public Service, where she is employed since 2008. She directs the Social Enterprise Ecosystem program, which brings venture development services, capital access and social impact measurement tools to social enterprises and impact funders in rural SE Ohio and contiguous states. She lectures at the University and to community and civic organizations on social enterprise, entrepreneurial ecosystem development, venture development toolkits, and grantwriting. Previously, she held an executive administrative role at Sunpower, Inc., an engineering R&D firm. Ms. Knutsen began her professional career as a Peace Corps Volunteer in central Africa and has served as a periodic consultant in multiple nations on the African continent. She holds a bachelor's degree from Oberlin College and a master's degree from Ohio University. Ms. Knutsen is a member of the Entrepreneurship Program Advisory Board at Marietta College, multiple social enterprise Boards, an amateur writer, and the parent of two young adults.







## **ANN FORAKER NICELY '03,05**

Ann Nicely '03, MA'05 has an extensive background in organizational communication, fundraising, recruitment, and management. She served as a Human Resource Specialist at the United States Department of Treasury, Bureau of Fiscal Services, where she expertly applied the merit-staffing program and provided guidance on merit promotion and career development. With over 12 years in higher education administration at Marietta College, Ann managed student recruitment, improved alumni engagement, and coordinated successful fundraising campaigns, including the college's \$50 million Legacy Campaign. As Director of Alumni Engagement, she optimized connections with alumni and fostered philanthropy. Ann earned recognition for her contributions, receiving the Douglas Putnam Collaborative Staff Service Award and being part of a winning team for a CASE Excellence Award. She currently is an Instructor of Communication at Marietta College and presently serves as the Conference Coordinator for Ohio Communication Association. Ann, a proud 2003 Marietta College graduate, resides in Williamstown, West Virginia, with her husband, Lucas, and their children, Henry and Kate.



# PRESENTERS

	<p><b>PAULA PITASKY '96</b></p> <p>Paula Pitasky is the founder and creative director of Encompass Marketing. Celebrating its fourth year in business, Encompass Marketing is a boutique marketing agency that focuses on marketing services to grow brands and take businesses to the next level. Offering marketing services for a variety of industries, Encompass Marketing has experienced significant year-over-year growth. The company provides marketing services to notable northeast Ohio businesses and organizations, including a municipality.</p>
	<p><b>BRIDGET POSTON</b></p> <p>Bridget Poston is an email marketing strategist and copywriter who is on a mission to help brands find untapped revenue within their email list. From high-converting email copy to beautifully designed campaigns, her work has helped numerous businesses increase their monthly revenue by more than 40%. Bridget is recognized for her cat-like attention to detail, quick communication, and ability to get inside the minds of her readers. She is on the Board of Directors for the Belpre Chamber of Commerce and is the Marketing Chair for the Jaycees of Parkersburg.</p>
	<p><b>BEN REECE '13</b></p> <p>Ben Reece is a Senior Associate at Flannery   Georgalis LLC, where he focuses his practice on commercial, white-collar criminal, and regulatory litigation. Before joining F   G, Ben practiced for two years at a major international law firm in Washington, DC, and clerked for federal judges on the U.S. Court of Appeals for the Eleventh Circuit and U.S. District Court for the Northern District of Ohio. Ben is a 2013 graduate of Marietta College and received his law degree from the University of Michigan.</p>
	<p><b>TONYA STEELE</b></p> <p>Tonya Steele is the Senior Vice President, Chief Human Resources Officer for Peoples Bank. She is responsible for overseeing Human Resources and Learning and Development. Tonya has over 25 years of Human Resources experience including leadership roles at Discover and Capital One where she held various roles including Senior Director of Talent Acquisition, Senior Director of Recruiting Shared Services, Senior Director of Compensation Shared Services, and Chief of Staff Small Business Banking. Through these roles, Tonya has developed a passion for mentoring leaders to improve business outcomes through employee engagement and organizational design. Tonya earned her Bachelor of Science in Business Administration and Human Resources degree from Western Governors University. She has been certified as a Senior Professional Human Resources (SPHR), a Professional Human Resources certification (PHR), an HR Generalist, and in LEAN process engineering. She currently serves on the Executive Committee for the United Way Alliance of the Mid-Ohio Valley as the Board Secretary and as an Advisor for the Ashland University Women in Leadership Program. Tonya relocated to Vienna, WV in 2018 but is originally from Western Pennsylvania.</p>

# GOLD SPONSORS

## Your total insurance solution.

Deeply rooted in a tradition of trust.

