



Dear reader: Share the story of your entrepreneurial journey with us by emailing us at entr@marietta.edu.

In this issue of *Make It Happen* we read the stories of two Marietta College alumni who graduated over a decade and a half apart.

HOW DID I FULFILL MY DREAM OF BECOMING MY OWN BOSS THIRTEEN YEARS AFTER GRADUATION?

By: Larry Slotter, MC'2002

I graduated from MC in fall of 2002 with a degree in Marketing and a minor in Asian Studies. As with many, my road has been a winding one, with many ups and downs, that has led me to where I am today.

When I first enrolled at MC I was two years removed from high school, working full time in the kitchen of a local restaurant and felt a career in restaurant management or marketing for a corporate restaurant might be in my future. When my girlfriend, Kristin Schultheis (MC Class of 2003) and I decided to get married, I felt the restaurant industry would not be the best fit for a married man wanting a family. I received an internship with Enterprise Rent a Car my sophomore year and by my junior year I was in management and switched to taking classes during my lunch hour and in the evening. I also took summer classes to move things along so I could finish my program as soon as possible. Forty-five hour-work weeks on top of school put a strain on everything, but also allowed me to develop the work ethic that carries me through to this day.

After graduation, I continued with Enterprise for a few more years before transitioning into the banking industry with positions as a personal Banker with Bank One, a PB and Financial Advisor with JP Morgan Chase and then into management and regional positions with WesBanco. While in banking I picked up my MBA with a Corporate Finance concentration from Franklin University in Columbus, OH to further my banking career.

After completion of my MBA, I received a job offer that was too good to pass up, a VP position with a local company that would see me involved in commercial and residential real estate, retail services, construction services, farming operations and, once again, the restaurant industry. With the position being newly created within the company structure, it was never the fit that



either myself nor the ownership wanted it to be. So, I left just over a year later.

While the job ended, it sparked a renewed interest in entrepreneurship and my decision to be my own boss. However, like many, taking the step into the unknown with a wife and two young children at home was something I could not bring myself to do, so I switched to a five-year career in higher education as president of a regional campus of a for-profit college.

The desire to work for myself never waned and only grew stronger during my higher education tenure, and five years later, with a more stable family income and some savings to invest, I purchased the Busy Bee Restaurant at the end of 2015. The Bee had been a Harmar mainstay since its founding in 1944, and while struggling in many aspects, it provided the bones I felt were needed to be successful. We quickly revamped the entire menu, switching to a completely local sourced and scratch-made product line. The support from all of Marietta and of course both current MC students, and alums alike, has been wonderful. We saw consistent growth through the first 4 years and felt we were on our way to solidifying ourselves for the next decade. Then came Covid. The restaurant industry was almost completely crushed, revenue shrank, expenses skyrocketed, we closed for a period and were fortunate to take advantage of PPP and SBA EIDL options to stay afloat. We also decided to double down on our vision and invested heavily in our operations with an eye to future opportunities. The shutdown proved that diversifying would be key to not only our immediate success but to our long-term success as well.

“The desire to work for myself never waned and only grew stronger during my higher education tenure ...”

In 2021, we formed the Harmar Village Restaurant Group and expanded our real estate holdings with our real estate division, Alexander Lawson Enterprises. We expanded in Harmar Village, purchasing a couple of rundown properties and opening new ventures, Harmar Village Catering, Baked on Maple, and The Butchery. The businesses work together to expand our options with local and scratch options and bring the much-needed local craft food scene that hasn't

been in Marietta since Brownies Bakery closed in 2005. Old world baked goods, specialty cuts of meats and a ton of new options are all available in Historic Harmar Village.

Later this year, we expect to open our fifth food service venture, with Derailed Distillery. Derailed will be a micro distillery focusing on the creation of small batch bourbon and other fine spirits. A full-service bar and restaurant will be attached and will bring another option to Marietta and another reason for customers to spend time in Harmar Village.

