



THURSDAY, SEPTEMBER 23, 2021 • 12 P.M. TO 7:00 P.M. • MARIETTA COLLEGE



Energizing Small Business



An Entrepreneurial **MINDSET**
keeps you irreplaceable.



Marietta College
ENTREPRENEURSHIP PROGRAM

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Welcome to the Riverview Credit Union Mid-Ohio Valley Entrepreneurship Expo (MOVEE) at Marietta College. After a year of delivering MOVEE virtually, we are excited to be back in-person. The theme of this year's conference is "Energizing Small Business".

What is considered a small business? A small business is a privately-owned corporation, partnership, or sole proprietorship that has less revenue than larger businesses in the industry. According to the U. S. Small Business Administration (SBA), the exact size of a small business depends on the size of the larger businesses in the industry. For example, a nursing care facility with average annual receipts less than \$27.5 million, is a small business. On the other hand, advertising agencies with \$15 million or less receipts are considered small. The same limit for landscape services is \$7.5 million. According to SBA, 99.9 percent of US businesses are small.

While there are many online and offline sources of information and training for small businesses, there are not many opportunities for small business owners and their employees to come together to learn from each other and expand their network. MOVEE is one of those rare opportunities.

This year's MOVEE consists of an inspirational and educational keynote presentation, followed by 5 tracks. Each track includes 3 back-to-back sessions focusing on topics that aim to energize your small business. We will end this year's conference with a special Business-After-Hours that is jointly sponsored by the three area Chambers of Commerce: Belpre, Marietta, and Mid-Ohio Valley.

Many thanks to our sponsors, presenters, track managers and emcees, listed in this program. Obviously, without these individuals and organizations, this conference would not have become a reality. In addition, I appreciate the help and support that I received from Karen Waller and her staff at the Belpre Area Chamber of Commerce, Kelsy Eaton and her staff at the Marietta Area Chamber of Commerce, and Jill Parsons and Nicole Guinn at the Chamber of Commerce of the Mid-Ohio Valley.

I am also grateful for the assistance that I received from my Marietta College colleagues that are not acknowledged anywhere else in this program. This list is long and somewhat unlimited, but I must thank the Director of Auxiliary Services, Laurie McKain; Jim Weaver and his staff in Campus Police Department, the entire team of colleagues in the Communication and Brand Management Department, Dash McNeal and his entire crew at DBRC; my colleges at the Advancement, Admissions, and Alumni offices. Finally, I thank my assistant, Jena Blair, who worked by my side to get things done.

Please find, like, and communicate with us via social media during and after today's conference, by simply searching for the Entrepreneurship Program at Marietta College. We are present and active on Facebook, Instagram, LinkedIn, TikTok, Twitter, and YouTube.

Shortly after the conclusion of the conference, we will send you an email that contains a link to a short online survey. Please take a few moments to complete and submit the form. Your feedback will allow us to do better next year.

Let's get energized!

Jacqueline Khorassani, Ph.D.
Director of the Entrepreneurship Program
Marietta College

PROGRAM AT A GLANCE

11:30 AM - 12:00 PM	Registration (DBRC)				
12:00 PM - 1:50 PM	Luncheon Opening Ceremonies Keynote Note Address: Dr. Heidi Neck, Entrepreneurial Energy (DBRC)				
2:00 PM - 3:00 PM	Fun with Exports: Expanding Sales Potential in Foreign Markets	Pricing Essentials for Small Business	Be the Influential leader that stands out	Canvas: A One-Page Tool to Strategically Plan or Re-Plan Your Nonprofit Enterprise	COVID-19 Vaccine and Other “Post”-Pandemic Employment Law Issues
3:00 PM - 4:00 PM	Get your website to work for you: Website technology, do’s & don’ts, and how to navigate SEO	Best Hiring Practices	Ready, Set, Speak! Energizing your business through public speaking	Measuring SROI: Get More Grants by Showing Funders What They Want to See!	Understanding and Mitigating Cyber Threats to Small Business
4:00 PM - 5:00 PM	Making small changes to improve your website & online presence: Workshop	How to Find Your Business Superpower and Use it for Good	A Conversation with the Finalists of the 2021 ENTR of the Year Award	Nonprofits can make Profits: Doing Good and Making Money	Board or Bored: Living Up to Your Legal Obligations
5:00 PM - 7:00 PM	Business After Hours & Networking In collaboration with Belpre Area Chamber of Commerce, Chamber of Commerce of the Mid-Ohio Valley, and Marietta Area Chamber of Commerce (DBRC)				



Track 1: Growth & Expansion (Thomas 223)



Track 2: Management & Strategy (Thomas 209)



Track 3: Stand Out & Speak Up (Thomas 124)



Track 4: Social Entrepreneurship & Non-Profits (McDonough Gallery)



Track 5: Law & Order (Thomas 113)

