



Make It Happen! **Volume 2 Issue 3** **September 2023**

Dear Friends,

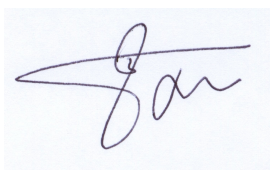
Greetings and a warm welcome to the first issue of **Make It Happen!** for the 2023-24 academic year.

Over the past months, Marietta College has undergone significant changes, many of which I'm sure you're familiar with. At the forefront, we are thrilled to introduce two esteemed leaders joining our ranks: Dr. Margaret Drugovich as our new President and Dr. Kathleen Dougherty as our new Provost.



While these additions are bound to bring fresh perspectives, I step into this academic year with a reimagined role and responsibilities, details of which I'm excited to share below. My refreshed role opens a multitude of exciting pathways, granting me the privilege to kindle the entrepreneurial spirit within each Marietta College student. Let me clarify that our aim is not to mold every student into a business magnate. Rather, our mission centers around immersing students in activities and exercises that empower them to take the reins of their destinies, striving tenaciously to achieve both their professional and personal aspirations. Our goal is to cultivate resilient persistence, and creativity in our students as they navigate life beyond Marietta College. Ultimately, we want them to be architects of their own futures

Do take a moment to peruse the diverse range of extracurricular events and workshops scheduled for Fall 2023, detailed at the end of this publication we set our sights on Spring 2024, we warmly invite you to become an integral part of our journey. If you're interested in leading a career preparation workshop at Marietta College, your expertise would be invaluable. To discuss potential collaborations, please reach out to me at khorassi@marietta.edu
Go Pios!



Jacqueline Khorassani, Ph.D.
Senior Director of Entrepreneurship and Career Development

ENTREPRENEURSHIP WAS NOT ON MY RADAR... UNTIL IT WAS DROPPED ON MY LAP!

By: Kristin Meeks '04

I started my professional career in higher education, aspiring to one day become a college President. The road ahead, however, required advanced degrees.

When I started my master's degree at West Virginia University, I was invited to teach at Washington State Community College (WSCC). One of the courses I taught was Small Business Entrepreneurship. When I said I don't know if I have the experience for this, I was told "But you grew up in a small business", which was correct.

Growing up in a small business made me not want to go in that direction. I wanted a college degree and a 9-5 job. I was famous for encouraging students to start a business but then saying I don't want to go that direction, but I'm sure you will be successful. I could see the challenges and risks of owning a business but I also could see the possibilities.

When social media was first introduced into higher education around 2008-2009, I had just finished my master's degree in marketing and was eager to engage in marketing-related conversations with my colleagues at WSCC. One winter, I participated in a marketing conference along with a couple of my colleagues that would change the direction of my career and, honestly, my life. The theme of the conference was the future of social media marketing. We came back and immediately dove into how this could be used at our college. Those conversations rejuvenated me.

Soon I was talking about social media marketing to anyone and everyone. So much so that I had businesses asking us what we were doing, and I would give them advice on the spot on how I would use social media for their business. They then started calling me and asking me for more advice and help implementing it. This was when I decided that I needed to start a "side gig" before side gigs were a thing. With the help of our marketing director at WSCC (and now one of my closest friends and mentors), we came up with a name for my business, and from there, I haven't looked back.

To grow my business, I used to insert myself into conversations where business executives made marketing-related decisions. I took chances on "jobs" to see where they would end up. And was blessed with amazing referrals from friends and acquaintances. After a few months of building up clients, I left my full-time job in higher education on April 1, 2011. This was by far the scariest thing I have ever done. People who were close to me questioned my decision. Even I questioned my decision. Was I able to produce results for organizations that kept reaching out asking for help?

Of course, I heard that social media was a fad, and honestly, I wasn't sure. I did know I had my education to back me up. I could always go back into higher education if I needed. I knew I used an integrated marketing communication approach in my marketing practices. Maybe I could go in that direction for an organization if I couldn't make it alone. Then I got a taste of the freedom that comes with entrepreneurship, and even after receiving various 9 to 5 job offers that flattered me more than anything, I can't imagine doing anything else right now.

As I enter my 14th year of business, I can look back and see where I pivoted to meet my client's needs. I survived a pandemic in year 10 when my business grew even bigger. I do many things other agencies won't, which is what sets me apart. I let the customer drive and have control. If they don't want to do everything I've proposed, we do what they feel comfortable doing then we usually add on the other things later. I have a start-small attitude when working with clients because that is what has helped me stay in business when many others have not been able to make it work in the world of digital marketing.

This no-ego approach to business (and not having employees) is why I think I'm still in business years later when other solopreneurs have had to close their doors. I am excited about the future of digital marketing and have consistently learned new skills to keep myself relevant in an ever-changing market.

Kristin Meeks graduated from Marietta College with a BA in marketing. She is the owner and operator of WV Social Media Consultants, LLC. You may contact Kristin at kristin@wvsocialmedia.com.



