



THURSDAY, SEPTEMBER 27, 2018 • 8 A.M. TO 4:30 P.M. • MARIETTA COLLEGE

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MOV  EE

MID-OHIO VALLEY
ENTREPRENEURSHIP EXPO



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Welcome to the third annual Mid-Ohio Valley Entrepreneurship Expo (MOVEE).

MOVEE is a unique conference that makes it possible for entrepreneurs in all stages of their endeavors to come together to inspire and educate each other.

- If you are an aspiring entrepreneur, we hope that the conference inspires you to develop your ideas further.
- If you are in the early stages of turning your ideas into reality, we hope that you connect with a few people that can guide you in taking your next steps.
- If you are looking for ways to make your workplace safer and your employees more engaged, we hope that after attending this conference, you feel better equipped to tackle those issues.
- If you want to do your business more efficiently, we hope that you leave the conference with a few cost-saving tips.
- If promotion and expansion is on your mind, we hope that after today you have a better idea on how to proceed.
- Finally, if you are here to expand your network, we hope to make it possible for you to meet new people.

We want to be in touch with you during and after the conference. Please use #MOVEE2018 to post your comments on social media. This year, we are especially active on Facebook (Mid-Ohio Valley Entrepreneurship Expo), Instagram (ENTR_MC) and Twitter (ENTR_MC). At the conclusion of the conference, we will send you a link to a short online feedback form. Please take a few minutes to complete the form and print your very own Certificate of Participation.

This year, we have received financial assistance, in-kind assistance, and most importantly assistance with planning and delivery of this conference from a variety of Partner Organizations. Please check this program and our website at marietta.edu/movexpo for the complete list of our Partners. Specifically, I would like to sincerely thank Christopher Burk (Pickering Associates), Hilles Hughes (Marietta College), Pamela Lankford (Epicenter), Laurie McKain (Marietta College), and Matthew Peters (Civic Leader Fellow from the Parkersburg Area Community Foundation) for their extensive contributions.

Enjoy the conference,

A handwritten signature in purple ink, appearing to read 'J. Khorassani'.

Jacqueline Khorassani, Ph.D.
Director of the Entrepreneurship Program at Marietta College
khorassj@marietta.edu

8:00 AM-8:40 AM	Registration, Continental Breakfast	Thomas Hall
8:40 AM-8:55 AM	Opening Hilles Hughes: Director of Career Center at Marietta College, Master of Ceremonies	Cooper Auditorium
9:00 AM-9:50AM	Concurrent Workshops 1	Thomas Hall
Session 1-A	Tax Cuts and Jobs Act 2018: What You Need to Know. With: Jenna Burns & Josh Wine <i>This is the biggest tax law change in over 30 years. It affects every individual and every business in America. Learn what you need to know at this important tax law changes event including:</i> <ul style="list-style-type: none"> • New Personal Standard Deductions • New Tax Bracket Changes • New Property and Tax Deduction Limits • New Work-Related Moving Expenses • New Change to Miscellaneous Itemized Deductions • Reduced Corporate Tax Rate • New Charitable Deductions Changes • Pass Through Entities 	Cooper Auditorium
Session 1-B	Becoming an Entrepreneur. It's Not Easy, But it's Worth It. With: Jose Herrera Session Partner: Epic Mission, Inc. <i>Everyone wants to open their own business, be their own boss, but are they willing to sacrifice family, friends, and sleep? Five college friends took on a challenge to start a beer company in the Florida Keys. They took an unorthodox approach, and in just four years, they became one of the largest breweries in the state of Florida. Social media may depict a fun-in-the-sun lifestyle and sold a lot of beer, but behind the keyboard and filters there's a different story. Arguments, laughter, frustrations, and successes are just some of the emotions you will have starting a business.</i>	Thomas 209
Session 1-C	How to Start Small and Grow Big on Social Media With: Kristin Meeks <i>Tips you need to know before you jump into the world of social media with your small business. Then learn valuable ways to spend your time wisely marketing your business online.</i>	Thomas 223
Session 1-D	Guess What Happened to Me? (Customer Service Tips for Business) With: Wendy Shriver Session Partner: Proforma Marketing <i>Are you an aspiring entrepreneur, a small business owner or represent someone else's business? Well then, this session is perfect for you. We will cover the different types of communication and various customer service techniques and the importance of why finding the right "fit" for the front counter of your business is so important.</i>	Thomas 327