11:30 AM-12:00 PM	Check-in Registration	DBRC
12:00 PM-12:10 PM	Lunch: Opening Remarks Dr. Josh Jacobs, Vice President for Advancement, Marietta College	DBRC
12:15 PM-12:25 PM	Welcoming Remarks Dr. William Ruud, President, Marietta College Doug Ankrom, President and CEO, Riverview Credit Union	DBRC
12:30 PM-12:40 PM	Keynote Session Dr. Greg Delemeester, VP of Programs, Economic Roundtable of the Ohio Valley Dr. Jacqueline Khorassani, Entrepreneurship Program Director, Marietta College	DBRC
12:40 PM-1:50 PM	Keynote Address Dr. Heidi Neck, Professor of Entrepreneurship, Babson College <i>Entrepreneurial Energy: What it feels like to think and act entrepreneurially and all the things you can do with that!</i> <i>The ability to think and act entrepreneurially is today's greatest life skill. It is way of thinking, acting, and being that combines the ability to find or create new opportunities with the courage to act on them. There is no single "entrepreneurial mindset" – rather it's about starting where you are and shifting your mindset toward a more entrepreneurial view of the world. When this shift happens, you feel the entrepreneurial energy!</i>	DBRC
2:00 PM-5:00 PM	Concurrent Tracks Depending on your interest, you may choose to participate in one of the five tracks listed below or switch between tracks.	Various Locations

Track 1: Growth & Expansion
Manager: Nicole Byrd

Thomas 223

2:00 PM-3:00 PM

1A: Fun with Exports: Expanding Sales Potential in Foreign Markets

With: Don Hackney

Have you ever explored the export market? Do you think it is too risky, too complicated, or too costly to export? Attend this session to find out why you may be wrong. Learn how to assemble an export team; conduct market research and formulate entry strategies; and more importantly, how to get paid. This session also identifies resources that can help you along the way.

3:00 PM-4:00 PM

IB: Get your website to work for you: Website Technology Do's & Don'ts, and How to Navigate SEO

With: Josiah Partin

Learn how to use your website to get the most results. You will learn new ways to view your website tracking data and how to interpret it. You will also learn what to look for with your website projects and avoid scams.

4:00 PM-5:00 PM	IC: Making Small Changes to Improve Your Website & Online Presence: Workshop With: Josiah Partin <i>Learn how to improve your website hands-on, make SEO changes, & run speed testing. We will walk through running tests and identifying problems that you can fix or improve on your own. Any personalized questions about your website can be answered during this session.</i>	
	Track 2: Management & Strategy Manager: Amanda Davis	Thomas 209
2:00 PM-3:00 PM	2A: Pricing Essentials for Small Business With: Danielle Cisler, Amanda Davis, and Eric White <i>Price is the most powerful lever for any business to grow their profitability. During this session, we'll review the essentials of strategic pricing for small businesses: know, understand, grow. Having clear knowledge of your offering and costs is the foundation for pricing strategy. Understanding the unique value that you provide to your customers and the position you hold in the market should drive decision-making. By combining these two elements, you can transform your business and grow your bottom line.</i>	
3:00 PM-4:00 PM	2B: Best Hiring Practices With Dr. John Fazio <i>Contemporary businesses are plagued with attracting an adequate quantity of talented employees to fulfill goals. This presentation will explore best practices for both employee recruitment and selection. Attendees will have an enhanced understanding of how to better attract job candidates, as well as proven techniques to select the most qualified. Evolving workplace issues such as work-from-home, and GIG workers will be incorporated in the Best Hiring Practices presentation.</i>	
4:00 PM-5:00 PM	2C: How to Find Your Business Superpower and Use it for Good With: Andrea Shirey <i>In today's competitive business environment, it's no longer enough to just "know your audience." This session will help you discover your business superpower - your secret weapon to standing out among the crowd (for all the right reasons). Once you have identified your superpower, you'll be able to uniquely position your business, attract the right customers, and build a profitable and purposeful business.</i>	

Track 3: Stand Out & Speak Up
Manager: Heather Miller

Thomas 124

2:00 PM-3:00 PM

3A: Be the Influential Leader that Stands Out

With: Pantea Vahidi, RN

As entrepreneurs we often set out on a journey to not only make a living, but to live out our purpose, create a life on our own terms, and make a difference. Being an entrepreneur is so much more than running a business, it is about noticing a gap and fulfilling it. Entrepreneurship is, at its core, problem solving and creating solutions. In this session, we will learn practical ways to not just solve a problem, but to leave an everlasting impact that will transform your customers' experience and your own journey into a fulfilling one.

3:00 PM-4:00 PM

3B: Ready, Set, Speak! Energizing Your Business Through Public Speaking

With: Dr. Linda Lockhart and Dr. Cody Clemens

Even though public speaking often induces anxiety, it is a vital skill for entrepreneurs and business owners. Public speaking can enhance exposure to a broader audience, increase recognition and build your brand, help you articulate your mission to groups of people who are not familiar with your business or services, and increase your own confidence and your sales skills. Becoming a polished public speaker takes some practice, but a few basics can help you inject new energy into your business. Don't wait any longer to start getting over your fears and start speaking out!

