

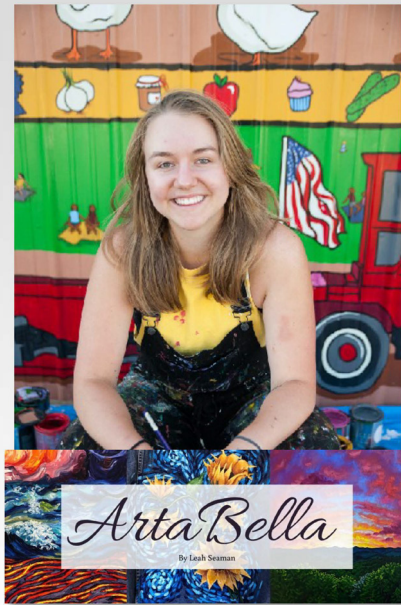


THE BIG WORKSHOP

BUILD • INNOVATE • GROW

WEDNESDAY, NOVEMBER 2, 2022 • 8:30 A.M. - 5:00 P.M.
MARIETTA COLLEGE





Leah Seaman '21
ArtaBella
Alexis Sommers '25, & Lilly Posti '25,
Big Blue
Allison Barnes '23,
Art on the Move



Marietta College

ENTREPRENEURSHIP PROGRAM

Celebrating Marietta College Entrepreneurship Students and Graduates
and Their Exciting New Businesses.

<https://www.marietta.edu/entrepreneurship-department>





Welcome to The BIG Workshop. Some of you may have participated in the Mid-Ohio Valley Entrepreneurship Expo (MOVEE) in the past. The BIG Workshop (Build, Innovate, Grow) replaces the MOVEE. This decision was made because of the recommendations that we received from Professor Julie Harding and two teams of students in her Marketing Research class last spring.

The BIG Workshop's mission is to connect aspiring entrepreneurs and business owners with each other and with resource providers and experts to create a network that solves business problems, identifies viable entrepreneurial ideas, and puts them into action. Our vision is to build a network of entrepreneurs who generate economic, social, and environmental values in their communities and around the globe.

This year's Workshop consists of a luncheon speed networking event, special sessions for high school students and faculty in the morning, and fifteen concurrent sessions for everyone else in the afternoon. If you are at the pre-startup or start-up stage of your business, the owner of an existing small or medium-sized business, or working in the marketing, sales, accounting, or human resource departments of a business organization, this year's Workshop is for you.

This year's Workshop also issues digital badges to those of you who have applied for them. To receive your badge, please make sure to use the QR codes in each session to sign in. You must attend at least 3 sessions to qualify for a badge.

As always, your feedback during and after the conference is very valuable to us. Here is a link to where you can find our social media pages <https://linktr.ee/mcentrepreneurs>. Please use #2022BIG-Workshop to post your comments. Also, upon conclusion of the workshop, we will email you a link to our online feedback form. Please take a few moments to complete and submit the form.

Our sincere thanks go to our sponsors, presenters, track managers, and my assistant Jena Blair, without whom this conference would not have been possible.

Let's get busy!

A handwritten signature in black ink, appearing to read 'Jen', with a stylized flourish.

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

PROGRAM AT A GLANCE

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

11:30 AM - 2:00 PM	Second Segment		
	Target Participants: College and High School Students and Faculty; Owners of Small and Medium-Sized Businesses; Pre-Startups; Startups; Marketing and Sales Managers and Personnel; Finance and Accounting Managers and Personnel; Directors of Human Resources		
11:30 AM - 12:15 PM	General Registration and Lunch		
12:15 PM - 12:40 PM	Welcoming Remarks and Track Information		
12:40 PM-1:50 PM	Speed Networking		
1:50 PM- 2:00 PM	The departure of High School Students and Faculty Transition to Tracks		

PROGRAM AT A GLANCE

11:30 AM - 2:00 PM	Third Segment				
	Target Participants: Owners of Small and Medium-Sizes Businesses; Pre-Startups; Startups; Marketing and Sales Managers and Personnel; Finance and Accounting Managers and Personnel; Directors of Human Resources; College Students and Faculty				
	Objective: Participants choose to attend any of the following five tracks, depending on the area of their interest. <i>Note: You may also choose to participate in sessions that are not in the same tracks.</i>				
	Track 1 Pre-Startup (Thomas 209)	Track 2 Startup (Thomas 124)	Track 3 Sales & Promotion (Thomas 328)	Track 4 Accounting & Finance (Thomas 327)	Track 5 Human Resource Issues (Thomas 113)
2:00 PM - 2:50 PM	Startup Poker: Knowing When to Fold the Idea, Go All-in, and Everything in Between	Beyond PioBiz	The Difference that Makes a Difference	Are You Leaving Money on the Table?	Where are the Workers?
3:00 PM - 3:50 PM	The One-Page Plan: Venture Model Canvas for Businesses, Non-Profits, and Public Projects	Need Capital? Help and Hope for Entrepreneurs	Why You Need to be Using Google Ads & Email Marketing in Your Business	Do I really Need an Accountant?	Are We Just Phoning it in? Rethinking Remote Work in a Post-Pandemic Workplace
4:00 PM - 4:50 PM	Strategies for Starting a New Business	Top 10 Reasons Any Businesses Fail But Why Yours Won't.	Sales Strategies for Service Companies	Taxes and Incentives for Small to Medium Sized Businesses	Creating A Worthwhile Internship