Session 1-E	The Pocket Sized Video Production Studio: Your Smart Phone Thomas 320 With: Brandy Sales <i>A hands-on, interactive and experiential workshop, where participants will learn how they can turn their smart phone into a fully-functioning video production studio for their business.</i>
10:00 AM-10:50 AM	Concurrent Workshops 2 Thomas Hall
Session 2-A	Everyone is Interesting ... to Cyber Criminals Thomas 223 With: Allen Gattis <i>Nearly a quarter of people surveyed responded they didn't think they were interesting enough to be targeted by Cyber Criminals. At the same time, most had been affected or knew someone who been affected by ransom-ware or other similar activities. In this session we'll examine why criminals are so interested in you, and what you can do to make yourself a harder target.</i>
Session 2-B	The Pocket Sized Video Production Studio: Your Smart Phone Thomas 320
Session 2-C	Epicenter: What Can it Do for You? Cooper Auditorium With: Pamela Lankford and Jenny Bruce <i>The Building Bridges to Careers Epicenter is a youth and entrepreneurial development center that provides space and time for collaborating and creating community networks. Small businesses housed in the Epicenter are supported in an incubator-style environment while they grow. The maker space offers a collections of tools and technology. Here you will find people with shared interests who gather to imagine, explore, create, design, and prototype. High school and college students collaboratively participate in programming to increase soft skills and to explore different career paths. Learn how participating can help you start and grow your business.</i>
Session 2-D	Why Don't People Buy My Stuff? Thomas 209 With: Cristie Thomas <i>Small business owners are challenged with a fast-paced, ever-changing market and it can be difficult to keep up in consideration of all the hats small business owners need to wear today. This session will explore some of the challenges bricks and mortar business owners face in our community and share easy-to-implement strategies for addressing these challenges to maximize foot traffic, increase revenue, and grow a loyal customer base.</i>

Session 2-E	Employee Engagement: What You Know For Sure That Just Ain't So Thomas 327 With: John Fazio <i>Contemporary organizations of all types and sizes are confronting a growing level of disengagement in the workforce. A recent study by Gallup concluded that only 29% of U.S. employees are actively engaged on the job, and 15% are actively disengaged. The remaining 54% are neither engaged nor disengaged. There is ample evidence that strategic human resource management and high-performance work systems are foundations in driving employee engagement. However, organizations fail to comprehend, develop and pursue engagement enhancing work practices. This session will identify techniques for assessing employee engagement, characteristics of work systems that produce higher employee engagement levels, and management styles to motivate employees toward work immersion and enthusiasm.</i>
11:00 AM- 11:50 AM	Concurrent Workshops 3 Thomas Hall
Session 3-A	The Pocket Sized Video Production Studio: Your Smart Phone Thomas 320
Session 3-B	Using Canva to Build Your Brand Thomas 312 With: Cristie Thomas and Sara Rosenstock <i>Join Cristie Thomas of Marietta Main Street to be guided through Canva, an easy-to-use online platform for graphic design work and the development of promotional materials, both physical and digital. Sara Rosenstock of Just A Jar Design Press will share graphic design tips and recommendations for marketing your business.</i>
Session 3-C	Workplace Situational Awareness Thomas 209 With: James S. Weaver III <i>This session will cover ways to protect yourself from active aggressors in the workplace. This will cover things from office setup and layout, helpful items to have in your office, shelter in place tactics, and what to do if the attacker gains access to your office.</i>
Session 3-D	The Funding Continuum: Something for (almost) Everyone Cooper Auditorium With: Faith Knutsen (Session Manager), Bret Alphin, Mike Fleak, Carol Jackson, John Voorhies <i>The Mid-Ohio Valley is remarkably strong in funding sources for innovative enterprises of all sorts. This session will offer an overview of funding options from a variety of providers that can offer assistance at different stages of an operation, whether a new startup to a mature stage operation. Funding options can vary from traditional loans to innovative equity investments. A brief moderated panel will segue to Q&A with a broad range of providers.</i>

Session 3-E **Modern Marketing for the Socially Media Savvy** **Thomas 310**

With: Sarah Arnold

As algorithms change and audiences mature, so must your social media strategy. What worked for your business or brand last year – or even yesterday – may not work today or tomorrow. This session will address recent changes on social media platforms and equip you with ideas to adjust your strategic marketing plan.