4:00 PM-5:00 PM

3C: A Conversation with the Finalists of the 2021 ENTR of the Year Award

With: Sarah Arnold

In this session, Sarah Arnold, Founder of Clutch MOV, leads an informal conversation with the finalists for the 2021 Mid-Ohio Valley Entrepreneur of the Year award. The winner will be announced during the Business After Hours session.

Track 4: Social Entrepreneurship & Nonprofits
Manager: Dr. Amy Elliott

McDonough Gallery

2:00 PM-3:00 PM

4A: Canvas: A One-Page Tool to Strategically Plan or Re-Plan Your Nonprofit Enterprise

With: Faith Knutsen and Tres Ross

Are you starting, changing, planning or developing a non-profit or business that has a social mission? Join a highly interactive session with regional experts who have worked with many mission-driven businesses to learn about a one-page tool to strategically plan – or re-plan – your enterprise. If you're already familiar with the Canvas tool, all the better – this is meant to be an iterative conversation that only improves every time you revisit.

3:00 PM-4:00 PM

4B: Measuring SROI: Get More Grants by Showing Funders What They Want to See!

With: Allison Ricket

You know your organization is making a difference, but setting up data collection for measuring impact instead of output can be a difficult leap. In this session, members from the Ohio University SEE team will walk participants through thinking about impact and developing indicators for tracking outcomes. The session will also provide an introduction to Social Return on Investment, a way to report and articulate your social, economic, and environmental impact using the universal language of money.

4:00 PM-5:00 PM

4C: Nonprofits Can Make Profits: Doing Good and Making Money

With: Michelle Barber, Brandon Gress, Ken Oehlers, and Paul Patton

Could your nonprofit use another income stream? Have a business idea that also meets a social need? Thinking about starting a social enterprise? This session is for you! Hear from a panel of folks who run social enterprises and come prepared to ask them about their journey, business model, funding sources and reporting requirements.

Track 5: Law & Order

Thomas 113

Manager: Dr. Josh Jacobs

Thriving small businesses are critical to the growth of our communities. While for-profit and non-profit sectors navigated the challenges presented by COVID-19, the pressures of cyber-security, employment law, and the responsibility of serving on local boards have increased. Join us for this series of curated conversations to learn how to benefit your business and your community.

2:00 PM-3:00 PM

5A: COVID-19 Vaccine and Other “Post”-Pandemic Employment Law Issues

With: Elizabeth C. Stock

By attending this event, attorneys will become aware of the litigation issues dealing with COVID-19 vaccines and employment issues. It will help them as employers, and as advisors to clients who are employers, better identify and deal with those issues, and minimize the risk of lawsuits. The employment law issues include reasonable accommodation requirements, leaves of absence, remote work considerations, American Rescue Plan Act requirements, OSHA and unemployment.

3:00 PM-4:00 PM

5B: Understanding and Mitigating Cyber Threats to Small Business

With: Jeff Knight

Cyber-attacks are a growing threat for small businesses and the U.S. economy, and small business owners are concerned about this risk. Yet, studies show that small business owners often don't have the resources or time to devote to cybersecurity issues, or know where to begin. This session will help them assess their risk, and learn about common cyber threats (malware, viruses, ransomware, phishing etc.), understand where they business is vulnerable, and provide them with guidelines for improving cybersecurity (antivirus software, securing networks, using strong passwords, multifactor authentication etc. This will help attorneys in their own businesses and as they advise clients.

4:00 PM-5:00 PM

5C: Board or Bored: Living Up to Your Legal Obligations

With: Beth Short

This topic will specifically help attorneys become aware of their ethical and legal duties as Board members and be better able to advise clients who are Board members or who own charitable entities. It will help attorneys better understand, and advise clients about, a Board member's ethical and legal obligations to charities (duty of care, loyalty, competence, maintain accounts and records). It will also help them understand, and advise clients about, what questions to ask before agreeing to serve as Board members, including questions about how the Board operates--and provide them with guidelines on what questions to ask.

