



FRIDAY, SEPTEMBER 29, 2017 • 8 A.M. TO 4 P.M. • MARIETTA COLLEGE

MARIETTA COLLEGE
MOV→**EE**
MID-OHIO VALLEY
Entrepreneurship Expo

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Welcome to the Second Annual Mid-Ohio Valley Entrepreneurship Expo (MOVEE).

We are excited to report that last year the MOVEE hosted nearly two hundred participants. About twenty-five percent of participants completed the online post-conference survey form. We also heard from many participants through less formal means. A careful examination of participants' feedback led us to incorporate the following changes in this year's conference:

- Changed the day of the conference from Saturday to Friday.
- Reduced the number of concurrent workshops to provide more time for networking.
- Chose the topics of this year's concurrent workshops based on participants' feedback.
- Changed the format of several workshops to make them more interactive.
- Scheduled short pop-up presentations throughout the day.
- Moved the location of the workshops closer to the Vendor Showcase and Plenary Sessions area.

We are eager to hear from you regarding the above changes as well as other aspects of this year's conference. Please take a few minutes to complete our online survey at marietta.edu/moveexpo. Also please use the official hashtag, #MOVEE2017, for all of your social media posts during the event.

I would like to express my sincere gratitude to the representatives from Marietta College's Partner Institutions for their expertise and time. (Please visit our website for the complete list of our Partner Institutions.) Specifically, I would like to thank Heather Miller (Habitat for Humanity) for establishing the online conference registration and evaluation program, Gloria Husk (Husk Marketing) for managing our social media, Christopher Burk (CBB Marketing and Media) and Hilles Hughes (Marietta College) for leading the Marketing and Promotion Committee, Laurie McKain (Marietta College) for leading the Logistics Committee, and Robin Stewart (Marietta College-Habitat for Humanity) for co-chairing the Sponsorship Committee.

All of us greatly appreciate financial and in-kind contributions from MOVEE's sponsors. Please visit MOVEE's website to learn about the names of our sponsors as well as the nature of their sponsorships.

Enjoy the day!

A handwritten signature in purple ink, appearing to read 'Jac', with a stylized flourish.

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

7:00 AM – 8:00 AM	Vendor Showcase Setup	DBRC
8:00 PM – 8:45 AM	Registration, Continental Breakfast, Vendor Showcase	DBRC
8:45 AM – 9:00 AM	Kickoff Session Hilles Hughes: Director of the Career Center, Marietta College, Master of Ceremonies Dr. Janet Bland: Provost and Dean of Faculty, Marietta College Dr. Jacqueline Khorassani: Director of Entrepreneurship Program, Marietta College	DBRC
9:00 AM - 9:45 AM	Morning Keynote Introduction: Hilles Hughes Social Enterprise through Solar Energy Speaker: Dr. Charles “Chip” Pickering, CEO of Pickering Associates	DBRC
10:00 AM - 10:50 AM	Concurrent Workshops 1	
Session 1-A	Hot Tax and Accounting Topics for Small Businesses With: Jenna Burns (Session Manager), Jeffrey Brooks, and Josh Wine (Perry and Associates) <i>Tax and accounting professionals from Perry & Associates CPAs have prepared a brief presentation with topics of interest to small business owners and entrepreneurs. The remainder of the session will be an open Q&A for our panel of experts to elaborate on any tax and accounting related questions you have.</i>	DBRC 217
Session 1-B	Social Media Tools With: Gloria Husk (Session Manger, Husk Marketing), Sarah Arnold (Pickering Associates), Heather Ayers (Consumer Credit Counseling Service of the Mid-Ohio Valley), Jon Corra (Jan Dils Attorneys at Law), and Andrea Shirey (One Nine Design) <i>Do you want to learn how to use various social media tools effectively to promote your business? If so, this session is for you. In this workshop you will have the opportunity to receive valuable and practical guidance from social media experts in small and highly interactive groups.</i>	DBRC 216
Session 1-C	Design Thinking & Creating Innovation With: Sara Rosenstock (Marietta College) Session Manager: Brett Allphin <i>Do you have an idea, but don't know if it is worth pursuing? Is a project stalled in the development phase? This workshop will focus on the design thinking process, a mindset that provides a structured approach to generating and developing ideas and solutions. Participants will learn about this proven method of creative problem-solving and guided through the process of applying this skill to create advances in both innovation and efficiency—a combination that produces a powerful competitive edge.</i>	LIB 219 .