12:00 PM-12:30 PM **Lunch/ Acknowledgments** **DBRC**

12:30 PM-1:30 PM **Keynote Address** **DBRC**

With: Robert Metz: Sr. Vice President Global Business Operations and External Affairs at Horizon Pharma

Title: Anything is Possible, From Panera Bread to a \$6 Billion Market Cap

Introduction: Dr. Bill Ruud, President of Marietta College

1:30 PM-3:00 PM **Resource Fair and Networking** **DBRC**

3:00 PM-3:15 PM **Presentation of Clutch MOV Entrepreneur of the Year Award** **DBRC**

3:20 PM- 4:20 PM **PioPitch** **DBRC**

With Drew Tanner, Marketing Director, Peoples Bank Theatre

Geoff Schenkel and Jackson Patterson, Main Street West

4:20 PM-4:30 PM **Closing** **DBRC**

Master of Ceremony - Hilles Hughes



Hilles is the Director of the 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 ten years ago and enjoy the thrill and adventure of a family business in the heart of the MOV!

KEYNOTE SPEAKER



ROBERT W. METZ

*Senior Vice President, Business Operations and External Affairs
Horizon Pharma*

Robert Metz joined Horizon Pharma in 2009 as the vice president global business operations and general manager Europe. He is responsible for the administration of global business operations and corporate external affairs. Mr. Metz has over 28 years of commercial, external affairs, finance, project management, HR and IT administration, business development and operations experience in both small and large pharmaceutical and biotechnology organizations. Prior to joining Horizon Pharma, Mr. Metz's most recent position was vice president, commercial operations for IDM Pharma who manufactured MEPACT® for pediatric osteosarcoma, an ultra-orphan pediatric cancer. Mr. Metz played a key role in the turnaround and eventual sale of IDM Pharma to Takeda Pharmaceuticals in June 2009. He led commercial efforts, including development of key opinion leader and institution center outreach, patient advocacy relations and pricing and reimbursement programming throughout pan-European markets. Prior to joining IDM Pharma, Mr. Metz led commercial operations for NeoPharm, a publically traded rare disease oncology biotechnology company with a phase 3 compound for glioblastoma multiforme. For nearly 13 years, Mr. Metz worked in areas of increasing responsibility at Searle, Pharmacia and Pfizer focusing on product introductions on several products, including Celebrex®, Arthrotec®, Daypro® and Detrol LA®. In his commercial management roles, Mr. Metz directed multifunctional, operational and performance aspects of sales organizations spanning over 650 sales and support employees with overall sales totaling over \$2 billion. Mr. Metz has a bachelor's degree in management/economics from Marietta College.

WORKSHOP PRESENTERS



BRET ALLPHIN

Development Director, Buckeye Hills Regional Council

Bret Allphin has 17 years of experience with the Buckeye Hills Regional Council in Marietta, 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 and disability services. Mr. Allphin is a 2001 cum laude graduate of Marietta College where he majored in Political Science and minored in Leadership Studies.



SARAH ARNOLD

*Founder, Clutch MOV
Marketing Director, Washington County Public Library*

After graduating from Miami University of Ohio in 2011 with a BA in Architecture, Sarah Arnold moved back to the Mid-Ohio Valley and serves as Marketing Director for the Washington County Public Library. Inspired by the creative movements happening across the Valley, Sarah founded and runs the first local, online magazine for the Mid-Ohio Valley, Clutch MOV, a publication that aims to celebrate the culture, community and creativity of this region by uplifting local people, place, and events. Recently, Sarah graduated from Marshall University in with a Graduate Degree in Technology Management. Sarah is currently serving as Board President for Marietta Main Street, a local non-profit dedicated to the revitalization of Downtown Marietta, and as a member of the Marietta Kiwanis Club.



JENNY HOLLAND BRUCE

Makerspace Coordinator, Building Bridges to Careers Epicenter

Jenny grew up in Eastern Washington County in a family of makers. As a small family farm everything from sewing, woodworking, welding, painting, canning and more was often a part of daily life. After attending Washington Technical College she moved to Columbus, Ohio where she had a twenty-one year career with Ohio Health working both at Riverside Methodist Hospital and Grant Medical Center. In 2007 Jenny returned to the Ohio Valley to take a position with Marietta Hospice where she worked for eight years. Throughout her life she has been a maker, from owning and operating a stenciling company to being a regular presenter at craft shows. She has now joined the Building Bridges to Careers team in January of this year to pull together the Epicenter Makerspace.



JENNA BURNS, CPA

Tax Accountant, Perry & Associates, Certified Public Accountants, A.C.