5:00 PM-7:00PM

Business After Hours & Networking

DBRC

Emcee: Eric Little

In collaboration with Belpre Area Chamber of Commerce, Chamber of Commerce of the Mid-Ohio Valley, and Marietta Area Chamber of Commerce

KEYNOTE SPEAKER



DR. HEIDI NECK

Dr. Neck is a Babson College Professor and the Jeffry A. Timmons Professor of Entrepreneurial Studies. She is the Academic Director of the Babson Academy – a dedicated unit within Babson that inspires change in the way universities teach entrepreneurship and build entrepreneurship education ecosystems. The Babson Academy builds on Neck’s work starting the Babson Collaborative, a global institutional membership organization for colleges and universities seeking to increase their capability and capacity in entrepreneurship education, and her leadership of Babson’s Symposia for Entrepreneurship Educators (SEE) – programs designed to further develop faculty from around the world in the art and craft of teaching entrepreneurship and building entrepreneurship programs. An award-winning educator and author, her textbook *Entrepreneurship: The Practice & Mindset* (2017) was awarded the Breakthrough Book of 2017 by Sage Publishing and the 2018 Most Promising New Textbook Award by the Textbook & Academic Authors Association (TAA) and is currently in its second edition (2020). Neck is the co-author of *Teaching Entrepreneurship: A Practice-Based Approach*, Volume 1 and 2 (Elgar Publishing) – books written to help educators teach entrepreneurship in more experiential and engaging ways. Her most recent book, *The IDEATE Method* (Sage 2020), helps nascent entrepreneurs identify high-potential business ideas. She has been recognized by international organizations, the Academy of Management and USASBE, for excellence in pedagogy and course design. For pushing the frontiers of entrepreneurship education in higher education, The Schulze Foundation and the Entrepreneur and Innovation Exchange awarded her “Entrepreneurship Educator of the Year” 2016. Neck is a Past President of the United States Association of Small Business & Entrepreneurship (USASBE), an academic organization dedicated to the advancement of entrepreneurship education. She speaks and teaches internationally on cultivating the entrepreneurial mindset and espousing the positive force of entrepreneurship as a societal change agent. In addition to her academic responsibilities, she is a consultant, entrepreneur, board member, and investor. Heidi earned her Ph.D. in Strategic Management and Entrepreneurship from the University of Colorado at Boulder. She holds a B.S. in Marketing from Louisiana State University and an MBA from the University of Colorado, Boulder.

MASTERS OF CEREMONY



DR. JOSH JACOBS (ALSO, MANAGER OF TRACK 5)

Dr. Jacobs is Marietta College’s Vice President for Advancement and is responsible for leading philanthropic initiatives and overseeing programs important to the College’s future – including major gifts, alumni and parent engagement, grants, and planned giving – while serving on President Bill Ruud’s senior leadership team. Josh and his family live in Marietta.



ERIC LITTLE

Eric has consistently worked in broadcasting after graduating from West Virginia University in 2007. Currently, Eric co-hosts the More Music Morning Show on V96.9 FM in Parkersburg and is the play-by-play voice for Parkersburg South High School football and basketball. He also does freelance play-by-play for select WVU sporting events on Big XII Now on ESPN+ and for Notre Dame College’s football program. Eric previously spent five years as a minor league baseball broadcaster. In his spare time, Eric enjoys traveling, reading, watching TV, attending sporting events and being Uncle Eric to his niece and nephew.

TRACK MANAGERS



NICOLE BYRD

Nicole is a Visiting Assistant Professor of Marketing at Marietta College and a doctoral candidate at Liberty University. Nicole has a Bachelor of Psychology from Ohio University and an MBA from West Virginia University. Nicole has worked in Marketing/Communications in the healthcare and cable television industries. She has been teaching in higher education for over ten years at various universities around the Mid-Ohio Valley. Most recently Nicole taught for Ohio University in the College of Business Marketing Department. She has been the faculty advisor for students in the People's Bank Case Competition and led a student to the finals in the WVU Business Plan competition in 2019. Nicole is also an entrepreneur, owning and operating Byrd-House Inspections, a real estate home inspection business with her husband. She is the mother of two teenagers and lives in Little Hocking, Ohio.



AMANDA DAVIS (ALSO, PRESENTER IN TRACK 2A)

Amanda is a Consultant at INSIGHT2PROFIT. To each client engagement, Amanda brings a passion for change management and implementation. Her experience at multiple levels within INSIGHT2PROFIT spans both Delivery and Business Development teams, and has equipped her with a unique awareness of project management and the sales process. Past consulting projects include industrial protection equipment, meat and food distribution, and replacement medical parts. Amanda holds bachelor's degrees in Economics and Management from Marietta College.



DR. AMY ELLIOTT

Amy is a Mid-Ohio Valley native with a passion for this community. Her work as Nonprofits LEAD Program Director for the McDonough Center for Leadership and Business at Marietta College allows her to use her organizational and personal change facilitation skills to work across the sectors to facilitate stronger nonprofit organizations and a more collaborative community. Amy teaches NextGen (LEAD 290) Nonprofit Leadership and Board governance, a 2-semester course that places college students on the board of directors of local nonprofits. Amy has a long history of board/volunteer work in the MOV and currently is a trustee for the Memorial Health Foundation and an active volunteer for the Girl Scouts of Black Diamond Council.



HEATHER MILLER

Heather Miller has over a decade of experience working in higher education, community development, and organizational capacity building. She loves communication and enjoys databases, fundraising committees, and networking events. She lives in Marietta, OH with her husband Mark, four-year-old daughter Addie, rescue pup Charlie, and often an exchange student from Youth For Understanding.

