

Make It Happen!

Volume 3 Issue 1

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Dear Friend,

Let me start by thanking the individuals below who supported us with their financial contributions last month on the ***Day of Giving***.

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Together, the above individuals contributed about \$5,500 toward our program. These donations will fund the experiential education activities for Marietta College students.

In this edition of ***Make it Happen!***, we are thrilled to spotlight the professional journeys of three remarkable individuals, all of whom are mentors in our program. What binds them together is not only their dedication to mentoring but also their ability to discover their passions, craft a vision, and diligently work toward turning their visions into tangible realities. We trust that the narratives of these three individuals will inspire each of us on our journeys.

Next, we will update you on both our past accomplishments and forthcoming programs. We aspire to ignite your interest in joining our initiative and offering your support as a mentor, donor, or sponsor. Additionally, we eagerly welcome any information regarding job or internship opportunities within your organization or affiliated networks that could benefit our students. Don't hesitate to reach out to us via email at cc@marietta.edu.

Best wishes,



Jacqueline Khorassani, Ph.D.

Senior Director of Entrepreneurship and Career Development at Marietta College

WHEN I BECAME AN ENTREPRENEUR!

By: Mike Workman

I started Contraxx Furniture because I lost my job.

In 1995, I was president of a small furniture manufacturer that was owned by an investment banking group in Ohio. That year, our owners sold their assets to a larger venture capital group in the Midwest and the new investors immediately liquidated all buildings and equipment in the purchase. Our factory was included in the liquidation and 160 employees, including me, were suddenly out of jobs.

I remember the announcement like it was yesterday. I was shaken, heartbroken, and full of fear and resentment. It was one of the few days in my life that I cried. Like a streak of lightning, 20 years of my life flashed and disappeared in darkness.

Some people live by the heat and others by the light. This experience has taught me to live by both. I have made peace with corporate deal-makers and have moved on to an entrepreneurial life by re-inventing the way furniture is manufactured in America. My dedication today is to help others start their businesses, stay rooted in their communities, and enjoy an unruffled way of life.

Although my experience was not as bad as others, it was the worst thing for me. As I look over the past 29 years, this is what I have learned.

- The decision to find a new career came in my 40s. I regret I did not create my own business in my 20s.
- Compassion, honesty, and empathy are ingredients for being a trusted leader. I look for these characteristics when hiring people for my own company.



- Good things can come from bad situations. Today, I make business decisions that benefit our customers and employees ahead of profits.
- I take time to ask the right questions before I try to solve a problem. By asking *why* first I can more clearly understand the problem.
- There's always the truth, and there's the real truth. I've learned to be patient and listen to others thoughtfully and openly. Eventually, I'll understand their motivations.
- I cover more ground by making lots of small decisions instead of one big one. Procrastination is my enemy.
- I will not accomplish any task any sooner or any better by performing it out of a sense of urgency, fear, anger, or sadness.
- I avoid dog fights. The bigger dog usually wins and I don't waste my time fighting him.
- I share a meal with employees and clients at every opportunity. Relaxed conversation builds trusting relationships.
- I don't let naysayers stop me from trying new ideas, and I don't let those who doubt me get in the way of my creativity.
- I used to think that wealth and power come with success. Now I understand self-actualization is my ultimate success.
- I do my best to control my anger. When I speak off the cuff, it's the best speech I'll come to regret.
- I don't expect to get things before I've earned the right to receive them.
- I don't just get up every day, I wake up every day. Every day is a new learning experience for me.
- I have no desire to be famous. I'm happy being just me.
- Age is neither a blessing nor a curse, it just is.
- I found my guiding light by being spiritual instead of materialistic.
- I can't predict what's ahead in my life, but I want to die knowing I did the best I could.
- I've learned to love myself. Everything I wanted was already there.
- Looking back, my life is a big circle.

At 20, I set my mind to learning.

At 30, I set my skills to experiment.

At 40, I set my faith in mankind.

At 50, I set my heart on giving.

At 60, I set my time for others.