At Perry and Associates, Jenna is responsible for preparing individual, business, and non-profit tax returns as well as providing any other accounting support for clients. She works daily with QuickBooks and teaches QuickBooks in the local community throughout the year. She graduated Summa Cum Laude with a Bachelor of Business Administration with a double major in Accounting and Management from Cumberland University in Lebanon, Tennessee. She also holds a Master of Business Administration from Cumberland University. Jenna is a member of the WV Society of CPAs.

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JOHN FAZIO, PH.D.

Assistant Professor of Management, Marietta College

Dr. Fazio's research interests include perceived organizational support, emotional intelligence, multilevel organizational theory, leadership and followership. Fazio has presented papers at the 2016 Midwest Academy of Management Annual Conference, the 2016 Southwest Academy of Management Annual Conference, and the 2016 and 2017 Annual Conferences of the North American Management Society. Dr. Fazio's scholarly work, The Role of Affective Commitment in the Relationship between Social Support and Turnover Intention, was published in the academic journal Management Decision. Professor Fazio serves the Marietta community as a member of Marietta's Nonprofits Advisory Council.

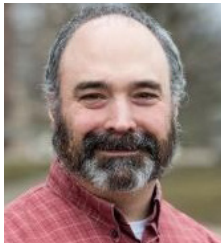


MICHAEL L. FLEAK

Vice President, Commercial and Small Business Development Manager

Mid-Ohio Valley Division, Premier Bank

Mike has spent the last 27 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 Premier Bank, Mike worked at Huntington Bank in positions of SBA Product Specialist and Community President for Wood and Ritchie Counties in West Virginia and Washington County in Ohio. He is a graduate of Parkersburg South High School and Fairmont State College with a Bachelor of Science in Banking and minor concentration in Real Estate. Mike serves on the Board of the Mid-Ohio Valley Regional Council and the Board Wood County Development Corporation. Mike is a Director for the Parkersburg Lion's Club, and a founding committee member for "Launchpad" a "Shark Tank-like" event in the Mid-Ohio Valley. He previously served on the Board of Governors for the Parkersburg Area Community Foundation and chaired their Marketing Committee for a number of years.



ALLEN GATTIS, CISSP

Network and Data Center Manager, Marietta College

Allen is an experienced information security and infrastructure specialist who has focused on state and higher education for over 15 years. Besides experience in information security, he's worked in learning, student and enterprise business systems, bioinformatics and research, and holds industry certificates in Security, Change and Project Management.



JOSE HERRERA

Co-Founder/Director of Business Development, Islamorada Beer Company

Jose holds a BA in criminal justice and a MA in criminology from Florida Atlantic University. In December 2008, the Advancement and Alumni Affairs Department at FAU hired him as an event coordinator. In October of 2010, Jose was hired by another one of his alma maters, Pope John Paul II High School, as the Director of Development and Alumni Relations. In May of 2014, Jose was recruited by a group of friends to join their startup, the Islamorada Beer Company. He became the director of sales and marketing, and was hired as the only full-time employee of the company. In the first 10 months, Jose worked on creating a successful marketing and sales plan that quickly made Islamorada Beer Company a hit in the Florida Keys. To date, the company has grown from \$0 to almost \$1,000,000 in sales. Working with non-profits is especially important to Jose. Since the age of 20, Jose has been involved with various nonprofit organizations in various capacities. He is the co-founder of "Gotta Luv Them" a nonprofit created to raise scholarship dollars for FAU. As a member of Delray Beach Miracle League Board, Jose assisted in obtaining over \$250,000 to build the Miracle League field, a special rubber baseball field for children with special needs.

CAROL JACKSON, CPA

Executive Director, Mid-Ohio Valley Regional Council

Carol holds a MBA from Colorado State University and is a Professional Community Economic Developer. 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.



FAITH KNUTSEN

Director of Social Entrepreneurship and Innovation Voinovich School of Leadership & Public Affairs, Ohio University

Faith directs the Social Enterprise Ecosystem program, bringing venture development services to social enterprises in rural southeast Ohio and contiguous states. She manages regional pitch competitions for K-12 and college entrepreneurs and lectures on entrepreneurial ecosystem development, venture development toolkits, and grantwriting. 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, with subsequent consulting throughout Africa, Eastern Europe and Latin America. She holds a bachelor's degree from Oberlin College and a master's degree from Ohio University. Faith is an active executive member of three non-profit social enterprise boards.