PROGRAM

8:30 AM - 11:50 AM	High School Student Registration		Prince Forum Library
9:00 AM - 11:50 AM	High Schools Students will be divided into two groups to participate in three activities Head Facilitator: Linda Roesch Facilitators: Ricci Bailey, Franci Bolden, Angela Burdiss Ellen Campbell, Kristin English, Paula Lewis		Library 219 & the 3 rd Floor lobby
		Group 1	Group 2
	9:00 AM - 9:50 AM	Brain Blast: This activity introduces the concept of divergent thinking in a competitive game.	Quick Pitch: This activity introduces the entrepreneurial process and the associated mindsets and skills.
	10:00 AM - 10:50 AM	Wallet: This activity compares and contrasts the typical problem-solving approach to a human-centered design thinking approach.	Brain Blast: This activity introduces the concept of divergent thinking in a competitive game.
	11:00 AM - 11:50 AM	Quick Pitch: This activity introduces the entrepreneurial process and the associated mindsets and skills.	Wallet: This activity compares and contrasts the typical problem-solving approach to a human-centered design thinking approach.
11:30 AM - 12:15 PM	General Registration and Lunch		DBRC
12:15 PM - 12:30 PM	Welcoming Remarks Dr. Jacqueline Khorassani, Program Director Dr. William Ruud, President of Marietta College Doug Ankrom, President and Chief Executive Officer, Riverview Credit Union Platinum and Gold Sponsors		DBRC
12:30 PM - 12:40 PM	Pitch Your Track in 30-40 seconds Track Managers		DBRC
12:40 PM - 1:50 PM	Speed Networking Facilitator: Dr. Jacqueline Khorassani		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 Rooms in Thomas Hall
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	Track 1: Pre-Startup <i>Manager: Professor Sara Rosenstock</i>		Thomas 209
	2:00 PM - 2:50 PM	1A: Startup Poker: Knowing When to Fold the Idea, Go All-in, and Everything in Between <i>With: Paul Benedict</i> This session will explore how you can know when your idea is worth pursuing, needs adjusting, or should be abandoned entirely. This session is for would-be entrepreneurs thinking about starting or those who have recently started but feel they could benefit from some techniques to assess opportunities.	
	3:00 PM - 3:50 PM	1B: The One-Page Plan: Venture Model Canvas' for Businesses, Non-Profits, and Public Projects <i>With: Faith Knutsen</i> You have a great concept that'll sell to (and/or give much-needed services to) hundreds of clients or customers right off the bat. How do you prove to potential funders that this is it; this is The Next Great Thing? 'Lean Launch' and 'Customer Discovery' are in your toolkit! Put together an entire business plan in one simple page, honing what you've got, who you've got it for, how you're going to do it, how to pay for it (and what you'll be paid) – and, to top it off, what's the size of the social impact.	
	4:00 PM - 4:50 PM	1C: Strategies for Starting a New Business <i>With: Eric Gibson</i> This interactive session will guide you through 3 fundamental steps for starting a product-based or service-based business. Is there room for both (products and services) in your business? There will be time to evaluate a few business ideas.	

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	Track 2: Startup <i>Manager: Maddy Jones</i>	Thomas 124
	2:00 PM - 2:50 PM	2A: Beyond PioBiz <i>With: Past PioBiz Competitors: Leah Seaman, Nathaniel Maciag, Aaron Thunder Dillon, Jonathan Hinson, and Patrick Moran</i> <p>Every year, the Marietta College Entrepreneurship Program hosts the PioBiz competition, providing students with the opportunity to secure the funding they need to pursue the dreams, visions, and ideas that inspired them to compete in the first place. But do they actually continue with their businesses outside of the college bubble? Where are they now in their professional careers? This is your chance to find out! Five former Pio Biz winners gather to share what happened after their big win, what they did with their businesses, and what they plan on doing in the future with the support they earned from this competition. Come ask questions, get answers, and learn more about the driven Pioneers who have pursued their dreams and their passions outside of their collegiate years.</p>
	3:00 PM - 3:50 PM	2B: Need Capital? Help and Hope for Entrepreneurs <i>With: Tom Betz, Lindsay Cost, Lindsey Piersol, Mike Jacoby, and Dr. Glenda Bumgarner</i> <p>Whether you are a start-up or a mature business needing a capital injection for expansion or acquisition, we can help outline the available programs to support the needs of firms in our region. This panel will highlight all the tools in our toolbelt so that you can make your vision a reality by exploring how the right mix of loan programs, grants, and credits can accelerate the growth of the firms in our community. We will be sharing real-life success stories of creative funding solutions that have worked for the firms in our region to make these programs more accessible.</p>

	4:00 PM - 4:50 PM	<p>2C: Top 10 Reasons Any Businesses Fail But Why Yours Won't.</p> <p><i>With: Julie Wilkes</i></p> <p>Seventy-five percent of small business owners fail. There are 10 actions that business owners who succeed have in common. Entrepreneur Julie Wilkes will share these 10 tips for ensuring your business is set up for success from vision, strategy, launch, evaluation, pivoting and sunseting. A great session for any business owner or individual who would like to launch a business.</p>
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	<p>Track 3: Sales & Promotion</p> <p><i>Manager: Professor Nicole Byrd</i></p>		Thomas 328
	2:00 PM - 2:50 PM	<p>3A: The Difference that Makes a Difference</p> <p><i>With: Cheryl Ferreebee</i></p> <p>From restaurants to cleaning services, consumers have endless choices to solve every want and need. How can you position your business to stand out from the competition? In this session, we'll explore how you can capture the attention and win the business and loyalty of your target market.</p>	
	3:00 PM - 3:50 PM	<p>3B: Why You Need to be Using Google Ads & Email Marketing in Your Business</p> <p><i>With: Bridget Poston and Josiah Partin</i></p> <p>Learn how to leverage Google Ads and an email list to turn window shoppers into winning customers and drive more traffic to your website.</p>	
	4:00 PM - 4:50 PM	<p>3C: Sales Strategies for Service Companies</p> <p><i>With: Mike Fleak, David Haas, and Anthony Williams</i></p> <p>What are some sales tips that the panel of three successful service providers can share with you? Attend this session to find out.</p>	