Business Insurance

Employee Benefits

Home & Auto

Health & Life

Let us show you how we can exceed your expectations.

800.837.6793 | [schwendeman.com](http://schwendeman.com) | 109 Putnam Street, Marietta, OH 45750



# SILVER SPONSORS



**Bernard  
McDonough  
Foundation, Inc.**

311 Fourth Street,  
Parkersburg, WV 26101  
304-424-6280  
[www.mcdonoughfoundation.org](http://www.mcdonoughfoundation.org)



**GROW FASTER.  
GROW SMARTER.**

Ohio | Third Frontier  
Innovation Creating Opportunities

**OHIO**  
UNIVERSITY  
Voinovich School of  
Leadership and Public Service

Visit [techgrowthohio.com](http://techgrowthohio.com) or contact us at 877.476.9681 to apply today!

Funded by the State of Ohio's Third Frontier Entrepreneurial Service Provider Program and Ohio University, located in the Voinovich School of Leadership and Public Service at Ohio University.

## BRONZE SPONSORS





## Contact Us for more information



614-210-3240



[contact@roysepartners.com](mailto:contact@roysepartners.com)



SCIOTO MILE – COLUMBUS

## Your Partners for Success

Royse Partners is a specialty tax and consulting firm headquartered in Columbus, Ohio. We strive to develop long-term working relationships with our clients by becoming experts on their businesses. Our team of experienced consultants will continue to assist you year after year to ensure that your business receives the maximum benefit it is entitled to. The Research and Development Tax Credit team support your business as you continue to build, innovate and grow to your full potential.

**COLUMBUS, OHIO | HOUSTON, TEXAS**

## Our Services

Royse focuses on complex areas of the tax code such as Sections 41 & 174, which outlines the Research and Development Tax Credit. We also provide other services in the realm of energy and management consulting.



Tax Consulting



Energy Consulting



Management Consulting



A Proud Sponsor Of



[www.wtap.com](http://www.wtap.com)