V. PAMELA LANKFORD

*Director, Building Bridges to Careers Epicenter
Adjunct Professor of Entrepreneurship, Marietta College*

Prior to her current position at the Epicenter, Pam 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.



KRISTIN MEEKS

*Owner, WV Social Media
Founder, Social Media Marketing Made Simple Training Academy*

Kristin's specialty is helping clients and academy members find the strategy behind their social media practices. WV Social Media serves clients from coast to coast, assessing their social media needs, facilitating marketing training and most importantly helping marketers plan and execute strategic marketing practices. Meeks holds a master's degree in integrated marketing communications from West Virginia University and a bachelor's degree in marketing from Marietta College. In 2016, Meeks and WV Social Media, was named Women Owned Business of the Year by the Mid-Ohio Valley Chamber of Commerce. In 2015, Meeks was named one of the West Virginia State Journal's Generation Next 40 under 40. In 2014, Meeks was named Entrepreneur of the Year by the Belpre Ohio Chamber of Commerce and Young Business Leader of the Year by the Mid-Ohio Valley Chamber of Commerce. Meeks stays active in her community by promoting and supporting economic development. She was the 2017 President and 2016 Vice president of the Belpre Ohio Chamber of Commerce Board of Directors. She is also passionate about nonprofits and is the newly elected President of the nonprofit, Firefly-A Spark of Hope. In her spare time Meeks enjoys yoga and distance running.



SARA ROSENSTOCK

*Associate Professor of Graphic Design, Marietta College
Co-Owner, justAjar Design Press*

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, where they push the boundaries of traditional and modern methods of creating work. Their clients range from local clients, such as Marietta Adventure Company to multi-national companies like Jack Daniel's. She 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. Rosenstock 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 resulted in two published projects: "Talk Football" a mobile App that helps people have conversations about football, without being overloaded with too much information, as well as "Soil Mates: Companion Planting for Your Vegetable Garden," a stimulating dating manual for your garden, published by Quirk Books.



BRANDY SALES

Speaker and Video Production Coach

Brandy posted his first video to a website in 1999. In 2013 he created a video production company that was able to help raise \$75 million dollars for nonprofit organizations across the United States. His video marketing and video production system also helped entrepreneur around the world generate thousands of leads and sales. His clients often asked for more video but they could not afford professional video, so he learned how to turn his smartphone into a production studio. Brandy is now an International Award Winning Video Producer that is on a mission to teach businesses how to create engaging, lucrative and powerful videos for their brand using their smartphone!



WENDY SHRIVER

Executive Director, Downtown PKB

Prior to serving in her current position, Wendy had worked for the Memorial Health System for 18 years, most recently as the Community Relations Supervisor in the Outreach and Marketing Department. Prior to that, she served as the Director for The Rehabilitation Center at Marietta Memorial Hospital. Wendy is a graduate of the Marietta Area Chamber of Commerce's Telesis Leadership Academy and the Memorial Health System's Exploring Leadership Program. Wendy has served on several community boards, such as the Wood County Society, the Belpre Area Chamber of Commerce, the Washington County Community Health Council, and the Medication Take Back Day task force. Wendy has taught night classes for the Washington County Career Center's Adult Technical Training Program.



CRISTIE THOMAS

Communications Director, Buckeye Hills Regional Council

Prior to her position with Buckeye Hills, Thomas served as the Executive Director of Marietta Main Street focusing on community and economic development in downtown Marietta. Cristie has spoken on social media, volunteer management, civic engagement, capacity building, and conflict resolution at a wide-range of regional conferences. She is a writer for local magazine Clutch MOV and has traveled to over a dozen countries. Before joining Marietta Main Street, Cristie worked in Marietta College's Office of Civic Engagement, housed in the McDonough Leadership Center, and in the Office of Advancement. Cristie sits on a variety of local nonprofit boards and advisory groups, and has presented on social media, volunteer management, civic engagement, capacity building, and conflict resolution at a wide-range of regional conferences. She is a writer for local magazine Clutch MOV and has traveled to over a dozen countries. Originally from Long Island, NY, Cristie moved to the Mid-Ohio Valley after earning her B.A. from Bucknell University and her M.A. from SIT Graduate Institute.