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	Track 4: Accounting & Finance <i>Manager: Kyle O'Donnell</i>		Thomas 327
	2:00 PM - 2:50 PM	4A: Are You Leaving Money on the Table? <i>With: Eric Gibson</i> <p>This session assists you in understanding your profit margins using data analysis to build a profit plan. What is a profit plan? Do you have a profit plan? Take a quick but deep dive into extrapolating your business data to guarantee yourself more profit for the next year. As a bonus, we will be working together to sell a product you didn't know you had.</p>	
	3:00 PM - 3:50 PM	4B: Do I Really Need an Accountant? Business Overview and Important Facts to Consider for New and Potential Business Owners <i>With: Joshua Wine and Jenna Burns</i> <p>This session will cover important and useful information for new and potential business owners. Some topics will include:</p> <ul style="list-style-type: none"> • Who needs an accountant/when is an accountant needed • Starting a business vs buying a business • Registration requirements • Business Software • Entity selection • Tax implications • Credits <p>After attending this session, participants should have a better understanding of the startup process and will also learn about important factors to consider in the early stages of owning a business.</p>	
	4:00 PM - 4:50 PM	4C: Taxes and Incentives for Small to Medium Sized Businesses <i>With: Mike and Patrick Moran</i> <p>In this session, the following topics will be covered:</p> <ul style="list-style-type: none"> • The Employee Retention Credit • The Section 179D Deduction (green energy and energy efficiency in commercial buildings) • How to find tax credits and incentives for your business • How to vet consulting firms that one may hire to complete the work 	

	Track 5: Human Resource Issues <i>Manager: Professor Eric Thacker</i>		Thomas 113
	2:00 PM - 2:50 PM	5A: Where are the Workers? <i>With: Bill Wilkinson, Amanda Sutphin, and Linn Yost</i> Unless you've been living under a rock, we've all experienced the pain of trying to find new employees. What is the Great Resignation? Where are all the workers? The three panelists for this session want to share with you their strategies for retaining a steady workforce, how they have grown their own business during a pandemic, and what you can do too. Come to this session to get a little background on what is happening right now in the workforce, hear each panelist tell their story, and then open for a Q & A session.	
	3:00 PM - 3:50 PM	5B: Are We Just Phoning it in? Rethinking Remote Work in a Post-Pandemic Workplace <i>With: Dr. Billy Stone</i> Phoning it in began among actors who alluded to having a role that was so small it was possible to phone in their performance. During the COVID-19 pandemic, employers were compelled to embrace remote work to maintain continuity of operations. Now, as the pandemic subsides, conversations (and controversies) are emerging surrounding the topic of working from home. Productivity concerns and work life balance are explored in this interactive session.	
	4:00 PM - 4:50 PM	5C: Creating A Worthwhile Internship <i>With: Rick Smith</i> Great internships are mutually beneficial to the company and the student, and they play an important role in a student's experience at Marietta College. This session will help local employers learn about MC's internship guidelines and rules, how to craft a job description to attract interns, and how to have an internship approved at MC.	

HIGH SCHOOL PROGRAM FACILITATORS

	<p>RICCI BAILEY '14</p> <p>Ricci is the Assistant Director for the Career Center, a position she started in September 2021. Bailey returned to the area after living in Texas for more than two years. While in Texas, she worked at the National Multiple Sclerosis Society as an Event Production Specialist running logistics for bike and walk fundraising events. She previously worked at Marietta College starting in 2016 as a member of the Advancement Division as the Assistant Director of Alumni and Volunteers, working with reunion and regional volunteers. Prior to joining Marietta College, Ricci was an AmeriCorps Volunteer with a program called Live Healthy Kids. She was the head coordinator and lead facilitator to more than 14 second-grade classrooms in Washington County. Ricci lives in Marietta with her husband Matt, twins Davis and Emma, and dog Nelli.</p>
	<p>FRANCI BOLDEN '11</p> <p>Franci joined the Marietta College Physics Department as the Planetarium & Laboratory Technician in 2018. She's also an alumna of Marietta College. During her time as a student here she studied mathematics, physics and chemistry. Two of her favorite things about her role on campus are that she is able to engage with students to encourage their success, and that she gets to share the wonder of the night sky with campus, and the surrounding communities, in the Anderson Hancock Planetarium. Franci's prior work experience includes over ten years at Microbac Laboratory Inc. (Formerly Kemron Environmental Services) where she earned promotions up to Group Leader of the Volatile Organic Analytes Laboratory.</p>
	<p>ANGELA BURDISS</p> <p>Angela joined the Marietta College faculty in 1999. She completed her Bachelor of Science in Mathematics Education from Bowling Green State University in 1992. Burdiss would later complete her Master's in Library Science through Kent State. She spent time working at the Columbus Metropolitan Library and teaching at the Columbus Torah Academy. She is a long-time member of the Barlow Bluebells Garden Club and is an active member of the Fairlawn Baptist Church puppet ministry.</p>
	<p>ELLEN CAMPBELL</p> <p>Ellen was welcomed back to Marietta College in 2021 as the Assistant Director of Campus Involvement with a focus on Greek Life and Student Organizations. She also worked at Marietta from 2009-14 as an Associate Dean of Students. Prior to returning to Marietta College, Ellen served as the Director of Academic Excellence at the University of Pikeville in Kentucky. She also worked at Juniata College in Pennsylvania from 2014-19 as an Assistant Dean of Students. Ellen holds a BA in History from the University of Mount Union and an MA in Higher Education Administration from Kent State University.</p>

HIGH SCHOOL PROGRAM FACILITATORS



KRISTIN ENGLISH '06

Kristin is the Director of Disability Services and Special Projects at Marietta College. Kristin is a proud member of The Long Blue Line. After graduation from Marietta College, Kristin worked as a high school mathematics teacher for nine years before returning to Marietta College to work in Disability Services. Her responsibilities include working with students with documented learning or physical disabilities in order to assist them in receiving academic and/or housing accommodations. Kristin specializes in working with students to navigate the transition from high school to college and also serves as the advisor for CCP students. Kristin has a true passion for education and is currently pursuing her Ph.D. in Higher Education.