At 70, I'm grateful for the mentors who have guided me.

At 80, I'll start over.

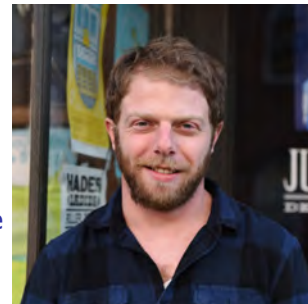
Mike is a graduate of Ohio University BSJ '70, Wharton Executive Education '83, and a current board member of the Marietta College Entrepreneurship program. Learn more at www.contraxxfurniture.com.

THE STORY OF AN ENTREPRENEUR WHO WANTS TO KEEP IT SMALL!

By: Bobby Rosenstock

In 2009, I moved to Marietta, Ohio from Philadelphia for my wife Sara's job at Marietta College.

After earning a Bachelor of Arts in Fine Arts at Alfred University (NY), I spent three years in Portland, Oregon working in the commercial print industry while making art on the side and trying to sell it in galleries. I loved making art and printing but didn't want to work in a big commercial print shop for the rest of my life and also didn't feel like the "fine art gallery world" was for me. I decided to pursue a Master's degree and earned an MFA in printmaking from the University of the Arts in Philadelphia to explore my options further. I was searching for something in between the *fine art* and *commercial art worlds*—I found it in 2007 when I went to apprentice at a letterpress poster shop in Knoxville called Yee Haw Industries. They were making works of art on vintage commercial printing presses; the way posters were made 100 years ago. I immediately fell in love with the process and the little unique niche they had carved out for themselves and knew I wanted to do something similar.



When we arrived in Southeast Ohio, a place I never thought we'd land, we discovered the low cost of living and were able to buy an affordable fixer-upper house with a garage! I found a 50-year-old Vandercook printing press and some letterpress type, put it in our one-car garage, and started making art under the press name JustAJar Design Press.

I wanted to pursue creating concert posters, so approached Stuart's Opera House about hiring me to make woodcut posters for shows at their theater. They said they loved the idea of doing posters but weren't sure they could make it work. I offered to do a free poster for an upcoming show so they could test whether it was financially viable for them. When they hosted the concert, everyone loved the posters and they sold a bunch, so they started hiring me to make posters. These posters started getting a lot of attention and within a few years, I was making posters for Willie Nelson's NYE shows in Texas, Soundgarden, the Scottish band Belle & Sebastian, and more. Around this time, I moved out of my garage and into an industrial space nearby where I had more room.

When we had our first daughter, Elle, and the workload was getting too much for us to do ourselves. We had a choice, grow the business or cut back on work. In the business world, growing bigger and increasing profits is usually the goal. As an artist, making work that made me feel good and having a good work/life balance was most important to me. Of course, I wanted to make money and to be successful, but it wasn't the most important thing. So, I decided not to try to grow the business by hiring employees and instead started saying "no" more often and just taking on work I wanted to do. I'm glad I made this decision, it's not always easy keeping things small if you don't make an effort to keep it that way. A business can sometimes grow like a snowball rolling down a hill growing and gaining momentum as it goes.

I made the decision not to try to grow the business by hiring employees and instead started saying "no" more often and just taking on work I wanted to do.

When I was still printing out of my one-car garage, I got a call out of the blue from an advertising agency in Nashville that represented Jack Daniel's. They were looking for someone to take over an annual project of creating woodcut and letterpress posters for Jack Daniel's World Barbecue Championship. When I asked how they found me, they said they googled woodcut posters, and I was one of the few shops in the country that showed up. I was very interested in working with them obviously, they seemed to like my work, but they were hesitant to work with someone they never met who was making posters in their garage in Southern Ohio. We had some back-and-forth about the job, but nothing came of it. Over Thanksgiving that year I was visiting family and went out for drinks in NYC with an old high school friend who was a businesswoman in the city. I told her the story about Jack Daniel's and she yelled at me, telling me that I was being too passive, I had my foot in the door with a major client and I had to be more aggressive to get the job. I took her advice and pursued and landed the job. I've now made 27 posters for them over the years and in 2018 the posters received gold at the National Addy Awards for best poster campaign in the country.