JOHN VOORHIES

Counselor, SBDC

John is an entrepreneur with over 40 years of business experience in management and small business ownership. John has a Bachelor Degree from Ohio University in Sociology and Human Resource Development, a Master Degree in Business and Technology from Muskingum University and is a Certified Business Advisor through Kent State University. John has worked with the Small Business Development Center for nearly 16 years as a contract counselor. He has been an Adjunct Business professor for Zane State College, instructing the full business catalog of classes. Now he is a full-time counselor for the SBDC covering four counties in Southeast Ohio. John is an accomplished public speaker, voice artist for radio commercials and musical performance. John's passion is Small Business and specializes in marketing and advertising and loves helping would-be business owners get their start.



JAMES S. WEAVER III
Chief of Police, Marietta College

Jim just celebrated his 10th year at Marietta College where he currently serves as the Chief of Police. He has obtained his AA & BA degrees in Criminal Justice and is currently pursuing his MBA in the same field with a concentration in Public Administration. Some of his accomplishments over that period include becoming an A.L.I.C.E Instructor (Alert, Lockdown, Inform, Counter, Evacuate), Taser Instructor, Firearms Instructor, and Certified Master Criminal Investigator for the state of Ohio. He has taught this subject matter for a little over 8 years at Marietta College and has assisted in several training sessions for schools in Washington County.



JOSHUA WINE
Tax Accountant, Perry & Associates, Certified Public Accountants, A.C.

At Perry & Associates, Joshua is responsible for preparing various tax and accounting reports for individuals, businesses, and non-profit agencies. He works with several different accounting software packages including QuickBooks. He obtained a Bachelor of Science degree in Accounting and Business Administration (with a concentration in Finance) from Fairmont State University. He enjoys all types of sports.



WE STARTED GOING LOCAL BEFORE IT WAS TRENDY. MORE THAN 150 YEARS AGO.

At Huntington, we believe in giving back to those who move our community forward. That's why we're proud to support the Mid-Ohio Valley Entrepreneurship Expo and its efforts to make a difference right here in our neighborhood.



PIOPITCH PRESENTERS

JACKSON PATTERSON & GEOFFREY SCHENKEL



As active members of Main Street West, a branch of Marietta Main Street focused on the Harmar community, Geoff Schenkel and Jackson Patterson have spent the last several months actively seeking input from stakeholders about ways in which to revitalize and redevelop their community. At PioPitch, they will seek feedback about ways in which to maximize participation and input from a public troubled by a number of factors, yet not always able to meet in real time.

Jackson Patterson: Frustration. Hostility. These two keywords best describe Jackson Patterson's life as he watched his community's communication skills and human interactions descend into a community divided against itself. At one time, Jackson himself fell under the influence of his divided community, buying into the negative messages of mistrust and hostility. He has since learned to harness the frustration and hostility and now puts that energy instead towards making his community better for today's youth. Jackson has most recently worked closely with neighborhood residents, law enforcement, and elected officials to initiate the MOV Rebound For Kids program which focuses on mentoring young people and encouraging them to make better decisions.

Geoff Schenkel: Geoff Schenkel represents the Fourth Ward of Marietta on Marietta City Council and is passionate about seeing the area he represents thrive once again. He is an artist, muralist, and co-founder of Resolve Studios. A Marietta native and Marietta College alumnus, Geoff is passionate about his love for the inclusion of others in the creation of art, which has led him to work with a variety of people from all backgrounds and has helped him learn the importance of listening as a part of solving problems.



DREW TANNER

Marketing Director at Peoples Bank Theatre

Prior to his work at the theatre, Drew worked in a variety of roles in community-based nonprofit and media organizations, including The Pocahontas Times, Allegheny Mountain Radio, The Pocahontas County Opera House, West Virginia Press Association, and the West Virginia Nonprofit Association. He has worked as a freelance photographer, writer, web developer and marketing consultant. He is currently on the Board of Marietta Main Street, where he has been active with the organization's Public Art Committee.

At PioPitch, Drew will represent the entrepreneurial spirit of Peoples Bank Theatre as he seeks input on the types of experiences and activities currently missing in downtown Marietta that could prove complementary to a night out at the theatre. While his question relates to the entire downtown area, Drew is particularly interested in ideas for "The Stage Door," a new venue offered by the theatre on Putnam Street.

ENTREPRENEUR OF THE YEAR FINALISTS



Clutch MOV is proud to sponsor this year's Mid-Ohio Valley Entrepreneur of the Year!

Clutch MOV is a free, online publication that tells the stories of the Mid-Ohio Valley. We strive to positively impact the economic, social, and cultural future of the Mid-Ohio Valley through inspirational, local storytelling. By championing the Mid-Ohio Valley, we hope to build a community that believes in itself as much as we do.