PAULA LEWIS '10






Paula took over as Executive Coordinator for the President in July of 2016. In this position she provides administrative support for President Ruud, as well as coordinate day-to-day activities for the office, plans events and serves as a liaison to the Board of Trustees. Prior to this, she served as secretary to the Department of Business & Economics as well as the History, Philosophy, Political Science and Religion Department. She joined the College in 1996 as secretary for the Counseling and Career Center. Paula has also worked as the Special Events Coordinator and the Coordinator of Conferences Services. Prior to joining Marietta, she served as the Insurance and Risk Manager for The Pizza People. Paula graduated from Marietta College in May 2010 with a bachelor's degree in Management. She also has an associate degree in Business Administration from Marietta College.



LINDA ROESCH

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

TRACK MANAGERS

	<p>NICOLE BYRD</p> <p>Nicole is the 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 MBA from West Virginia University. Nicole has worked in Marketing/Communications in the healthcare and cable television industries. She has been the faculty advisor for students in the People's Bank Case Competition and lead 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.</p>
	<p>MADDY JONES '23</p> <p>Maddy is from Laurel, Maryland. She is a senior at Marietta College, double majoring in Marketing and Entrepreneurship. In addition to pursuing her academic goals, Maddy also participates in extracurriculars such as the softball team, Pioneer Activities Council, and the National Society of Leadership and Success. Maddy is grateful for the number of opportunities she has received at Marietta College.</p>
	<p>KYLE O'DONNELL '24</p> <p>Kyle is majoring in Entrepreneurship a Marietta College set to graduate with the Class of 2024. He received his Eagle Scout in Boy Scouts in 2014. Kyle is active in his church, Thrive Worship Center and runs the slides during the praise and worship. His goal after receiving the Entrepreneurship degree is to one day start his own small business. In his spare time, he enjoys 3D printing, painting model cars and playing with his dog, Clifford.</p>
	<p>SARA ROSENSTOCK</p> <p>Sara received her Bachelor of Fine Arts from Alfred University and her M.F.A. from Tyler School of Art at Temple University. She has worked within many facets of design and has experience designing for the environment, the web, as well as traditionally print media. Sara runs a letterpress and design shop, justAjar Design Press, with her husband, where they push the boundaries of traditional and modern methods of creating work. Her work has been honored by national design magazines and organizations, such as CMYK, Creative Quarterly, Graphis and AIGA. She is also the author of "Soil Mates: Companion Planting for Your Vegetable Garden," a stimulating dating manual for your garden, published by Quirk Books.</p>
	<p>ERIC THACKER</p> <p>Eric has spent over 25 years, including in senior management, in high-growth technology companies in Silicon Valley, focused on corporate strategy, sales, and marketing. Eric has worked in companies ranging from angel-funded startups to large corporations in a variety of verticals, including semiconductors (Intel, AMD), storage (Dell/EMC), cloud computing, and artificial intelligence/ analytics. He is an entrepreneur and was part of the team that took Barracuda Networks public. Eric has a BA in Physics from Cornell University, a MS in Economics from UC Berkeley, and an ABD in Business Administration from UC Berkeley. He has also spent time in academics in the UK and Japan. He currently lives in Parkersburg, West Virginia.</p>

PRESENTERS



PAUL BENEDICT

Paul is the Director of the Center for Entrepreneurship and an Associate Professor of Instruction in Management at Ohio University. After 15 years as an investor in and operator of seed- and early-stage technology companies, Paul joined Ohio University to teach a grad entrepreneurship seminar and fell in love with teaching. Paul is the 2020 recipient of the College of Business's Teaching Excellence award, a 2019 recipient of both an "Outstanding Mentor" honor from the Cutler Scholars program and an "Outstanding Teaching Mentor" honor from the Management Department, and a 2018 recipient of the College of Business's "Graduate Teaching Award." Paul earned his BA in Political Science from the Honors Tutorial College at Ohio University. He earned his MBA from the Fisher College of Business at The Ohio State University. Paul and his wife, Heather, are always proud and occasionally exhausted parents to Sam (12), George (10), and 3 dogs: Maggie, Loki and Rosie. The Benedicts are a high energy, competitive bunch. The family motto is: If you didn't keep score, it didn't happen. In his spare time, Paul is President of the Athens County Humane Society. He enjoys exercise, cookies (probably a little too much), guitar, and coffee – lots and lots of coffee.



TOM BETZ

Tom is the Vice President of Business Banking at Huntington Bank. Tom has over 33 years of experience in the financial services industry with the past 10 years being focused on working with owner managed businesses and non-profit institutions in the area of cash management and lending. Tom has a history of being a client centric with a focus on strategic planning, business expansion, restructuring and acquisition. He is a thought leader in the areas of innovation, customer service and strategic implementation. Tom is active in his community and has served on various boards over the years; presently serving on The Wood County Senior Citizens Association and The Washington County Harvest of Hope.