11:00 AM - 11:50 AM Concurrent Workshops 2

Session 2-A The Tangible and Intangible Costs for Violating Labor and Employment Laws DBRC 217

With: Gloria Williams (Managers Resource Group)

Session Manager: Jacqueline Khorassani

There will be brief descriptions of Title VII of the Civil Rights Act of 1964, the National Labor Relations Act of 1935, and the Fair Labor Standards Act of 1938. The impact of recent changes to these laws will be discussed. There will be open discussions on the costs of violating these laws, suggestions on how to avoid penalties and an open Q&A session.

Session 2-B Employment Negotiation: Is it More Than Salary? LIB 219

With: Tina Thomas (Marietta College)

Session Manager: Pam Lankford

This workshop looks at employment negotiations from both the employee and employer viewpoints. What can you negotiate besides salary? Why do you want the job or the employee? What is your BATNA (best alternative to the negotiated agreement)? What are the other party's options if the negotiation fails? These are some of the questions that will be examined in this session.

Session 2-C Venture Model Canvas DBRC 216

With: Jen Simon (Session Manager) & Faith Knutsen (Ohio University)

Participants will hear a brief overview of a well-known one-page venture planning tool (based on the Business Model Canvas and modified for use with any new startup). Small groups will use the tool in a simulated start-up session to create a new (or modify existing) businesses, social enterprises, non-profits or projects of their choice. Participants will receive the experience necessary to implement the tool in their professional or volunteer workplace, plus a digital and hardcopy of the Canvas. Participants are encouraged, but not required, to come with their own ideas; if they don't have one, they can share in others' plans.

12:00 PM - 12:40 PM Buffet Lunch, Vendor Showcase DBRC

12:45 PM - 1:00 PM Noon Session DBRC

Dr. Bill Ruud, President of Marietta College

Presentation of Perry & Associates Entrepreneur of the Year Award

By: Jodey Altier, Managing Partner and CEO, Perry & Associates CPAs

1:00 PM - 1:45 PM
Afternoon Keynote
DBRC

Introduction: Dr. Greg Delemeester, Chair of Business & Economics
Department, Marietta College

The Entrepreneur Equation: The Dirty Secrets of Entrepreneurship and How to Embrace an Entrepreneurial Mindset for Success

Speaker: Carol Roth, creator of the Future File™ legacy planning system, business advisor, entrepreneur and best-selling author.

2:00 PM - 2:50 PM
Concurrent Workshops 3
Session 3-A
**Where Does the Money Come From?
How to Finance Your Business**
DBRC 216

With: Bret Allphin (Session Manager Buckeye Hills Regional Council), Mike Fleak (Huntington Bank), Joe Flynn (WesBanco Bank), John Glazer (Ohio University), Carol Jackson (Mid-Ohio Valley Regional Council), Tim James (First Microloan of West Virginia), Pamela Lankford (Epicenter), Ron Tomasch (Polaris Home Funding), John Voorhies (SBDC-Ohio University)

One of the challenges of entrepreneurship is securing capital to make your idea into a reality. This panel brings together a variety of knowledgeable local and regional professionals who will offer insight and answer questions on various methods of business and project financing, including: small business loans, SBA loans, microloans, government resources, equity investing (angel funds/venture capital), crowdfunding and nontraditional sources of financing.

Session 3-B
Creating Your Own Brand
LIB 219

With: Julie Harding (Session Manager) & Sara Rosenstock (Marietta College)

This session will provide guidelines for creating a visual identity that effectively represents a business or product, while also providing insight into the marketing venues and methods an individual can use for effective promotion.