Clutch MOV envisions a community where citizens can take risks on the promise that a success would uplift the residents of our valley. Artists, creators, makers, and small business owners strive to build something anew, something worth putting their stamp on - to promote and share with each other - and entrepreneurs are on the edge, finding ways to build in a way that hasn't been done before. Clutch MOV is dedicated to celebrating entrepreneurs because they push our community forward. Please join us in celebrating our top five finalists!

LYNDSAY BIEHL *Wildroot Flower Co*

After graduating from The Ohio State University with a degree in Landscape Horticulture, Lindsay spent the next 13 years working in all facets of the industry, searching for her niche. She realized that the aspect of horticulture that she loved the most was gardening and growing. In 2016, she put her passion before her fears by planting her first seeds and starting a flower farm. She started the farm on a small 27 acre property outside of Marietta, Ohio, and tilled her first rows in Spring of 2017. Lyndsay grows specialty cut flowers using sustainable growing techniques, offers a seasonal CSA, hosts unique workshops, and offers custom design services.



program, and continues to teach five classes a week while managing all operations and over-seeing the nonprofit associated with the studio, Project Yoga. Cheryl has created a successful business and survived in the fast moving world of health and wellness. By constantly adapting and creating new classes and programs, she has brought yoga to a multitude of practitioners.

ANDREA DUKE *In A Jam!*

Andrea Duke started In A Jam! first as a hobby, setting up at the Downtown Parkersburg Farmers Market beside the Blennerhassett Hotel. Now, she makes more than 20 flavors a year and her products are available in more than 50 locations throughout West Virginia, Ohio, and Virginia, including the Tamarack. Andrea's 80 year old grandmother, Clara, picks and prepares most of the fruit, all from Ohio and West Virginia, while Andrea manages all other aspects of the business. This partnership between Andrea and Clara is the heart of what has become a very special business. While many of her jams and jellies have traditional flavors, she has developed creative varieties including Wild Ramp Jelly, Salted Watermelon, Pawpaw Butter, and Heirloom Tomato Jam. Andrea collaborates with other local and regional makers whenever possible, and frequently gives her time and talents to local nonprofits and her community.



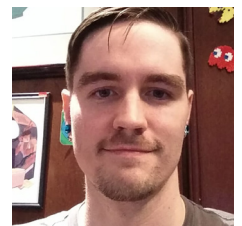
ANDREW LISK *Lisk Lawn Care*

Andrew Lisk started out as a typical teenager in middle school with a mindset of success and determination with just one lawn to take care of. Now, Lisk Lawn Care has grown to be a well established business in the Mid-Ohio Valley. Having graduated from Marietta High School, Andrew is known for his quality work and positive attitude. Andrew established Lisk Lawn Care in 2013 while still in high school, adding snow removal services during the winter of 2015. In 2017, Andrew launched land management services, with the addition of a state-of-the-art articulating Ventrac tractor. Andrew believes in supporting small business and is always ready to offer a helping hand whenever he can. During last February's flood threat, Andrew was Downtown every day helping business owners move inventory to higher ground.



ANTHONY WORKMAN *Classic Plastics*

Anthony Workman started Classic Plastics in 2013 inside of Rinks Flea Market, before opening his own shop on Market Street in Downtown Parkersburg and eventually moving into the Grand Central Mall. Anthony is constantly thinking up new ideas of ways to bring people to his business, advertise, or grow the general collector community in the Mid-Ohio Valley. He hosts the largest convention in the MOV every year at the Parkersburg Art Center, and hosts free Arcade Days every month. Anthony cares deeply about his community and is always supporting fellow small businesses and community efforts. Whether he is at the store or taking time off, Anthony always has his business on his mind and is constantly finding new ways to innovate and better serve his customers.