"Then... I got a taste of the freedom that comes with entrepreneurship!"

OWNING A SMALL BUSINESS: MY MOST CHALLENGING AND REWARDING PROFESSIONAL EXPERIENCE!

By: Paula Pitasky '96

When I graduated as student body president from Marietta College, I knew that I had the leadership skills to survive as a leader in corporate America. Indeed, after ten years working for two amazing Fortune 500 companies, I learned what it meant to form a relationship with a client and negotiate significant business deals. I participated in dinners with top clients costing thousands of dollars, held my own on the golf course, and always showed up with the latest and most expensive promotional gizmos. I truly believed, as did everyone around me, that these were the signs of a true client relationship.



Later, after staying home with my children for a few years, I found work with a small local business in my field. While I was still able to employ the strategies that I had learned through my education both in college and in industry, I realized almost immediately that nurturing a relationship with a client was more important than a short-term deal. I learned to play the long game, looking beyond the transactional nature of businesses to connect with the people behind them. Losing sight of the people loses focus.

Planting seeds of growth for your business and your clients takes energy and time. You may not see the fruits of your labor this season or next (or ever!) but the few that take root make the whole process worthwhile. Several of the seeds I had planted at this company chose to follow me into my next endeavor, a small marketing firm of my own where I could focus my total energy on planting seeds. I saw that small businesses had unique needs that required more personal attention than larger firms were willing or able to provide. Because I take the time to teach these business owners how to make the best strategic use of their marketing dollars, the clients that I serve recognize that they will get value out of my services even if our partnership ends.

In corporate America, there were multiple layers of management between me and the final stamp of approval on every sale I made. The sales that I worked hard to close and the "connections" that I made with clients wouldn't directly benefit me, nor would they directly benefit anyone that I interacted with daily. Now, I meet with my clients as one small business owner talking with another. I learn their needs and goals over weeks or months. I enjoy these conversations, where I can get to know the owner and discuss our parallel journeys. After all, most of my clients have been in business longer than I have and have a great deal of relevant knowledge and experience to share.

"In corporate America, the sales that I worked hard to close wouldn't directly benefit me!"

Rather than participating in a one-sided business negotiation, my clients and I typically interview each other to see if our partnership is a good fit. We often find that we share common connections and common networking groups- it is a small world! Like my experiences with my children, watching the clients I have nurtured be successful is the greatest professional accomplishment I have felt. As we help them grow and develop over the years into the company they want to be, there is no greater joy!

Over the course of my career, I have faced many challenges, learned many lessons, and found myself in situations I could never have prepared for. Looking back now, however, there is nothing that I would do differently. Every pothole along the way has shaped the company I have built and the person I am today, and I am full of gratitude.

Paula King Pitasky graduated from Marietta College with a BA in Political Science. She is the Owner and Creative Director of Encompass Marketing you can reach her at paula@theencompass.com

FALL 2023 WORKSHOPS & EVENTS AT MARIETTA COLLEGE

September 14, 2023: Speed Networking

Open to students, faculty, staff, alumni, and community friends

Andrews Great Room 4:00 PM - 5:00 PM

Must Register [here](#) before noon on 9/8/23 to attend.



October 2, 2023: The BIG Workshop

Open to students, faculty, staff, aspiring entrepreneurs, business owners, and business executives

DBRC & Thomas Hall 11:30 AM - 5:00 PM

[Learn more and register here](#)



October 12, 2023: PioBiz Workshop

Open to students

Thomas 327

7:00 PM - 8:00 PM

[Learn More here.](#)

[Register here.](#)



October 17, 2023: Discover Your Career Workshop

Open to students

7:00 PM - 8:00 PM

Thomas 124

For more information and to register visit [Handshake](#)

In this workshop, students will be introduced to PathwayU, an online platform that guides students as they make decisions regarding their careers and education.

October 24, 2023: Prepare for Your Career

Open to students

7:00 PM - 8:00 PM

Thomas 124

For more information and to register visit [Handshake](#)

This workshop introduces students to resume writing, cover letter writing, and business headshots and cards.

October 31, 2023: Utilizing Online Profile for Success

Open to students

7:00 PM - 8:00 PM

Thomas 124

For more information and to register visit [Handshake](#)

This workshop focuses on the most effective way to develop a profile on Handshake and LinkedIn.

November 7, 2023: Finding & Landing a Job

Open to students

7:00 PM - 8:00 PM

Thomas 124

For more information and to register visit Handshake

This workshop covers topics such as Job Search, Interview Prep, Mock Interviews, Interview Dress Code and Professionalism

November 30, 2023: PioBiz Competition

Round 1: Problem/Solution

Open to all. The audience will vote.

4:00 PM - 6:00 PM

Gathering Place



JOIN US AS A SPONSOR

It is, in part, due to the generosity of our sponsors that we can offer our cocurricular and extracurricular events and workshops 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 together create economic, social, and environmental values through collaboration and cooperation. [Read More.](#)

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