My desire to see Harmar thrive also involves charity work as we provide space for Harvest of Hope to run operations for local food pantries. In addition, I serve as Chairperson of the Board for the Historic Harmar Bridge Company whose focus is the rehabilitation of the Historic Harmar Railroad Bridge, as well as renovation of numerous rail cars and the development of a multi-use recreation space to help facilitate the needs of the Harmar Days Festival and the general growth of Harmar Village. I have also served on the board for the Entrepreneurship Program at MC and currently serve as a mentor for the program.

I am supported by a great team of individuals throughout my organization and by my family, wife Kristin, and sons Gabe and Reid. Gabe is currently enrolled at MC in the entrepreneurship program and serves as Property Manager for Alexander Lawson Enterprises, primarily managing

our Airbnb apartment concepts. Reid works with our social media development which will see an expanded role this year. In addition to her own full-time career, Kristin helps with design in all of our businesses from interior designs, apartment layouts, and even down to our menus in each business.

It is in part due to the liberal arts education that I received at Marietta College, that, over twenty years later, I'm still learning new skills, developing new products, and trying to give back to MC and the Marietta community.



[Busy Bee Restaurant](#)

Larry Slotter, President
Harmar Village Restaurant Group 740-371-7160
larry@busybeerestaurant.com

THE WINDING ROAD OF ENTREPRENEURSHIP: FROM PETRO TO PIOBIZ TO PRESIDENT

By: Patrick Moran, MC' 2018

Getting a degree is like checking a box. Unless you check that box - no one will take you seriously in the professional world. This sentiment is conveyed time and time again to our high school students as they begin the path of "college readiness." It's a sentiment that I often heard myself when I was a teenager preparing for my next scholastic adventure. In the early 2010's, the high school and college dropouts that made themselves known as today's tech giants were seen as these Einsteinian, larger-than-life, entrepreneurial magnates. I remember feeling envious of these people that had the ability to be decisive about their future. It was as if they had their life figured out and they didn't even need to attend college to have such incredible ideas. I fell into the group of individuals that dreaded the question "What do you want to be when you grow up?," which was more times than not, met with a shrug or a half-baked answer.



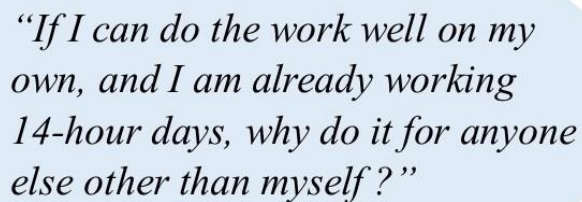
This was the dilemma I found myself reflecting upon when it was time to fill out the Common Application and begin touring our collegiate institutions: "I want to be an engineer!" I would proclaim to my relatives or peers, usually trying to convince myself more than them. At that time, I barely understood what it meant to be an engineer, let alone if I should make a career out of it. What I did know was that I liked to solve problems, work with my hands, collaborate with my friends, and be challenged. It wasn't until my mother and father (MC classes of '89 & '90, respectively), suggested that I look into their alma mater, which touted a tremendous petroleum engineering program, that I discovered petroleum engineering.

After I was admitted, it was as if the professors and the inanimate equations in my textbooks heard me say that very phrase "... I liked to be challenged." Every day was a new hurdle to overcome. It wasn't until my junior year that I finally achieved a GPA above 3.0. Despite this, most of the lessons I learned couldn't be quantified. Life itself can feel like an entrepreneurial cycle. Trial, error, sit back and reevaluate ... trial, error, rinse and repeat. If you are fortunate enough, one of those trials may even lead to success. I can remember reevaluating constantly at Marietta as I was challenged by my professors and peers every day. These trials and errors were finally met with success when I ended my most difficult semester before graduation on the High Dean's List. Only upon reflection did I

realize that the essence of entrepreneurship is taught at Marietta in more ways than one, these being the rigorous academic structure that gives way to trial and error, and the opportunity for individual development.

At Marietta, I was deeply involved in Greek Life, and served as President of the Interfraternity Council, as well as the Alpha Tau Omega Fraternity. These extracurricular opportunities were invaluable for me. The ability to fail and succeed not as one, but as a team, presented one of life's most priceless opportunities for growth. However, until my senior year, all entrepreneurial experience was only theoretical in nature.