TRACK PRESENTERS



SARAH ARNOLD

Sarah is the Director of Marketing and Communications for Ohio Southeast Economic Development (OhioSE), the regional network partner for JobsOhio serving the 25 counties of Southeast Ohio and the Owner and Founder of Clutch MOV. Inspired by the growing creative community in the Mid-Ohio Valley, Sarah launched Clutch MOV in 2014 as a community magazine for, by, and about residents of the Mid-Ohio Valley. Clutch MOV publishes stories that highlight local people, places, and events, telling the underlying narrative that the Mid-Ohio Valley is a region on the rise.



MICHELLE BARBER

Michelle is the Executive Director/CEO of Community Resources, Inc., a non-profit organization with 50+ employees operating in eleven WV counties to establish resources for families to become self-sustainable. A native of Newark, Ohio, Barber holds a BA from Ohio Valley University. Michelle has worked in the non-profit sector since 2013. Before charting her own course in the public sector, Michelle brings her experiences she learned working in the private sector. Over the past few years, Michelle has created and sustained a number of social enterprises, including three child care centers and a cleaning business. This was accomplished only after implementing a for-profit subsidiary, CRI Enterprises, Inc. She also accomplished being a general partner with regional housing developers for residential rental housing through the other for-profit subsidiary, CRI Development, Inc. Michelle holds certifications in Emerging Leaders Institute for Training and Excellence, Nationally Certified Results Oriented Management & Accountability and Strata Leadership Leaders of Vision. She serves on the board of directors of the West Virginia Community Action Partnerships, Community Service Council and Mid-Ohio Valley Workforce Development Board. Barber resides in Vienna, WV with her husband and two children.



DANIELLE CISLER

Danielle, Principal at INSIGHT2PROFIT, has 7+ years of price and profit optimization experience in consulting, where she leads engagements with a technology- and team-centered approach to drive lasting client impact. Prior to joining INSIGHT2PROFIT, Danielle spent seven years with Simonton Windows, where she developed an analytical approach to revenue forecasting and established the process of data-driven analysis within the sales organization. Danielle has an MA in Quantitative Psychology from the University of Notre Dame, an MBA from Fisher School of Business at Ohio State University, and a BS in Mathematics and a BA in Psychology from Marietta College.



DR. CODY CLEMENS

Dr. Clemens is an Assistant Professor of Communication at Marietta College. His primary research and teaching foci are in Health, Organizational, Relational, and Gender Communication. His scholarly work has appeared in Health Communication, Journal of Communication Pedagogy, Ohio Communication Journal, The Forensic Pi Kappa Delta, and Carolinas Communication Annual. He also published a book chapter in The Handbook of Communication Training (Routledge) with his co-authors on Belbin Team Roles. His doctoral dissertation research focused on the experiences and identities of individuals living with the chronic autoimmune disease, Hashimoto's Thyroiditis. Dr. Clemens actively presents and participates at the International Congress of Qualitative Inquiry Conference, the International Association of Autoethnography and Narrative Inquiry Conference, the National Communication Association Conference, and the Ohio Communication Association Conference.



DR. JOHN FAZIO

Dr. Fazio is an Associate Professor of Management and is the lead instructor for the Management major. His research interests include perceived organizational support, emotional intelligence, employee engagement, leadership, and followership. Fazio has presented papers at the 2016 Midwest Academy of Management Annual Conference, the 2016 Southwest Academy of Management Annual Conference, as well as the 2016, 2017, 2018 and 2019 annual conferences of the North American Management Society. Dr. Fazio's most recent scholarly article, "The Role of Affective Commitment in the Relationship between Social Support and Turnover Intention," was published in the academic journal, Management Decision. Dr. Fazio teaches Management, Human Resources, Strategy, Leadership and Business Consulting at Marietta College. Professor Fazio also serves as a Visiting Professor at the University of International Relations in Beijing, China. He serves his profession as a member of the Executive Board of the North American Management Association and the Marietta community as a member of Marietta's Nonprofits Advisory Council.



BRANDON GRESS

Brandon Gress, M.A. has served as the Executive Director of the Wood County Society for five years; where the mission of the organization is to broaden opportunities for all individuals with disabilities throughout the Mid-Ohio Valley. Brandon earned his undergraduate degree in Health and Organizational Communications from Ohio University and earned his Master's Degree in Clinical Mental Health Counseling and Trauma-Informed Care from Marshall University.