Session 3-C
How to Turn Your Passion into a Business
DBRC 217

With: Scott Long (Ante Up Poker Media)

Session Manager: David Williams

While all entrepreneurs dream of being the next Elon Musk or Jeff Bezos with an idea that makes them billionaires, the vast majority of entrepreneurs find success and happiness in simply working for themselves doing something they love. Scott Long and his business partner turned their love for poker into a small, yet successful and growing, business that supports both of them and has been a heck of a lot of fun for the past nine years. You'll learn how to get started, how to stay flexible as you grow and, most importantly, the questions you need to ask yourself before taking a fun hobby of yours and turning it into what can often be a stressful business.

3:00 PM - 3:50 PM

Closing Session with Four Successful Entrepreneurs

DBRC

Moderator: Tina Thomas (Marietta College)

Panel: Joseph Grimm (Grimm Scientific), Carma Hanlon (Grogg's Heating & Air Conditioning), Lisa Huck (Lisa's Sweet Stop), and Larry Slotter (Busy Bee Restaurant)

3:50 PM - 4:00 PM

Giveaways

DBRC

Master of Ceremonies - Hilles Hughes



Hilles is the Director of Career Center at Marietta College. She holds a B.A. in Cultural Area Studies from The College of Wooster and a M.A. in Counseling & Human Services from John Carroll University, where she began her career in college career counseling. She is a subscriber to the theory that "all people today must learn to manage their own careers and that understanding oneself is the first step in this process." When she's not assisting students with their career planning, Hilles can be found practicing yoga, reading detective fiction or spending time with her family. Hilles and her husband opened The Buckley House Restaurant more than 9 years ago and enjoy the thrill and adventure of a family business in the heart of the MOV!


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KEYNOTE SPEAKERS



CHARLES L. (CHIP) PICKERING, PH.D.

Chip is an entrepreneur that is involved in various for-profit and non-profit organizations in the Mid-Ohio Valley. He is the founder of Pickering Associates, an architectural and engineering firm located in Parkersburg, WV, and Pickering Energy Solutions, a company that installs, owns and maintains solar photovoltaic power systems within the Mid-Ohio Valley. He is also the Vice President of Davis, Pickering & Co., an electrical contracting firm located in Marietta, OH. Chip's commitment to solar energy goes beyond the boundaries of the U.S. as he has worked on several projects in both Haiti and Africa. Chip Pickering holds a B.S. in Engineering Physics, a M.S. in Engineering Management, and a Ph.D. in Strategic Leadership. He has recently written a book entitled "Learning Leadership: Building Your Professional Career".



CAROL ROTH

Carol Roth is the creator of the Future File™ legacy planning system, a "recovering" investment banker, business advisor, entrepreneur and best-selling author of The Entrepreneur Equation. She also "plays herself on TV", as a reality TV show judge, media contributor and host of Microsoft's Office Small Business Academy. She's recognized internationally as a small business expert and has worked with startups to the biggest companies and brands in the world on everything from strategy to content creation and marketing to billions of dollars in capital raising and transactional work. She's been a public company director and invests in mid-stage companies as well.

CLOSING SESSION PANELISTS



JOSEPH GRIMM

In 1979, Joe was employed as the Director of Research and Engineering for a well-known temperature controlled laboratory equipment manufacturer. During that time, he began a 39-year career as a football official and invented the Ready Ref to assist football officials in managing their play clock timing. In 1983, his passion to improve athletic performance propelled him forward with establishment of Grimm Scientific Industries Inc. and development of the PARATherm product line. In 1987, Skip Vosler, Head Athletic Trainer at Ohio University assisted Joe in the development of the CRYOTherm and CRYOPress product lines. Grimm Scientific is based in Marietta, Ohio - designing, engineering, and manufacturing products which are proven to perform, and be cost-effective and aesthetically pleasing for all levels of athletics.