One Television Plaza • Parkersburg, WV • 304.485.4588





FL23

- |  |  |   |  |  |   |
|--|--|---|--|--|---|
| <p><b>1 Admission House</b></p> <p><b>25 Alpha Xi Delta House</b></p> <p><b>10 Anderson Hancock Planetarium</b></p> <p><b>8 Andrews Hall</b><br/>Academic Resource Center<br/>Campus Involvement<br/>Community Living<br/>Commuter Student Lounge<br/>Diversity &amp; Inclusion<br/>Emeritus Chamber<br/>Fireplace Lounge<br/>Great Room<br/>Izzy's Grill<br/>Plo-to-Plo Peer Support Center<br/>Student Life</p> <p><b>16 Ban Johnson Arena</b><br/>Athletics Department Offices<br/>Fenton Court<br/>Film Room<br/>Gray Conference Room<br/>Trustee Conference Room</p> <p><b>33 Band Rehearsal Hall</b></p> | <p><b>35 Barbara Diggs Lyles House</b><br/>Multicultural Center</p> <p><b>46 Beren Tennis Center</b></p> <p><b>12 Brown Petroleum Building</b><br/>Department of Petroleum Engineering &amp; Geology</p> <p><b>18 Center for Families &amp; Children</b></p> <p><b>24 Chi Omega House</b></p> <p><b>44 College Police</b></p> <p><b>30 Delta Tau Delta House</b></p> <p><b>49 Don Drumm Stadium</b><br/>Football Offices</p> <p><b>40 Dorothy Webster Hall</b></p> <p><b>22 Dr. J. Michael Harding Center for Health &amp; Wellness</b></p> <p><b>15 Dyson Baudo Recreation Center</b><br/>Basketball Courts<br/>Climbing Wall<br/>Department of Sports Medicine<br/>Fitness Center<br/>Indoor Track<br/>Multi-purpose Room<br/>Racquetball Courts</p> | <p><b>39 Elsie Newton Hall</b></p> <p><b>6 Erwin Hall</b><br/>Education Department</p> <p><b>11 Feyerweather Hall</b></p> <p><b>27 Follett House</b><br/>Communication &amp; Brand Management</p> <p><b>43 The Gathering Place</b><br/>Esports Arena</p> <p><b>13 Geology Annex</b></p> <p><b>14 Gilman Student Services Center</b><br/>Campus Mailroom<br/>Career Center<br/>Cinco Cantina<br/>Copy Center<br/>Gilman Dining Hall<br/>Pioneers Team Store</p> <p><b>29 Harmar House</b><br/>Alpha Tau Omega</p> <p><b>21 Harrison Hall</b><br/>Chilapay Café</p> <p><b>37 Hermann Fine Arts Center</b><br/>Atrium Gallery<br/>Deem Design Center</p> | <p><b>48 Marietta Field Soccer Complex</b></p> <p><b>38 Marietta Hall</b></p> <p><b>47 Marietta Softball Complex</b></p> <p><b>41 Mary Beach Hall</b></p> <p><b>45 McCoy Athletic Facility</b><br/>Soccer Offices</p> <p><b>23 McCoy Hall</b><br/>Pioneer PitStop</p> <p><b>2 McDonough Center</b><br/>Betty Cleland Room<br/>Community Engagement<br/>Leadership Program<br/>McDonough Auditorium<br/>McDonough Gallery<br/>Veteran &amp; Military Student Center</p> <p><b>19 McKinney Building</b><br/>Music Therapy<br/>Recording Studios<br/>WCMO-TV Station</p> <p><b>20 Mills Hall</b><br/>Gurley Observatory</p> | <p>Department of Art</p> <p>Department of Music</p> <p>Department of Theatre</p> <p>Friedrich Theater<br/>Gallery 310</p> <p><b>34 Hopewell House</b></p> <p><b>17 International Scholars House</b></p> <p><b>7 Irvine Administration Building</b><br/>Administration &amp; Finance<br/>Advancement<br/>Alumni Relations<br/>Human Resources<br/>Information Technology<br/>President's Office<br/>Provost's Office<br/>Records &amp; Registrar<br/>Student Financial Services</p> <p><b>4 Kremer Amphitheatre</b></p> <p><b>3 Legacy Library</b><br/>Chilapay Café<br/>Jack and Betty Prince Forum<br/>Special Collections<br/>Worthington Center for Teaching Excellence</p> | <p>Department of Communication</p> <p>Communication Resource Center</p> <p>Department of Psychology</p> <p><b>32 Physician Assistant Studies</b></p> <p><b>31 Physical Plant</b></p> <p><b>36 Pioneer House</b></p> <p><b>26 President's House</b></p> <p><b>9 Rickey Science Center</b><br/>(Includes: Rickey, Selby &amp; Bartlett)</p> <p>Department of Biology &amp; Environmental Science</p> <p>Department of Chemistry and Biochemistry</p> <p>Department of Mathematics &amp; Computer Science<br/>Physics Department</p> <p><b>28 Sigma Kappa House</b></p> <p><b>42 Sophia Russell Hall</b></p> <p><b>5 Thomas Hall</b><br/>Accessibility Services<br/>Cooper Auditorium<br/>Department of Business &amp; Economics<br/>Department of English &amp; Modern Languages<br/>Department of History, Philosophy &amp; Religion<br/>Office of Education Abroad<br/>Writing Center</p> |
|--|--|---|--|--|---|