DR. GLENDA BUMGARNER

Glenda serves as the President and Chief Executive Officer of the Appalachian Partnership, Inc. (API), a private non-profit organization dedicated to building enduring prosperity across Ohio's 32 Appalachian counties. She also serves as the Chief Executive Officer for the company's two subsidiaries, the Appalachian Growth Capital, the only lender who is a federally certified CDFI committed to community development in Ohio's Appalachian counties, and the OhioSE team, a regional JobsOhio partner dedicated to advancing economic development. Glenda is committed to building the private-sector business economy and organizing a strong business voice to address and improve the issues that affect companies in the Appalachian region, and simultaneously improving the prosperity of citizens in the region. She holds a doctorate in Management from Walden University, a master's degree in Public Administration, and a bachelor's degree in Business Administration from Capital University.



JENNA BURNS

Jenna E. Burns, CPA, graduated from Cumberland University with a bachelor's degree in Business Administration and Accounting in 2014, a master's degree in Business Administration in 2015, and was CPA certified in 2017. She has been with Perry and Associates CPAs for seven years and is presently the Marietta Tax Office Senior Manager in addition to the Client Accounting Services Manager that specializes in outsourced accounting for nonprofit organizations.

PRESENTERS



LINDSAY COST

As a Senior SBA Product Specialist for Huntington in the Greater Pittsburgh Region, Lindsay works closely with entrepreneurs and business owners to craft financing solutions for business acquisition financing, balance sheet restructuring and company growth. Lindsay has been in the financial services industry since 2004 in positions such as a senior commercial lender and a government guaranteed lender supporting the capital needs of small and growth firms. She has a bachelor's degree in Economics and History from New York University in New York, graduating Magna Cum Laude, and a master's degree in History from Carnegie Mellon University in Pittsburgh. Recognized as one of the 20 People to Know in Banking by the Pittsburgh Business Times and as an "Emerging Leader" by the Financial Services Workforce Initiative of Duquesne University's Donahue Graduate School of Business, Lindsay is active in the community, serving as a youth instructor for the AWANA International Youth Ministry, a Sunday school teacher and on the Advisory Board of the Salvation Army of Western Pennsylvania. Lindsay now lives back in her hometown of Zelienople, PA with her husband and two children.



AARON THUNDER DILLON '17

Nothing about Thunder is conventional. He is the son of two world-class athletes and had an unusual childhood spending most of his days traveling the United States and listening to motivational speakers. During his time at Marietta, he developed his own degree program and became heavily involved in entrepreneurship, mentorship, and engineering campus activities. Aaron and his classmate, Jon Hinson, founded the organization: Energy Business Alliance (EBA), which was one of the largest student organizations at the time and was later recognized by Marietta College as The Most Involved Membership of any student run organization. After EBA, Thunder and Jon applied their lessons learned to come up with an idea that took first prize at the inaugural PioBiz competition in 2016. Since graduating, Thunder has had a vibrant career at CNX Resources. Aaron has spent the last five years working in various departments and often on projects with executive leadership. He had experienced the emotional highs of coming up with solutions for multi-billion-dollar opportunities and the lows of being the cause for multi-million-dollar risks. In 2020, he married his college sweetheart and fellow Marietta graduate, Lindsey Eckstein, and they're expecting their first child in January.



CHERYL FERREBEE

Cheryl Ferrebbee, BSJ, MA, has owned Tgg Brand Marketing + Design, Inc. for two decades. With over 30 total years of experience in marketing, she and her firm support both large corporations and non-profit organizations with strategic business, marketing and graphic design solutions.

PRESENTERS



MIKE FLEAK

Mike Fleak, VP Business Development with Williamstown Bank, has over 31 years of banking experience including expertise in small business and commercial lending. Working with Small Business Administration programs, Mike brings extensive SBA lending experience to clients assisting businesses with Start-ups, Expansions, Acquisitions, Debt Restructuring, and other complex lending solutions. In addition, Mike has spent over 20 years as a sales leader building great teams by focusing on recruitment, training, development, coaching, motivating, and building trust. Prior to joining Williamstown Bank, Mike served as EVP and Division President for Premier Bank in the Mid-Ohio Valley. Mike is actively involved in our community serving on the boards of the Chamber of Commerce of the Mid-Ohio Valley, Mid-Ohio Valley Regional Council where he serves as Loan Committee Chairman, and the Parkersburg Wood County Economic Development Corporation.



ERIC GIBSON

Eric began young adulthood with an entrepreneurial mindset. He defines his personal success on what he can create, grow, and share with others. His very first business began almost 20 years ago and truthfully, he was successful due to luck and demand of a product. Since 2004, Eric has built and dissolved three other businesses. With the inability to decide on what he wanted to be when he “grew up”, Eric can finally say that he has found his niche in regenerative farming. Eric is passionate about this particular business because it is both meaningful and challenging. He focuses his life around creating a nutrient dense protein that restores the soil and heals the body all while choreographing a movement-based process where the animals can live and thrive outside. This adventure has tested Eric’s experience to a new level. The business and product require a very specific audience. Eric has pushed the marketing envelop and found his niche utilizing a series of mistakes, excellent mentors, and easy resources that can help future and current entrepreneurs create a thriving business.



DAVID HAAS

David is currently president of Morrison, Inc., a regional Heating, Ventilating, Air Conditioning (HVAC) contractor providing service, repairs, upgrades, replacement and mechanical construction services for mechanical systems for residential, commercial, institutional and industrial customers throughout the Mid-Ohio Valley. David earned a bachelor’s degree in Business Administration from the Fisher School of Management at the Ohio State University. Positions David held at Morrison, Inc. include service technician, service manager, scheduler/dispatcher, purchasing and general manager. His current management responsibilities at Morrison, Inc include oversight of safety & health, record keeping, governmental compliance, taxes, information technology, human resources, technical resources and general management of operations. In addition to his business responsibilities, David supports the regional community through service to the Rotary Club of Marietta-Morning, Memorial Health Foundation, Southeastern Ohio Port Authority, the Basilica of St. Mary of the Assumption Parish and the Marietta Riverfront Roar. He has over 40 years of customer service management experience.