CARMA HANLON

Carma S. Hanlon spent the beginning stages of her work life in the legal field starting out as a dispatcher for the WV State Police. From there, she moved to the Wood County Prosecutor's Office as a legal assistant and continued as a legal assistant in the private sector for 15 years. In 1996, Carma and her husband, Tim, purchased her father's company, Grogg's Heating and Air Conditioning. Under Carma's leadership, the company has grown from one employee and one truck in 1996 to approximately 60 employees with more than 35 vehicles covering a territory that stretches from Athens, Ohio to Elkins, West Virginia. Currently, Carma continues working part-time at the company.

ENTREPRENEURSHIP AT MARIETTA COLLEGE



Entrepreneurship Minor

The Entrepreneurship minor is designed to expose students to the mindset and behavior of successful entrepreneurs. It further enables students to search for and identify various opportunities within their fields of interest. It then provides students with basic tools that allow them to turn their ideas into actions.



PioBiz

The winning student or team of students will draw up to \$10,000 from an entrepreneurship incubator fund to start their own business. Aside from this grant, the award recipients also will receive support from the College's faculty and staff, as well as local business and community leaders who will serve as mentors.



PioPitch

A venue for local established and aspiring entrepreneurs to present their experiences and ideas and receive real time feedback on how to start, expand, or improve their ideas and businesses. We value the initiative and creative problem solving that it takes to get an idea off the ground, or find a solution for a complex problem. The Mid-Ohio Valley community has the experience and brain power to empower these ideas to take actions.

Apply to be a presenter and learn more at: marietta.edu/piopitch

2017-18 Programs are schedules on the following Thursdays from 4 pm to 5 pm:

September 14, October 19,
November 16, February 8, March 1,
and April 19



Mid-Ohio Valley Entrepreneurship Expo

This conference reinforces the Mid-Ohio Valley's desire to foster economic growth through entrepreneurial enterprises and innovative mindsets in order to make the Mid-Ohio Valley a better place to go to school, to live and to work.





LISA HUCK

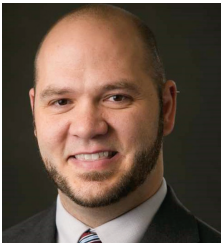
Lisa Huck is the Owner of Lisa's Sweet Stop in Beverly, Ohio. Lisa's bakery business began at home in 2010, and moved to its current brick-and-mortar location in Beverly in 2013. In recent years, Lisa has expanded her business to other towns by starting a Food Truck that visits four cities. Lisa is the recipient of the Perry & Associates Entrepreneur of the Year Award in 2016. She has also received the Founders Award and the Business of the Year Award from the Muskingum Valley Beverly Waterford Chamber of Commerce, and the Readers' Choice Awards from the Marietta Times for the Best Cakes/Cupcakes for five years in a row. Lisa is very active in her community and is the proud recipient of the Lions Club Citizen of the Year Award for her services to her community.



LARRY SLOTER

Larry Slotter, a lifetime resident of Marietta, is a 2002 graduate of Marietta College with a B.A. in Marketing and a Minor in Asian Studies. He is also a 2009 graduate of Franklin University with an MBA with a concentration in Corporate Finance. Larry spent his post Marietta College professional career in banking before working in higher education as an administrator and instructor. In 2015, he purchased the Busy Bee Restaurant in Marietta and has quickly built the long-standing business into an award-winning diner. Larry works with several non-profits in the Marietta area, including the Marietta Noon Rotary Club, the Marietta Soccer League, Firefly, as well as serving on the zoning board for Muskingum Township. Larry is a member of the Entrepreneurship Program Advisory Board at Marietta College.

WORKSHOP PRESENTERS



BRET ALLPHIN

Bret Allphin has 16 years of experience with the Buckeye Hills Regional Council in Marietta, Ohio serving as GIS Manager and most recently as Development Director since 2012. Buckeye Hills is a regional organization that serves as a liaison between local governments and public agencies at the State and Federal level. Buckeye Hills acts on behalf of communities and residents in an eight-county region in Southeastern Ohio to provide a range of public project delivery services including grant administration, grant research, mapping and data research, transportation planning, small business development, and aging & disability services. Bret is a 2001 cum laude graduate of Marietta College where he majored in Political Science and minored in Leadership Studies.