Although I was getting contacted by clients from around the country, it was also important to me to be an active member of my community. We designed the branding for the Rivers Trails and Ales Festival in 2010 and continue to be involved as part of their advisory board. Additionally, we have rebranded the Marietta Brewing Company, and Marietta Adventure Company, as well as created new logos and posters for a variety of area businesses, events, and organizations over the years. A few years ago, we started making annual matriculation posters for incoming Marietta College students. We also host a lot of school groups, and do design work for nonprofits we support, and I sit on the board of Marietta Main Street and chair the Public Art Committee.

While I run the shop full time, Sara works as a graphic designer for the business while she teaches full time. She has created a variety of digital designs, such as logos and websites, but is also active as an art director for the projects I work on. We have collaborated during the design process for a variety of projects such as wedding invitations, the branding for a Californian restaurant, the branding and beer label design (over 30!) for Little Fish Brewery (Athens, Ohio), and wine labels for wineries in California and Wisconsin.

My shop has now been in a storefront on Front Street in downtown Marietta for 6 years. I have my working studio along with a small retail shop in the front. I'm still making gig posters, art prints, greeting cards, t-shirts, and more. Downtown Marietta is thriving and there's a great little art community here that I feel honored to be a part of. While the business is running smoothly, I'm still constantly tweaking things to find a good work-life balance. I'm trying to grow as an artist, hone my craft as a printer, develop as a business owner, stay an active member of my community, and share a little of what I've learned with the younger generation of artists trying to make a living doing what they love.

Bobby Rosenstock is the owner of [JustAJar Design Press](#) in Marietta, Ohio.

SO, WHAT'S IT GONNA TAKE?

By: Dave Corey '97

Everything you got, and then some. Hello, I graduated from MC in 1997 with a degree in sports medicine. I also started my first business that year. It didn't work, but I learned a lot in 5 years and broke even....sort of.

I wanted to be in Sports Medicine because I wanted to help people, however, after looking at the hours and the pay, this waned off.

So, I switched to the business world. And yes, with my college degree, and my now wife's established business, I found myself cleaning toilets and mopping floors for \$25 per hour (which was a lot of money in 1997) in our residential and commercial cleaning companies. I started speaking to one of our clients and he was the VP of a telecom company. Back then, businesses had to pay for EVERY PHONE CALL, local and long distance. With deregulation, we could now offer unlimited landline service and T1 internet...which was just better than dial-up.



Hey, I was helping people....and making money....so cool. I had a solid 3 years there.

From there, I entered the medical sales arena. I now had good sales experience, and now, an opportunity to apply all the science I had learned at Marietta.

Wow, now I am in operating rooms, helping patients and surgeons and making money....cool!

Along with this, my wife and I started several companies along the way—a leadership development company, and a sales distribution company. We patented a drink holder for restaurant highchairs (because our kids were spilling drinks all over the place). We started the largest healthy vending business in Ohio....then Covid pretty much killed it. But before that, I started a trucking company and blew up during Covid....woot woot. And that was great because the medical devices I had then were all “optional or elective” Not sure how cancer screening becomes elective or optional, but I digress. Also before Covid, we started a business that helps to rejuvenate surfaces in a home like shower glass, tile, grout, granite natural stone and then we seal them to protect them long term.

Well, when everyone was stuck at home and doing home projects, guess who got called?

Having been a college athlete, you would think that I would have stuck with exercise and eating properly, but by 2015, I had ballooned up to close to 300 pounds. I then found myself in a big sandwich. I had to take custody of my parents due to neurodegenerative diseases (that is, Alzheimer's and dementia) and I was trying to raise 4 kids and be a husband business owner, and device rep. In 2016, it came to a head and I tried to end my life....I failed....because you are reading this. It was a tough week being in a mental hospital.

Before this, my doctor had me on all these drugs to “help” but they made it worse.