CHERYL McHUGH *Full Circle Yoga*

Cheryl McHugh launched Full Circle Yoga in 2014 and continues to imagine new ideas and creative ways to bring yoga to the Mid-Ohio Valley. The success of Yoga at the Point has not only drawn more people to the studio, but activated an underutilized space in downtown Parkersburg and introduced new people to the practice. This influx encouraged Cheryl to obtain and renovate a third studio space this spring. She is in her third year of hosting a 200 hour certified yoga teacher training





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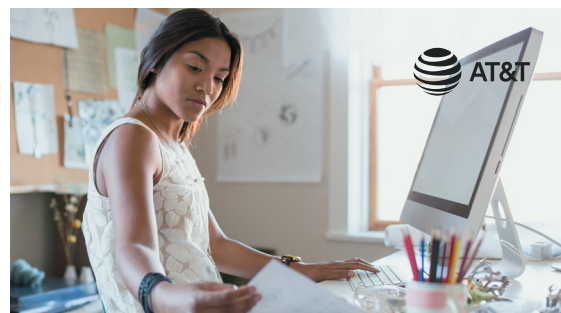
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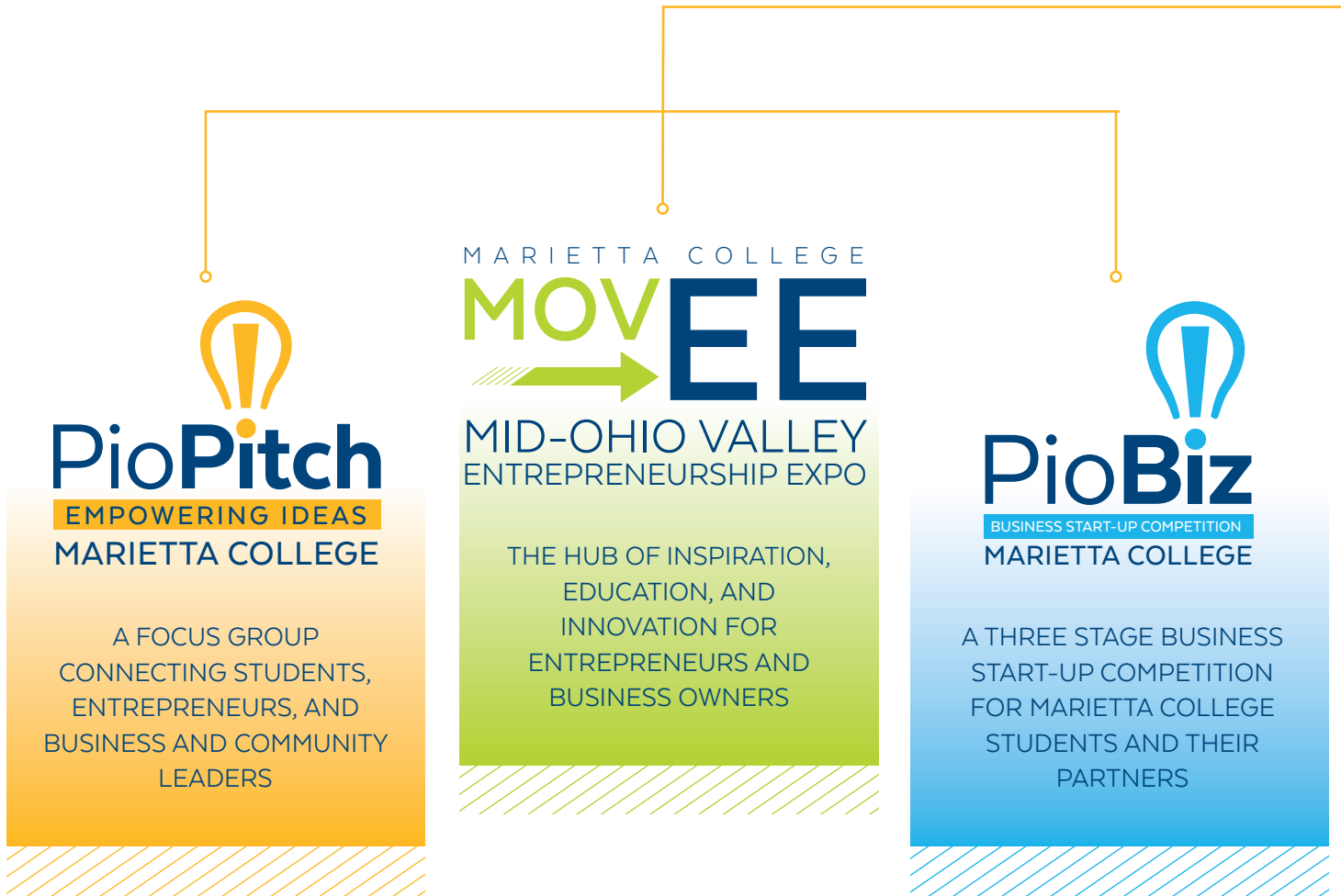
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