PRESENTERS



JONATHAN HINSON '17

Jon graduated from Marietta in 2017 with a degree in Petroleum Engineering, a minor in Finance, and an Engineering Leadership Certificate. After Marietta, he headed south to continue work primarily as a Drilling Engineer for Chesapeake Energy out of Oklahoma City, Oklahoma. His career has taken him to North Louisiana, East Texas, South Texas, Oklahoma, and Pennsylvania working various horizontal plays across the Continental United States. During his tenure at Chesapeake, he secured the qualifications and experience necessary to earn his Professional Engineering License in Petroleum Engineering. With most of his family in the Northeast, he recently returned home to the Appalachian Basin to work as a Drilling Engineer for Range Resources out of Canonsburg, Pennsylvania. Jon has continued to mentor Marietta students and maintain connections with the Ohio Orphan Well Program. He looks forward to more frequent visits to Marietta and a renewed involvement with the College since his return to the area.



MIKE JACOBY

Mike is the president of Ohio Southeast Economic Development or Ohio Southeast (OhioSE). OhioSE is the JobsOhio regional non-profit affiliate organization charged with supporting and coordinating economic development across 25 counties in southern and eastern Ohio working closely with local economic development organizations. OhioSE is a subsidiary of the Appalachian Partnership Inc. Before becoming president of OhioSE in April of 2018, he served as Director of Shale Energy and Vice President at OhioSE. Before that he was the executive director of the Zanesville-Muskingum County Port Authority. Mike has over 25 years of economic development experience in Ohio at the local, regional and state level. Professional highlights from previous jobs include the recruitment of Halliburton to Zanesville and the recruitment of Fanatics to Frazeytsburg. He is a Certified Economic Developer and Certified Economic Development Finance Professional. He has a master's degree in Public Administration from Ohio University and a bachelor's degree in Newspaper Journalism from Kent State University. He and his family live north of Zanesville, Ohio.



FAITH KNUTSEN

Faith is the Director of Social Entrepreneurship and Innovation at Ohio University's Voinovich School of Leadership & Public Service, where she has been 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 grant writing. Previously, she held an executive administrative role at Sunpower, Inc., an engineering R&D firm. Faith 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. Faith is a member of multiple social enterprise Boards, an amateur writer, and the parent of two young adults.

PRESENTERS



NATHANIEL MACIAG '19

Nathaniel is a 2019 graduate of Marietta College and 2017 winner of PioBiz. Since graduation Nathaniel has continued his education taking classes at WSCC and Marietta College in education and business. Starting this fall, Nathaniel has been attending Ohio University for his Master of Arts Administration. Nathaniel started his property management company Little Light Holdings Company, LLC back in 2017 and used that to purchase the commercial property he's been operating out of since. Primarily dealing with tenants, Nathaniel has been working with his sister Rebecca and partner Morgan to open a bakery in the same location. In the meantime, Nathaniel has assisted several local businesses with opening in the area, utilizing the commercial kitchen in his space as a "ghost kitchen." Former occupants include Jimmy Avocado's and current occupants include Green-goes Fusion Cuisine and Asylum Comics. Nathaniel plans to continue develop the property and hopes to support and enable more local businesses as he pursues his own entrepreneurial endeavors as well.



MIKE MORAN, ESQ. '90

Mike is a consultant, attorney, law professor, firearms instructor, and whitewater rafting enthusiast. He graduated from Marietta College and its McDonough Center for Leadership and Business in 1990. Following that, Mike worked full-time and attended Capital University Law School, graduating with a Doctor of Law in 1994. Mike has been affiliated with Capital since 2002 on the adjunct faculty. Mike is admitted to the Ohio and D.C. bars and over 15 federal courts. He has been recognized for dedicated public service over the past 35 years at the state, county, city, and village levels in Ohio. He served in the Ohio Military Reserve after the 9-11 attacks to help improve homeland security in the State of Ohio, and retired as a Colonel in 2012. A lifelong Buckeye and the son of a small businessman, Mike has always been an entrepreneur and enjoys helping American businesspeople thrive, with a true affinity for Southeastern Ohio. He serves as General Counsel to the largest commercial public shooting range in Appalachian Ohio, General Counsel Emeritus to the Ohio Association of Security & Investigation Services, and General Counsel for several Central Ohio small businesses, including a security company and a restaurant group, plus two Appalachian Ohio municipalities. When he isn't in the office working, he can be found knocking around the hills, valleys, rivers, and small towns of Appalachia.



PATRICK MORAN '18

Patrick is an Ohio born entrepreneur who started his career in oil and gas. He graduated from Marietta College in 2018 with a Petroleum Engineering degree and immediately went to work in the oil and gas industry after school. Patrick worked for two different oil companies and survived a massive corporate acquisition during the COVID-19 Pandemic, prior to making a career shift into tax consulting. Since then, he started his own consulting firm, Royse Partners Limited in 2022, and subsequently grew the company to a headcount of 15 employees and has worked with over 75 companies. Under Patrick's leadership, Royse has recovered over \$15 million in federal tax credits and incentives for its clients and will continue to honor its mission of serving and strengthening the U.S. economy from the ground up in the years to come.



JOSIAH PARTIN

Originally born in San Diego, California, eventually finding his way to Marietta, Ohio, Josiah graduated from Washington State Community College in 2011 with a degree in Digital Technology and Support. Josiah 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+.