SARAH ARNOLD

Sarah is the Director of Marketing for Pickering Associates, the premier Architecture and Engineering firm in the Mid-Ohio Valley. Sarah graduated from Miami University of Ohio in 2011 with a B.A. in Architecture and is currently enrolled at Marshall University in a Master's Program for Project Management. In addition to her role at Pickering Associates, Sarah founded and runs the first local lifestyle magazine for the Mid-Ohio Valley, Clutch MOV. Clutch MOV is a volunteer-run publication that seeks to debunk the myth that big things can't happen in small towns by uplifting local people, places, and events. Sarah currently serves as Board President for Marietta Main Street and a Board Member for the Marietta Kiwanis Club.



HEATHER AYERS

Heather is from Shinnston, WV. She moved to the Mid-Ohio Valley in 2000. Heather has worked in a variety of industries: retail, aeronautical, travel, nonprofit, and as an artisan jewelry designer. She graduated from WVU at Parkersburg in 2011 with a Bachelor's degree in Business Management and Technology. She has also attended Washington State Community College where she studied Graphic Art and Web Design. She has six years of experience with the nonprofit agency, CCCS of the Mid-Ohio Valley, previously as a Credit Counselor and currently as their Client Services Coordinator. She developed the agency's first website in 2005 and has evolved Consumer Credit's online presence. Heather is actively involved in community outreach as an ArtsBridge board member and through Consumer Credit's educational programs.



JEFFREY BROOKS

Jeffrey Brooks is a Senior Tax Manager at Perry & Associates, CPAs A.C. Formerly a partner at the firm, Mr. Brooks has worked for Perry & Associates for 38 years. He is a graduate of Marshall University and a licensed CPA with the American Institute of Certified Public Accountants. As the Senior Tax Manager, his responsibilities include, but are not limited to, reviewing federal and state tax returns for individuals, businesses, and other complex organizations, handling federal, state and local tax audits, preparing tax plans and estimates, consulting tax clients, representing clients before the IRS, and overseeing all operations in the Marietta tax office.



JENNA BURNS

Jenna Burns is an In-Charge Tax Accountant at Perry & Associates, CPAs A.C. Jenna has six years of experience in the public accounting sector. She is a graduate of Cumberland University, where she also obtained her MBA. Jenna has worked in the Perry & Associates tax department since 2015. Her responsibilities include preparing federal and state tax returns for individuals and businesses, compiling financial statements for businesses and other organizations, and overseeing and reviewing work performed by other accountants in the Marietta tax office.



JON CORRA

A Parkersburg native, Jon Corra is passionate about social media. While working for one of the premiere law firms in the Mid-Ohio Valley, Jan Dils Attorneys at Law, LC, Jon has honed his social media marketing skills. In addition to his social media responsibilities, Jon has been contributing to his VA Disability Blog since 2011. Early in 2016 Jon started experimenting with Snapchat Marketing and has developed some interesting techniques. Jon studied Criminal Justice at West Virginia University at Parkersburg earning his RBA in 2010. He also studied Corporate Communication at West Virginia University, earning his Master's Degree in 2012.



MIKE FLEAK

Mike has spent the last 26 years helping consumer, business, and commercial customers navigate their way through the financial industry by connecting needs to services. Before accepting a Senior Leadership position with Huntington Bank as an SBA Product Specialist, Mike served as Community President for Wood and Ritchie Counties in West Virginia and Washington County in Ohio. Mike is a graduate of Fairmont State College with a Bachelor of Science in Banking and minor concentration in Real Estate. Currently, he serves on the Board of the Mid-Ohio Valley Regional Council and the Board of the Area Roundtable. He is also the Director for the Parkersburg Lion's Club and a founding committee member for "Launchpad". He previously served on the Board of Governors for the Parkersburg Area Community Foundation where he chaired their Marketing Committee for eight years.