During my senior year, when Dr. Khorassani announced the PioBiz entrepreneurship competition, my fraternity brother, Jake Duvall, and I leaped at the opportunity to register. We thought: "Come up with a business idea that could win you \$10,000? Don't twist our arms." During this time, Jake and I had a fraternity brother that was recently injured on his motorcycle by an intoxicated driver and Uber established itself as the lead ride-share platform in the United States. Unfortunately for anyone looking to use this service, Uber wasn't active in the Mid-Ohio Valley. We opportunistically paired these two factors together and got to work. Being broke college kids who couldn't afford a vehicle, we decided a golf cart to safely ferry students to and from campus would be our best bet for success. For a ride service named BarKart created by two "Petro Nerds," we graciously earned second place with numerous lessons learned.



"If I can do the work well on my own, and I am already working 14-hour days, why do it for anyone else other than myself?"

Upon graduation from Marietta College with a BSPE (Petroleum Engineering degree) and some finance coursework, in May of 2018, I entered the Oil and Gas industry with Jay-Bee Oil in Cairo, WV. Despite operating for three decades prior to my joining the team, being at a private, family-owned company gave me the opportunity to flex my

entrepreneurial muscles. Creating my own processes, learning on the spot, and trial-and-error, were all skills I learned during my time at Marietta that I now got to deploy in the "real world."

One of the best lessons an entrepreneur can learn is to pivot. Just under a year later, I quickly learned this when I was laid off at Jay-Bee. With no luck finding a job up north, I moved down south to Houston, Texas, the land of Oil & Gas. For one month, I slept on an air mattress in the living room of a fraternity brother and fired off countless job applications. Most days, I could be found wearing a suit and carrying a stack of resumes while hanging around the downtown Starbucks off Louisiana street, hoping to "bump into" a hiring manager from one of the nearby Big Oil high-rises. This attitude finally paid off when I met a pipeline controller for Noble Midstream. This interaction secured me a job in the Operations Control Center for the next two years.

Another lesson an entrepreneur can learn is not only the need to pivot but when to pivot. I decided that it was best for my career path to pivot out of oil and gas when the world saw negative crude futures during the COVID-19 Pandemic. My industry friends and colleagues were laid off all around me, and my resolve rapidly dwindled. By sheer coincidence, a recruiter for a national tax consulting firm reached out over LinkedIn. The company was hiring a Research & Development Tax Consultant with an energy and engineering background. I answered the call.

During this time, I learned about the wonderful world of the Internal Revenue Code. I happily learned that although different from engineering in many ways, being a tax consultant had one major similarity: learning complex concepts and applying them to the real world. I thrived in an environment where I got to deploy this mantra and absorbed everything I could.

However, after only eight months as a corporate drone, I finally reached the most important moment in my professional career. This was the moment I asked myself: "If I can do the work well on my own, and I am already working 14-hour days, why do it for anyone else other than myself?"

From this moment, I made the leap of faith. I reached out to a few close friends, family members, and former colleagues, and started [Royse Partners Limited](#). I wasn't the only one that learned entrepreneurial skills at Marietta, as four of our six founding partners are members of the Long Blue Line (one of which is my father). Today, Royse Partners is a consulting firm approaching its one and half year anniversary. We specialize in corporate tax consulting, management consulting, and energy consulting. Together, we have grown the business to 15 staff in two major cities, dozens of business development associates and professionals across the country, and have the opportunity to work with businesses all over the United States. Using our diverse professional backgrounds, it is our mission to help serve and strengthen the U.S. economy from the ground up.

All the lessons I have described above: academic hurdles, fraternity involvement, entrepreneurial competitions, professional setbacks, and professional opportunities, have made not only me but my company into what it is today. Without these lessons, I couldn't have accomplished the things that I have, and wouldn't have had the scaffolding to begin the next chapters of my entrepreneurial career. The very decision I once dreaded as a high school student taught me how and when to pivot. These lessons matter as Royse expands its footprint, and workforce, and introduces more service lines to our clients and I grow as a businessman and entrepreneur.