DON HACKNEY

Don is one of ten Export Assistance Directors with the Small Business Development Centers across the state. Based out of the Ohio University SBDC in Athens, he is responsible for promoting export trade for companies in fifteen southeastern counties and works with ODSA to promote the state's international trade programs like International Market Support, the Export Internship Program, and IMAGE grants. He has been in this role for just over a year - coming in with a strong background in logistics and trade compliance. Don is a licensed Customs broker, worked for a heavy machinery manufacturer in Northeast Ohio as their logistics and compliance manager for several years, and before that was in the freight forwarding industry for over 15 years. Early in his career, he was a trade consultant for the Korean government's Trade and Investment Promotion Agency (KOTRA) in Los Angeles and Seoul, where he was also a contributing writer/editor of Korea Trade & Investment Magazine. He has a BBA from the University of Alaska Fairbanks and a Masters in International Management from Arizona State University's Thunderbird Graduate School of International Management. Don has lived in Korea, Norway and Japan for short periods.



JEFF KNIGHT

Jeff Knight is an attorney at Bricker & Eckler LLP. He is an education attorney with experience litigating on behalf of, and providing counsel to, colleges, universities and other public entities. His practice is varied and includes assisting clients in navigating various data governance regulations, including FERPA, HIPAA, FCRA and GDPR, as well as matters arising under the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act and Title IX. Additionally, Jeff has successfully led clients through investigations initiated by state and federal agencies.



FAITH KNUTSEN

Faith 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 multiple social enterprise Boards, an amateur fiction writer and playwright, and the parent of two young adults.



DR. LINDA LOCKHART

Linda is an Assistant Professor of Communication at Marietta College. Linda is an award-winning communication professional with more than 20 years of experience in marketing communication, public relations, organizational communication, and creative direction in both corporations and public sector organizations. She earned a master's degree and a Ph.D. in mass communication from Ohio University's Scripps School of Journalism and a bachelor's degree and oral communication certificate from Marietta College. She is currently an assistant professor of communication at Marietta College and director of the Communication Resource Center and the Fundamentals of Communication program. Dr. Lockhart's mass communication history research has included projects of local significance about Angelique le Petit Martin, a Marietta resident in the mid-nineteenth century, A.W. Campbell, one of the founding fathers of West Virginia and the editor of the Wheeling Intelligencer, and how Marietta newspapers covered slavery between 1801 and 1863.



KENNETH OEHLERS

Ken Oehlers (pronounced A-lers) is in his 11th year as Executive Director of Habitat for Humanity of Southeast Ohio. Kenneth has a 16 year background in growing nonprofit organizations through partnerships within communities. Before coming to Habitat for Humanity, Kenneth worked in marketing/sales and helped clients gain market share through creative advertising and collaboration. Kenneth is just as excited about working with Habitat for Humanity as the day he started and looks forward to continuing to grow Habitat's important mission in Southeast Ohio and across the world. Kenneth has a Bachelor's Degree in Business/Organizational Leadership and lives in Athens, Ohio where he loves cheering for the Ohio University Bobcats along with his wife and their crazy dogs!



JOSIAH PARTIN

Josiah is the owner of Valley List, specializing in website design and digital services. Josiah enjoys working with clients to help discover what they need and create the best solution. His goal is to make the best impression with a finished product for each client. Originally born in San Diego CA, and eventually finding his way to Marietta OH, Josiah graduated from Washington State Community College in 2011 with a degree in Digital Technology and Support. He likes to have a healthy attitude and incorporate his adventurous nature into finding new and better ways to do things at work. Josiah has completed many courses, certifications, and degrees including: Google Advertising, Yoast SEO WordPress, CCNA, Computer Support, Digital Design, Networking and Infrastructure, Website Development, A+, Net+, Security+.



DR. PAUL PATTON

Paul is the Social Enterprise Director for Rural Action and the Director for Operations for True Pigments, a social enterprise that converts AMD pollution to high quality artist grade paint. Paul received a PhD in Anthropology from the Ohio State University, and a MS in Environmental Studies from Ohio University. Aside from his work with True Pigments, Paul provides technical and development assistance to Rural Action's four other social enterprises— Zero Waste Event Productions, Chesterhill Produce Auction, Upcycle Ohio Thrift Store, and Community Makerspace — and evaluates opportunities for the development of new ventures.



ALLISON RICKET

Allison is a doctoral candidate at Ohio University studying impact measurement. Allison received her social impact measurement training from Social Value International, the global leader in Social Return on Investment. After studying with Social Value International, Allison has worked closely with Ohio University to develop and apply SROI methodology to the Appalachian region, measuring and valuing the social, environmental, and economic impacts of innovative enterprises and non-profits. After 14 years as a high school teacher, writer, and teacher trainer, she now works full time with social impact measurement and as Network Director for the Marietta-based non-profit Building Bridges to Careers. As a person dedicated to systems thinking and holistic approaches to community well-being, Allison seeks to develop measures that reinforce and strengthen healthy community ecosystems.