JOE FLYNN

Joe is the SVP and Manager of Community Development for WesBanco Bank Inc. He is the recipient of the 2015 FHLBank Pittsburgh Council's Award for excellence in community investment. Joe has served as WesBanco Bank's head of Community Development since 2004. Before entering the banking industry, he had extensive experience in energy conservation at the federal and local levels and earlier in his career, he was part of the leadership team that created the U.S. Department of Energy. He has held senior positions within the Department of Defense Programs and Energy Conservation. A graduate of LaSalle University with a B.A. in Political Science, Joe received a Master of Science in Administration from The George Washington University. He served in the U.S. Army in Vietnam and is a graduate of the West Virginia Graduate School of Banking and the National Community Development Lending School.



JOHN GLAZER

John Glazer serves as the Director of TechGROWTH Ohio. TechGROWTH helps early-stage technology companies acquire resources to accelerate commercialization. John also serves as Technical Director in the Social Enterprise Ecosystem project at Ohio University's Voinovich School funded by the Appalachian Regional Commission. Prior to joining the Voinovich School in 2008, John served as CEO of Little Professor Book Centers, a successful bookstore chain and the largest organization of independent bookstores in the U.S. John also founded several other startup companies and organized a number of technology-based economic development enterprises in the U.S. and internationally. He is an ABD PhD and has a Master's degree from the University of Michigan.



JULIE HARDING

Julie is an Assistant Professor of Marketing and Entrepreneurship at Marietta College. She is a certified facilitator for the Kauffman Foundation's Ice House Entrepreneurship Program. Julie worked with Atria Senior Living, a national provider of senior living services for nearly 15 years, most recently serving as the company's Chief Operating Officer for eight years and Chief Marketing Officer for four. She also previously served as a senior executive at Res-Care, Inc. Before joining Marietta College, she briefly taught undergraduate public relations and graduate-level health care marketing courses as an adjunct instructor. Julie holds a MBA from the University of Louisville and a B.S.J. (specialization in Public Relations) from West Virginia University. An active entrepreneur herself, Julie and her husband own a real estate rental business with holdings throughout West Virginia.



GLORIA HUSK

Gloria is a transplant resident of Parkersburg, WV, having moved to West Virginia from San Diego, CA in 2000. Gloria had a long and successful career in customer service and management before returning to school to earn her RBA with an emphasis in history and sociology in 2010. She also earned a Master of Science degree in Integrated Marketing Communications from P.I. Reed School of Journalism at West Virginia University in 2014. Gloria is an Executive Account Representative for the text messaging marketing company, Sentext Solutions, and owns her own marketing consulting business, Husk Marketing. She is a registered Girl Scout volunteer, a volunteer grant writer for the Veterans Museum of Mid-Ohio Valley as well as a Member of the Board at the Veterans Museum. Gloria also teaches classes on Social Media Marketing and Excel I and II at the Career Services Center.

CAROL JACKSON

Carol is a CPA with a MBA from Colorado State University and Professional Community Economic Developer (PCED). She has been with the Mid-Ohio Valley Regional Council for eleven years, first as Controller, then (during the last five years) as the Executive Director.



TIM JAMES

Tim has been working with small businesses for over sixteen years, first with the WV Small Business Development Center and currently with Washington County Council on Economic Development - First Microloan of West Virginia. WCCED-FMLWV is an Intermediary Lender for the Small Business Administration, providing the SBA Microloan program within WV and PA. As a loan officer with First Microloan, Tim works with entrepreneurs who are looking to start up or expand their businesses by providing assistance with funding and training resources. Doing business as First Microloan of West Virginia we serve 38 counties in WV. WCCED covers 6 counties in southwestern PA.