So, CTRL-ALT-DEL and I started anew. It's been a great ride since then. I have lost 60 pounds. I am competing in Regional and National CrossFit events. I got certified as a CrossFit Coach and also a Youth Strength and Conditioning coach. In the US, we have tripled our obesity rate in one generation. I'm ready to fight back for a lot of reasons. So what does it take to succeed?

Here are some of the things that worked for me.

1. It ain't all about you. I realized I needed to fully tap into a higher power. For me it was God and Jesus Christ....for you, it may be something else. But find it. For me now, the world, as crazy as it is, seems to make more sense from a different perspective.
2. Learn to pivot. When a basketball player doesn't have a good shot, what do they do? Well, they pivot to get a better angle and complete their mission. You may need to do the same. Your degree may have a shelf life, as may your career, lifestyle, residence, etc. Learn to pivot.
3. Take out the trash – not the one under your sink, but the trash that is in your mind, heart, and your subconscious mind. You may have been told stuff as a kid and it has stuck with you. Get rid of it. The “food” industry is killing you, so get rid of trash food and eat whole food and exercise. It is the best long-term medicine. It also a great return on investment.
4. Be patient – You wanna make God laugh? Tell him your plans on your timeline. I do not know that I could handle what I have now with my 25-year-old brain. My journey has had many twists and turns. So, be patient, keep your eyes open and keep working.
5. Be humble – with your words...encourage others. With your wallet...help others through a tough time. With your strength...help others who struggle to help themselves. With your time...be there for someone else. Do these things and they will come back to you many times over. Invest in others. Someone right now is going through a struggle and you may be the only person out of 8 billion that can help them.

This is not an exhaustive list, but these things have helped me to become the man, the husband, the father, and the community member that I am today. I am not done growing as I still do two Masterminds (peer-to-peer mentoring groups)—one where I am the smartest person in the group (or so I think) to give back to others; the other, I am the dumbest person in the group...to learn from others.

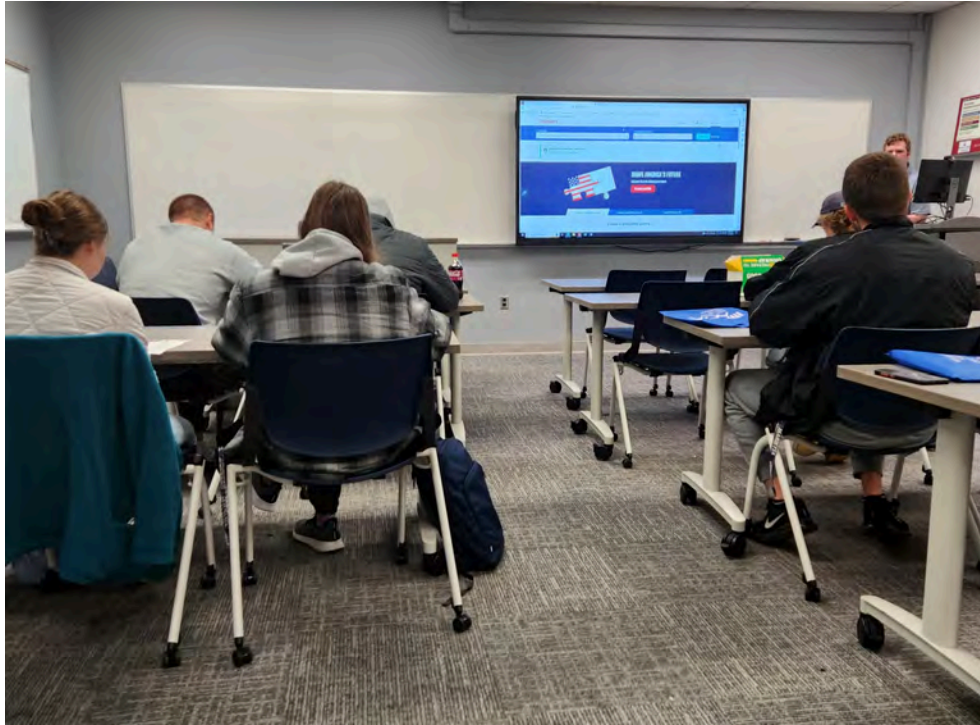
May your path be blessed and the world be enriched because you decided to be the best version of YOU.