TRES ROSS

Tres plays several roles within the nonprofit arena. He is Executive Director of The Ross Foundation, a family foundation located in Parkersburg, West Virginia serving Wood, Ritchie, Pleasants and Jackson counties. The foundation funds projects with a primary emphasis in the fields of Education and Community / Economic Development. The foundation also supports some initiatives in the fields of Animals, Arts and Disabilities. Tres serves as a member of Philanthropy WV's Board of Directors and West Virginia Nonprofit Association's (WVNPA) Advisory Board. He also plays an active role with several of the nonprofits within his service area, including DowntownPKB, a Main Street program for Downtown Revitalization in Parkersburg, and Nonprofits LEAD, a nonprofit capacity building program. His previous employment was in the Internet / Database Development arena at Simonton Windows. He has a BA in Management with a minor in Economics from Marietta College and a MBA from West Virginia University.



ANDREA SHIREY

Andrea is the founder and CEO of One Nine Design, a marketing agency that helps nonprofits and small businesses discover and learn to use the right digital tools to make a bigger impact and reach more people, without breaking the budget. One Nine Design offers customized services around website design, email marketing, SEO strategy, as well as DIY courses and templates for those who prefer to learn at their own pace. Andrea has over 20 years of experience, including leadership positions in both nonprofits and higher education institutions, was recognized as the 2019 MOV Entrepreneur of the Year, and was also named Young Business Leader of the year by the Mid-Ohio Valley Chamber of Commerce. Married and a mom of two boys, Andrea says she has an incurable case of wanderlust. She also enjoys listening to podcasts, reading, writing fiction, and getting outside for long walks with her dog.



BETH SHORT

Beth handles outreach and education for the Ohio Attorney General's charitable law section and has spent her career working for and with nonprofit organizations. Short's work in the charitable law section focuses on the development of strategies aimed at strengthening the nonprofit sector.



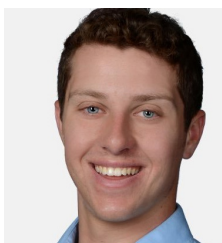
ELIZABETH C. STOCK

Liz is an attorney at Bricker & Eckler LLP. She represents a variety of health care and other businesses in employment-related litigation involving discrimination, retaliation, wage and hour, protected leave and other employment law claims under federal and state law. She is highly experienced in handling investigations and training and advising clients on a range of employment issues, such as Family Medical Leave Act compliance, reasonable accommodation issues, wage and hour matters, and disciplinary issues. Additionally, Liz drafts employment policies, handbooks, severance agreements and employment agreements. She frequently provides training on topics including sexual harassment, Americans with Disabilities Act, FMLA, interviewing and hiring, and wage and hour issues. Liz's extensive experience includes five years spent working as in-house employment counsel for a large Medicaid managed care organization.



PANTEA VAHIDI, RN

Pantea is an educator, researcher, and entrepreneur. She helps leaders rebuild resilience, restore morale, and reignite compassion in all aspects of their personal and professional lives. Leveraging her design experience as an engineer, and patient care experience as a medical/surgical/cardiac/hospice nurse, she has developed trainings to transform emotional exhaustion to emotional freedom. Vahidi has trained healthcare professionals, as well as leaders from all disciplines to reconnect to their inner strength and rediscover their power to influence. Pantea teaches "Leading with Compassion" and "Health Equity" classes at the University of California, San Diego, where she is also a member of the Compassion and Empathy research team. To attend one of her complimentary resilience trainings, connect with her on LinkedIn. <https://www.linkedin.com/in/panteavahidi/>



ERIC WHITE

Eric is a consultant at INSIGHT2PROFIT. Eric is passionate about utilizing data to empower businesses to make better commercial decisions. He enjoys solving complex problems and providing teams with implementable solutions. Eric has gained experience in many industries, with past consulting projects in the building materials, automotive, electrical, and petroleum industries. He has worked on a variety of initiatives, including differentiated price increases, custom quoting tools, and pricing strategy. Eric is a proud graduate of Marietta College, where he majored in Mathematics and Economics.

ENTREPRENEUR OF THE YEAR FINALISTS

SEBASTIAN CRUELLS 740 SOCIAL

Sebastian is the proud owner of 740 Social in downtown Marietta. Originally from Argentina, Sebastian moved to the US in 2000 and began bussing tables in NYC's Little Italy. He moved his way up the restaurant ladder, serving, bartending, and managing restaurants in NY, Los Angeles, and Hong Kong. He moved to Marietta in 2012 with his wife Whitney. He opened 740 Social with the hope of creating a warm and inviting atmosphere that provided excellent service, fresh cocktails, and fun food! He lives in Marietta with his wife and three children Sebi, Ollie, and Jojo.



ERIC AND KAYLA GIBSON SUGAR BUTTE FARM

Sugar Butte Farms is a little farm with the largest of dreams. After many years of inquisitive research, Eric and Kayla Gibson decided it was time to conquer their own personal pain points that exist in the current food system. Using their innate instincts, combined with knowledge from niche market farmers and ancestral food experts, they created a farm that would rise to meet their rigorous standards. Quickly, their pursuit for nutrient-dense meat and humane management of animals spread into the hearts and onto the plates of the Mid-Ohio Valley. What was once a personal dream has now become a mission to revive the food system, educate the community, and regenerate every piece of land where the SBF animals trot.