PRESENTERS



LINDSEY KERR PIERSON

Lindsey is the Executive Director at Wood County Development Authority & Parkersburg-Wood County Area Development Corporation. She is a native of the Mid-Ohio Valley who has been serving as the Executive Director of the Wood County Economic Development office since March 2016. As the leader of the Development office, Lindsey is responsible for county-wide marketing and attraction, business retention & expansion efforts, recommending tax incentives or abatements for companies and maintaining the county property database, among many other tasks. Prior to her current role, Lindsey served as the Public Affairs Liaison for the State of Ohio Treasurer, Josh Mandel, where she was responsible for 23 counties in Central and Southeast Ohio. As a Public Affairs Liaison, Lindsey presented and implemented OhioCheckbook.com to public entities within her territory. OhioCheckbook.com set a new national standard for government transparency and put all state spending information on the internet. Prior to that role, Lindsey served as the Economic Development Specialist for the City of Delaware, Ohio — the fastest growing City in the fastest growing County in Ohio. It was in this role that Lindsey discovered her passion for economic development. Lindsey graduated from The Ohio State University with a bachelor's degree in Psychology and Political Science. She currently resides in Vienna with her husband, Brett and son, Sidney.



BRIDGET POSTON

Bridget is a former corporate nine-to-fiver who was able to turn her side hustle of copywriting into a full-time business. Originally from California she moved to Ohio in 2019 to save money and live a different pace of life. She landed a job in the finance industry quickly and enjoyed working with the supportive team she had. Despite all of this, she still felt something was missing from her life. After attempting numerous side hustles that just didn't stick, Bridget uncovered her deep passion for writing and helping people, and dove head-first into copywriting and email marketing. For seven months she worked as a banker by day and a copywriter by night. After many sleepless nights and work-filled Sundays, she finally took the leap of faith and became a full-time entrepreneur. She now helps brands connect with their customers and get more sales through compelling and concise messaging. Her approach to email marketing is founded on the idea that you build trust first and sales will follow. When she's not writing or hopping on Zoom calls, you'll find her walking the local trails, chatting it up at networking events or getting cozy with a good book at home.



LEAH SEAMAN '21

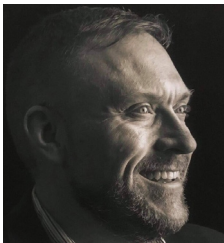



Leah is the founder and owner of ArtaBella LLC and is a recent graduate of Marietta College with a Bachelor of Arts in Communication Studies and Studio Art. In 2020, Leah competed in and won the Pio Biz Entrepreneurship Competition and soon after established her business. She now works in West Virginia as a full-time studio artist, muralist, and illustrator. She is currently looking to expand her work into regional art shows and commercial licensing, as well as reach a wider audience through various social media platforms.



RICK SMITH

Rick is the current Chair of the Business & Economics Department at Marietta College. He also teaches sport management and oversees the department's internships. In his role as internship supervisor, he supervises about 40 internships a year in multiple disciplines. Prior to Marietta College, he worked in college athletics, overseeing external affairs (fundraising, marketing, tickets, etc.).

PRESENTERS

	<p>DR. BILLY STONE</p> <p>Billy is a Doctor of Philosophy in Business Administration with over five years of teaching experience at the college and university levels. He is an Assistant Professor of Business with WVU Parkersburg. He is a seasoned and highly qualified educator and leader acknowledged for providing academic and administrative leadership to achieve the highest standards of excellence in business, research, and teaching. His track record includes engaging, supporting, and coaching individuals to achieve success in their field. His research interests include the microeconomic impact of social exchange theory among small businesses in West Virginia. His doctoral dissertation examined modern management theory and practice in business administration as well as the historical frameworks which exist in today's global business environment "Exploring the Success and Failure of Small Business in Beckley, West Virginia". He is the author of the book "The Success and Failure of Small Business in West Virginia". His most recent article is published in the peer-reviewed journal The Transnational Journal of Business, Volume 4. "The Application of Social Exchange Theory by Entrepreneurs Leading Small Businesses in Appalachia".</p>
	<p>AMANDA SUTPHIN</p> <p>Amanda is a Workforce Development Administrator at OhioMeansJobs in Washington County. Amanda has worked for the Washington County Department of Job and Family Services for a combination of 15 years. Amanda focuses on promoting employment services by helping individuals find the employment resources they need and by providing guidance to employers and the community. As Administrator of the OhioMeansJobs, Amanda oversees the Workforce Innovation and Opportunity Act (WIOA) program, the Comprehensive Case Management and Employment program for youth (CCMEP), and the OhioMeansJobs One-Stop Resource room for job seekers and employers. All these programs work together to provide employment services to individuals and businesses in and around Washington County.</p>
	<p>JULIE WILKES</p> <p>Born with a heart condition so severe, the doctors pronounced her dead at birth, Julie has overcome all of her life expectancy predictions and now dedicates her life to paying forward on the second chance at life by helping others to find light in their life. She created her own position at Accenture where she leads 715,000 people with their own health and wellbeing. She is an entrepreneur, yoga/fitness studio concept owner, retail boutique owner, published author, motivational speaker, certified life coach, aromatherapy line creator, and fitness/yoga presenter.</p>
	<p>BILL WILKINSON</p> <p>Bill is the owner of Mid-Ohio Valley Employment (MOVE) located at 197 Front Street in Downtown Marietta. He holds a BA in Accounting and Business from Muskingum University. He has also completed masters level coursework at Ohio University in Finance and Business. MOVE opened in January 2020. He has previously worked at Perry and Associates CPAs for 15 years, which is owned by Bill and his wife Jodey. He is active in the community, serving on various Boards and committees. He enjoys playing sports of all type and has officiated high school basketball for 30+ years. Bill is married to his wife Jodey, and they have five children ranging from 29 to 15.</p>

PRESENTERS



ANTHONY WILLIAMS

Tony is the owner of Anthony's Express Mobile Detail Service, established in 2002. As the owner of his company, Tony does everything from designing and implementing marketing strategies to hiring and firing practices, and of course, detailing vehicles. Tony has received multiple detailing certifications from The Detail King Training Institute in Pittsburgh, Pennsylvania. So far, the highlight of Tony's professional life has been winning the 2020 Mid-Ohio Valley Entrepreneur-of-the-Year award. Outside of detailing, Tony is interested in sports and traveling throughout the country with his wife and daughter. So far, they have visited 38 states.