Peace.

David Dave Corey is the President and Founder of CORE Medical and HIS WAY Transportation, He is also the President and Co-Founder, [Hydroshield](#) of Columbus

A SAMPLE OF EARLY SPRING 2024 WORKSHOPS, EVENTS & CLASS ACTIVITIES

January 23, 2024: A Workshop on How to Apply for Government Jobs



February 15, 2024: Speed Mock Interview





February 22, 2024: PioBiz Proof of Concept Workshop



Pictured: Cheryl Ferreebee '00
President, Brand Marketing Strategist at Tgg Brand Marketing + Design, Inc.

February 27, 2024: A Workshop on Effective Communication in a Professional Environment



Pictured: Dr. Donna Fenton, Academic Success Coach at Marietta College

Spring 2024 Entrepreneurial Mindset Classes





Legend of the Institution

- 1 - History
- 2 - I Paid for
- 3 - Good Kids to Summer Camp
- 4 - Conclude to our morning
- 5 - (Activity)
- 6 - You get coffee with friends
- 7 - Good kids to summer camp
- 8 - Tanning Bed
- 9 - Ice Cream
- 10 - Restaurants they there
- 11 - Courts for kids
- 12 - Club
- 13 - School

32 - ...
33 - ...
34 - ...
35 - ...
36 - ...
37 - ...
38 - ...
39 - ...
40 - ...
41 - ...
42 - ...



Pictures above show students utilizing various idea-generating techniques and meeting with Shawn Taylor '02, Senior Vice President at Peoples Bank and a mentor in our program

UPCOMING WORKSHOPS

March 12, 12:20 PM – 12:50 PM, Thomas 327

Life after Graduation Miniseries: Part One – Managing Debt

Join us for a brief (30-minute) session to understand the potential impact of student loans on your post-college debt and discover effective strategies for successful repayment.

Register on Handshake

March 19, 12:20 PM – 12:50 PM, Thomas 327

Life after Graduation Miniseries: Part Two – Budgeting

Achieve financial stability after graduation by learning how to craft a realistic budget, allocate funds wisely for essentials and savings, and set achievable short-term and long-term financial goals.

Register on Handshake

March 21, 12:20 PM – 12:50 PM, Thomas 327

Dexco Global Information Session and Hiring

Register on Handshake

March 26, 12:20 PM – 12:50 PM, Thomas 327

Life after Graduation Miniseries: Part Three – Employment Documents

Prepare for post-graduation employment by gaining valuable insights into the essential documents you'll encounter in the workforce, covering topics such as taxes, medical benefits, and retirement.

Register on Handshake

April 2, 7:00 PM – 8:00 PM, Thomas 327

Dos and Don'ts of Resume Writing

In this session, Bill Wilkinson, Owner of the Mid-Ohio Valley Employment, will share insights on crafting a compelling resume.

Register on Handshake

April 11, 4:00 PM – 6:00 PM, Gathering Place

Junior PioBiz Poster Competition

What are some of the problems that high school students find worthy of solutions and how do they propose to solve those problems? Attend this competition to find out. You can also vote for your favorite solutions with your PioBiz dollars.

No registration is necessary

April 18, 3:00 PM- 5:00 PM, Thomas 124

PioBiz Competition: Round 2-Proof of Concept

In this round of the PioBiz Competition round, Marietta College students showcase the feasibility of their business concepts. Who will emerge victorious? Be the judge by joining us at this event.

No registration is necessary

April 25, 4:00 PM- 5:00 PM, Great Room, Andrews

End of the year Award Ceremony- By Invitation

Marietta College students may register on Handshake by clicking [here](#) and searching for the event of their interest.

THANK YOU SPONSORS!

JOIN US And 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.](#)

Platinum



Gold



Silver



Bronze



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