FAITH KNUTSEN

Faith Knutsen, a staff member of the Voinovich School of Leadership & Public Affairs at Ohio University, is the administrative director of the Appalachian Regional Commission-funded Social Enterprise Ecosystem program serving social enterprises in ten counties of Ohio and West Virginia. Faith is an active participant in multiple other venture development programs, including TechGROWTH Ohio and the OU Center for Entrepreneurship. Faith periodically provides seminar instruction in venture development and grantwriting. Previously, Faith worked for 12 years in an executive role at Sunpower, Inc. Her earlier career in international development included lengthy assignments in sub-Saharan African as well as other international locations. Faith holds a bachelor's degree from Oberlin College and a master's degree from Ohio University. She serves on the Boards of three non profit social enterprises.



PAMELA LANKFORD

Pamela Lankford is the Director of the Building Bridges to Careers Epicenter – A Youth and Entrepreneurial Development Center. Previously she served with the Ohio Small Business Development Center in Marietta for 26 years. Her passion is helping entrepreneurs realize their dreams. She is a magna cum laude graduate of Marietta College where she double majored in Entrepreneurship and Spanish. She received her MBA from Ohio University. She is also a Certified Business Analyst and was named 1999 and 2001 Director of the Year and 2001 Innovator of the Year for the Ohio SBDC Network as well as Ohio's State Star for 2005. She has also been an adjunct faculty member at Marietta College, teaching marketing classes, as well as Small Business Management, Entrepreneurship and Business Consulting. She has also been actively involved in two small family-owned businesses.



SCOTT LONG

Scott Long is a 1994 graduate of Marietta College who spent most of his career as a newspaper editor in Ohio and Florida before starting Ante Up Poker Media LLC with a friend in 2008. The company publishes the most widely-read poker magazine in North America, produces the longest continually-running poker podcast, operates Ante Up Poker Cruises and the Ante Up Poker Tour, promotes the annual Restock the Shelves charity food bank initiative in poker rooms all across North America and is involved in various other poker-related opportunities. This year, he was elected a City Commissioner in Safety Harbor, Florida, where he and his wife, Laura, have lived since 2001.



SARA ROSENSTOCK

Sara is an Associate Professor of Art and Graphic Design at Marietta College. Sara received a Masters of Fine Arts from Tyler School of Art at Temple University in Graphic & Interactive Design. She is originally from the Pacific Northwest and upon her arrival to Marietta in 2009, she opened a letterpress and design shop, Just A Jar Design Press, with her husband. Sara has worked within many facets of design and has experience with poster design, branding, package design, as well as designing for the environment and web. Sara uses these skills to approach visual communication problems and enjoys approaching intimidating subjects with the mindset that good design can help communicate more effectively. The result of this philosophy has been in two published projects: "Talk Football" as well as "Soil Mates".



ANDREA SHIREY

Andrea spent 20 years working for other people in both the for- and non-profit worlds before deciding that she would follow her heart and become an entrepreneur. In early 2017, she launched One Nine Design, a website design company created to help small businesses and non-profits make a great first impression. Originally from Parkersburg, Andrea left the area in 1997, graduated from West Virginia University with a degree in Business and Marketing, and spent the next 16 years gaining valuable work experience in a variety of industries. She returned to Parkersburg in 2013 where she was honored to lead the United Way Alliance of the Mid-Ohio Valley as its Executive Director and was named the Young Business Leader of the Year by the Mid-Ohio Valley Chamber of Commerce in 2015.



JENNIFER SIMON

Recently, Jennifer was named Executive Director of the Regional Innovation Network. Prior to that, Jennifer served as the Director of the Ohio University Innovation Center (IC) since March 2009. Through her work, Jennifer facilitates client access to capital through angels, venture capital, and traditional lending institutions; business services such as planning, budgeting, and business model creation; and training opportunities. Before the IC, Jennifer was the President of the Athens County Economic Development Council and held the position of Athens Area Chamber of Commerce CEO. Before these posts, as the Assistant Director of the Governor's Office of Appalachia, she managed over \$60 million in grants. Jennifer holds a BA in Political Science, an MA in Public Administration and an MBA from Ohio University.