Patrick Moran

President, Royse Partners Limited

patrick@roysepartners.com

THE FIRST MULTIDISCIPLINARY HACKATHON AT MARIETTA COLLEGE WAS A SUCCESS

On Saturday, February 18, 2023, six teams of students competed in PioSolve, the first multidisciplinary hackathon at Marietta College. During the 10-hour competition, students explored the root causes of a social problem and designed feasible solutions to the problem and made presentations before five judges.

The competition started at 8 am with the selection of the teams and the statement of the problem. The problem, submitted by Julie Wilkes MC '1998, was:

"There is a severe lack of mental health support and providers and the time to care is long and costly. How can more people receive support and mental health in a faster and more

efficient manner? How can various special populations (such as black, Asian, women, and veterans who may have specific feelings or needs) have specific support?"

The competitors then spent nearly 8 hours to examine the root causes of the problem and develop feasible solutions. Finally, at 4 pm, the competitors presented their projects before five judges.

The competition Judges were Ben Ebenhack, Department Chair and Professor of Petroleum Engineering at Marietta College, Dr. Bill Ruud, President of Marietta College, Judy Ruud, Assistant Professor of Psychology at Washington State Community College, Julie Wilkes, Senior Manager - North American Total Rewards (culture/wellbeing/experience programs) at Accenture, and Suzy Zumwalde, Mental Health Counselor at Marietta College.

For more information on PioSolve click [here](#)

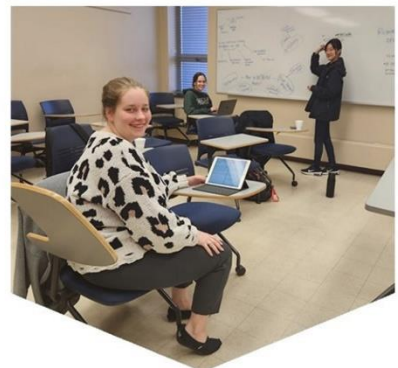
Pictured Below: Competitors, Judges, The Entrepreneurship Faculty and Program Director.



The first place award went to Kade Hennacy, Shelby Byland, and Roji Odari for **Pioneer Wellness Group**



The second place award recipients were Rebecca Young and Kaleigh Eakle for **Strings Against Stigma (S.A.S)**



The third place award went to Nichole Boone, Emily Jones, and Kanae Yoshida for **PIO 202: Break the Stigma**

GET INVOLVED



A THRIFT STORE AT MARIETTA COLLEGE

Big Blue Accepts Donations

Do you have clothing articles, accessories, or small items for dorm rooms to donate? If so, consider donating them to Big Blue Thrift Store, the first student-created and student-managed non-profit on the Marietta College campus.

For more information, visit the Big Blue's [website](#).



Who Should the Next BIG Workshop Keynote Speaker be?

Click [here](#) to nominate an energetic and inspiring entrepreneur to deliver the keynote address at the second annual [BIG Workshop](#) on Wednesday, September 27, 2023. Nomination Deadline: March 30, 2023

UPCOMING EVENTS



Junior PioBiz Competition Day

April 13, 2022 - 4 pm to 6 pm

Marietta College Campus - Open to Public

No Registration Necessary

[Learn more](#)



PioBiz Business Plan Competition Day

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

Open to Public No Registration Necessary

[Learn more](#)



End of the Year Celebration & Award Ceremony

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

[Register Here](#)



The BIG Workshop

at Marietta College

Wednesday September 27, 2023

[Learn more](#)

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.](#)

Sustaining Title Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsor



TECHGROWTH *ohio*



Bronze Sponsors



Copyright © 2023 Marietta College. All rights reserved.

Our mailing address is:
entr@marietta.edu

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to jl013@marietta.edu
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
Marietta College Entrepreneurship · 215 5th Street · ENTR · Marietta, Ohio 45750 · USA