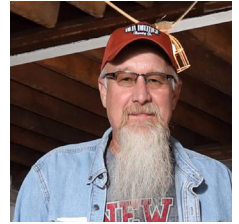
ZAK HUFFMAN THE COCKTAIL BAR, WARRIOR FITNESS, WHITE OAK PROPERTY RESEARCH, AND MORE

Zak began his entrepreneurial career immediately after high school. Since his start he has opened a wide array of businesses throughout the MOV. Huffman started by launching a photography studio in Belpre that was a continuation of his family business. His current businesses include White Oak Property Research (oil and gas industry), The Coffee Bar (that has since evolved into The Cocktail Bar), Warrior Fitness Facility, the Huffman Company (housing and rentals), a music studio and he is currently opening Nancy Huffman Stables in his hometown of Barlow. He is most passionate about The Cocktail Bar and what it brings to downtown Parkersburg, which celebrates community and all things local.



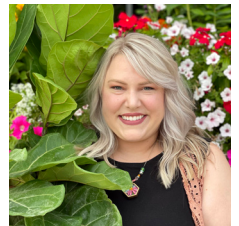
DEAN PONCHAK OLD BRIDGE BREWING COMPANY

Dean is a lifelong resident of Morgan County, Ohio. After working at the Ohio Environmental Protection Agency for a little over 30 years, he retired and went to work for his wife Jennifer's environmental construction company, Follow The River Environmental. Sometime in 2017, over a beer at their basement bar, Jennifer and Dean – along with two of their sons, Blake and Dirk, hatched a plan to open a brewery in McConnellsville. Three years later, after two years of renovation to a 100-year old building, they opened the doors of Old Bridge Brewing Company. In his spare time, Dean enjoys fine cigars, mountain bike riding, and traveling with Jennifer.



MADESON WITKOSKY-BARR SCOTS MARKETPLACE

Madeson, a life-long resident of Vienna, WV, is the Retail Operations Manager/Co-Owner of Scots Marketplace. After receiving her bachelor's degree from Marietta College 16', Madeson started full-time at her family business. Her passion for her community has been the driving force for her success and continuous changes in their retail market. Madeson values lifting other business owners up while opening her doors to showcase and sell their products. As a young community leader, she believes that her journey is just getting started with the work that she aspires to accomplish for her community and for other local businesses and organizations.





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Department of Biology &
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Department of Chemistry
Department of Mathematics,
Computing & Information Systems
Physics Department | 21 Harrison Hall | 37 Hermann Fine Arts Center
Atrium Gallery
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Department of Music
Department of Theatre
Friedrich Theater
Gallery 310 |
| 2 McDonough Center
Betty Cleland Room
Civic Engagement
Leadership Program
McDonough Auditorium
McDonough Gallery | 7 Irvine Administration Building
Advancement
Alumni Engagement
Business & Administrative Services
Financial Aid/Student Accounts
Human Resources
Information Technology
President
Provost
Records & Registrar | 10 Anderson Hancock Planetarium | 22 Michael J. Harding Center for Health & Wellness | 38 Marietta Hall |
| 3 Legacy Library
Chlapaty Café
Jack and Betty Prince Forum
Special Collections
Worthington Center for Teaching Excellence | 8 Andrews Hall
Academic Resource Center
Campus Involvement
Community Living
Diversity & Inclusion
Emeritus Chamber
Fireplace Lounge
Great Room
Izzy's
Riggs Board Room
Student Life | 11 Fayerweather Hall | 23 McCoy Hall | 39 Elsie Newton Hall |
| 4 Kremer Amphitheatre | | 12 Brown Petroleum Building
Department of Petroleum Engineering & Geology | 24 Chi Omega House | 40 Dorothy Webster Hall |
| 5 Thomas Hall
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Department of English & Modern Languages
Department of History, Philosophy & Religion
Honors Program Suite
Office of Education Abroad
Writing Center | | 13 Geology Annex | 25 Alpha Xi Delta House | 41 Mary Beach Hall |
| | | 14 Gilman Student Services Center
Campus Mail
Career Center
College Bookstore
Copy Center
Dining | 26 President's House | 42 Sophia Russell Hall |
| | | 15 Dyson Baudo Recreation Center
Basketball Courts
Climbing Wall | 27 Follett House
Auxiliary Services
Communication & Brand Management | 43 The Gathering Place
Esports |
| | | | 28 Sigma Kappa House | 44 College Police |
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Alpha Tau Omega | 45 McCoy Athletic Facility
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| | | | 30 Delta Tau Delta House | 46 Beren Tennis Center |
| | | | 31 Physical Plant | 47 Marietta Softball Complex |
| | | | 32 Physician Assistant Building | 48 Marietta Field Soccer Complex |
| | | | 33 Band Hall | 49 Don Drumm Stadium
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Alpha Sigma Phi | |
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