JOSHUA WINE

Joshua, Enrolled Agent and Tax Manager at Perry & Associates, CPA's, AC. has been an Enrolled Agent, recognized by the IRS since 2020. He graduated from Fairmont State University in 2016 with bachelor's degrees in Accounting and Business Administration with a concentration in Finance. He started working with Perry & Associates after graduation and has been there for six years



LINN YOST

Linn is the owner of Micro Machine Works, Inc., a CNC machining facility in Barlow, Ohio, creating tight tolerance parts and assemblies for the aerospace, DoD, health sciences, geosciences, food processing and chemical industries. Linn is also the President of the Appalachian Ohio Manufacturers' Coalition (AOMC), an industry sector partnership of manufacturing companies and organizations connecting passionate people with practical experiences and successful careers. The organization is led by manufacturing employers focused on a single industry to address the unique needs of the Appalachian Ohio region through a neutral governing body. Currently, AOMC covers six counties in Southeastern Ohio. Currently, Linn serves on the Boards of Robert C. Byrd Institute (RCBI) Apprentice Works Program, Building Bridges 2 Careers (BB2C). He also serves on the Curriculum Advisory and Business Advisory Boards of many high schools and community colleges in Southeast Ohio.

NOTES

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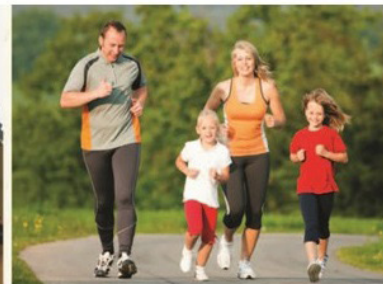
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*“A pile of rocks ceases to be a rock pile when
somebody contemplates it with the idea of a
cathedral in mind.”*

- Antoine Saint-Exupéry



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- 1 Admission House**
- 2 McDonough Center**
Betty Cleland Room
Civic Engagement
Leadership Program
McDonough Auditorium
McDonough Gallery
- 3 Legacy Library**
Chlapaty Café
Jack and Betty Prince Forum
Special Collections
Worthington Center for Teaching Excellence
- 4 Kremer Amphitheatre**
- 5 Thomas Hall**
Department of Business & Economics
Department of English & Modern Languages
Department of History, Philosophy & Religion
Honors Program Suite
Office of Education Abroad
Writing Center

- 6 Erwin Hall**
Education Department
- 7 Irvine Administration Building**
Advancement
Alumni Engagement
Business & Administrative Services
Financial Aid/Student Accounts
Human Resources
Information Technology
President
Provost
Records & Registrar
- 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

- 9 Rickey Science Center**
(Includes: Rickey, Selby & Bartlett)
Department of Biology & Environmental Science
Department of Chemistry
Department of Mathematics, Computing & Information Systems
Physics Department
- 10 Anderson Hancock Planetarium**
- 11 Fayerweather Hall**
- 12 Brown Petroleum Building**
Department of Petroleum Engineering & Geology
- 13 Geology Annex**
- 14 Gilman Student Services Center**
Campus Mail
College Bookstore
College Bookstore
Copy Center
Dining
- 15 Dyson Baudo Recreation Center**
Basketball Courts
Climbing Wall

- 16 Ban Johnson Arena**
Department of Sports Medicine
Fitness Center
Indoor Track
Multi-purpose Room
Racquetball Courts
- 17 International Scholars House**
- 18 Center for Families & Children**
- 19 McKinney Building**
Music Therapy
Recording Studios
Student Newspaper (Marcolian)
WCMO-TV Station
WCMO/WMRT Radio Stations
- 20 Mills Hall**
Gurley Observatory
Department of Communication
Department of Media Studies
Department of Psychology

- 21 Harrison Hall**
- 22 Michael J. Harding Center for Health & Wellness**
- 23 McCoy Hall**
- 24 Chi Omega House**
- 25 Alpha Xi Delta House**
- 26 President's House**
- 27 Follett House**
Auxiliary Services
Communication & Brand Management
- 28 Sigma Kappa House**
- 29 Harmar House**
Alpha Tau Omega
- 30 Delta Tau Delta House**
- 31 Physical Plant**
- 32 Physician Assistant Building**
- 33 Band Hall**
- 34 Hopewell House**
Alpha Sigma Phi
- 35 Arts & Humanities House**
Multicultural Center
- 36 Pioneer House**

- 37 Hermann Fine Arts Center**
Atrium Gallery
Department of Art
Department of Music
Department of Theatre
Friedrich Theater
Gallery 310
- 38 Marietta Hall**
- 39 Elsie Newton Hall**
- 40 Dorothy Webster Hall**
- 41 Mary Beach Hall**
- 42 Sophia Russell Hall**
- 43 The Gathering Place**
Esports
- 44 College Police**
- 45 McCoy Athletic Facility**
Soccer & Golf Offices
- 46 Beren Tennis Center**
- 47 Marietta Softball Complex**
- 48 Marietta Field Soccer Complex**
- 49 Don Drumm Stadium**
Football Offices



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