CHRISTINA (TINA) THOMAS

Tina is an Assistant Professor in Petroleum Engineering and Land & Energy Management at Marietta College. She is also the Director of the Land & Energy Management program at Marietta College. Tina is a licensed attorney and petroleum engineer with over 30 years of diversified engineering, legal and management experience in mediations, regulatory relations, contracting, real estate and the gas and oil industry. Tina has represented various perspectives from major producers to the small consumer, as well as a non-profit research organization and an industry think tank. Tina earned a petroleum engineering degree from Marietta College and a law degree from South Texas College of Law.



RON TOMASCH

Ron graduated in 1975 from Drexel University with a major in Mathematics and a minor in Accounting. He worked at the Pentagon from 1972 to 1980 as a computer programmer. From 1980-1987 Ron worked for Boeing as computer systems designer and data base manager. From 1987-2000 he started several startup corporations involved in the automation of tele-marketing systems including International Telesystems Corporation in 1987, Telesystems Inc. in 1992, and Phone System Inc. in 1997. In 2001, Ron got out of the technology industry and started working as a loan officer with First Guaranty. By 2003 Ron was in charge of his own business working with HomeFirst Mortgage in the Washington D.C. area. In 2004, he moved to Marietta, OH and opened a new branch for HomeFirst Mortgage. In 2013, he purchased his own mortgage branch from Polaris, which he still owns and operates today.



JOHN VOORHIES

John is a lifelong entrepreneur with over 40 years of business experience in management and small business ownership. John has a Bachelor's degree from Ohio University in Sociology and Human Resource Development, and a Master's degree in Business and Technology from Muskingum University. John has worked for the Small Business Development Center nearly 16 years as a volunteer or contract counselor. Now he is a full-time counselor covering four counties in Southeast Ohio. John is also an accomplished public speaker, voice artist for commercial and radio spots and musical performer having worked with many Grammy Award-winning country artists and major acts. He is both a songwriter and musician.



GLORIA WILLIAMS

Gloria is the Co-Founder and President of Managers Resource Group Inc. She has more than ten years of experience in the Human Resources field, holds the SHRM-CP certification from the Society of Human Resource Management and has a Bachelor's Degree in Human Resource Management. She has worked as a HR Consultant for small-to-medium sized nonprofits and for-profit organizations in the Mid-Ohio Valley for almost 3 years.



JOSH WINE

Josh is an Accountant at Perry and Associates, CPAs A.C. Josh obtained his degree in Accounting from Fairmont State University and has been with the firm since 2016. His responsibilities include preparing federal, state and local tax returns for individuals and businesses, processing payroll transactions for businesses, and assisting in the financial statement compilation process in the Marietta tax office.

Pop-Up Sessions in Vendor Showcase Area

DBRC

Session	Organization	Presenter(s)	Time
1	Commonwealth Financial Services	Daniel Spurgeon and Michael Seese	10:00-10:10 am
2	Managers Resource Group, Inc.	David & Gloria Williams	10:15-10:25 am
3	White Caps Creative Group	DeAnn Cummings	10:30-10:40 am
4	Professional Women's Association (PWA)	DeAnn Cummings & Beth James	10:45-10:55 am
5	BNI West Virginia	David Williams	11:00-11:10 am
6	Building Bridges to Careers	Pamela Lankford & Tasha Werry	11:15-11:25 am
7	Results Radio	Chuck Helmick	11:30-11:40 am
8	Northwestern Mutual	Ray Costa	11:45-11:55 am
9	EPIC Mission	Jeremy Turner	12:15-12:25 pm
10	Shield Company	Edward Shield	12:30-12:40 pm
11	Clayman and Associates, LLC	Marjorie Clayman	2:00-2:10 pm
12	doTERRA	Denise Schwendeman	2:15-2:25 pm
13	Primerica	Sarah Castle	2:30-2:40 pm
14	Sabika Jewelry	Cathy Richardson	2:45-2:55 pm







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