



THURSDAY, SEPTEMBER 26, 2019 • 9 A.M. TO 5:30 P.M. • MARIETTA COLLEGE

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ENTREPRENEURSHIP EXPO



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Welcome to the 4th Annual Mid-Ohio Valley Entrepreneurship Expo (MOVEE).

It's no secret that having access to the right kind of information at the right time is the key to the success for all entrepreneurs, new or old. While our area is rich in the variety of resources that entrepreneurs may use to start or grow their business, it is not always easy to know who to go to for what. MOVEE seeks to solve this problem by making it possible for entrepreneurs and resource providers to gather under the same roof in order to exchange information, inspire each other, and expand their network.

This year's MOVEE consists of twenty-two concurrent workshops, twelve 40-minute workshops in the morning and ten 70-minute workshops in the afternoon. All of the concurrent workshops meet in Thomas Hall. Please read the description of each workshop carefully and choose the workshop of your interest to attend.

The luncheon keynote address will be delivered in the DBRC. The speaker, Dale King, is an entrepreneur, a military veteran, a coach, and a proud son of Portsmouth, Ohio. He is a Shark Tank winner and a TEDx speaker. Just before the start of afternoon workshops, we will announce the winner of the MOV Entrepreneur of the year award. We will end the day with the Resource Fair and Networking Reception in a "Business-After-Hours" format.

As always your feedback during and after the conference is very valuable to us. On Twitter, tweet your comments and photos to @ENTR_MC. Our Facebook page can be found at <https://www.facebook.com/moventrepreneurship/>. Please use #2019MOVEE in all of your social media comments. Also, upon the conclusion of the conference, 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 presenters and sponsors, without whom this conference would not have been possible.

Enjoy your day.

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

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

9:00 AM-9:40 AM	Registration, Refreshments	Thomas Hall
9:40 AM-10:00 AM	Opening: Introduction and Acknowledgments With: Chris Pfeiffer	Cooper Auditorium
10:10 AM-10:50 AM	Concurrent Sessions 1	Thomas Hall
Session 1A	Joy, Passion & Profit: Empowering Entrepreneurs to Build Companies That Change the World With: Michael Taylor <i>Entrepreneur, author, and motivational speaker, Coach Michael Taylor makes the case there has never been a better time to be an entrepreneur. In this presentation you will learn:</i> <ul style="list-style-type: none"> · How the 3 primary barriers to starting a business have been eliminated. · The top 5 reasons an entrepreneur should start their business today. · How compassionate capitalism can help eradicate a large percentage of social ills that currently plague our world. <i>If you've ever considered becoming an entrepreneur or you already are one, don't miss this empowering motivational presentation that will share how to make a difference while making a profit.</i>	Cooper Auditorium
Session 1B	You Have an Idea for a Venture to Serve People: Should You Pursue it as a For Profit or Not-for-Profit? With: Ben Ebenhack <i>What are the pros and cons of choosing to pursue an idea that serves people either on a profit-making basis or non-profit basis? If you haven't done it before, you're likely to have some misconceptions about the difference. This session will review the rules for a non-profit (in most cases, a '501(c)(3)' public charity) venture. In 1987, Ebenhack founded a project to assist people in developing countries to identify and produce their own energy sources for their own needs. This will be used as a case study of the decision.</i>	Thomas 215
Session 1C	Intellectual Property: What is it, and How to Protect It? With: Monika Jaensson <i>This workshop will help to gain an understanding of the different types of intellectual property – patents, trademarks, copyrights and trade secrets, and how to protect innovation, brands, and creative expressions. We will also discuss third party intellectual property, and how to avoid infringement and misappropriation thereof.</i>	Thomas 223

Session: 1D	Financial Balancing Acts: Managing Your Personal and Business Finances With: Shelene Shrewsbury <i>This session will provide you with valuable tips to managing your personal finances separate from your business's finances. Managing these two entities separately matters to the legal protection and brand reputation of your business as well as ensures proper budget management of both your business and your personal household. Additionally, you will learn the most critical components of success for small businesses in regards to managing cash flow. Discover how to structure your business for positive cash flow so that you can grow and increase its profitability. Finally we will touch on personal versus business credit. Most businesses are unable to complete critical transactions without credit and most often lenders will use the business's credit history when making a credit worthiness decision. If personal credit must be used, we will help you understand the risks involved and have a plan to build your business's credit history to meet its needs.</i>	Thomas 327
Session 1E	Employee Performance Appraisals: From Accountability to Learning and Development With: Dr. John Fazio <i>This presentation will compare employee performance evaluation techniques proven inadequate and effective toward execution of organizational goals. A secondary theme will be the evolution of employee evaluation techniques into contemporary performance development trends.</i>	Thomas 113
Session 1F	Brand Mechanics: Crafting Your Company's Brand With: Eric Rickabaugh <i>Eric Rickabaugh, owner and Creative Director at Rickabaugh Graphics, has been building national corporate and sports brands for over thirty years. His presentation will take you through the best practices for creating a new company brand image. The presentation will include techniques for selecting a design firm, reviewing portfolios, getting pricing estimates, understanding "design speak", avoiding plagiarism, crafting your brand message, and more. The presentation will include case studies of successful corporate brand projects.</i>	Thomas 209
11:00 AM-11:40 AM	Concurrent Sessions 2	Thomas Hall
Session 2A	Joy, Passion & Profit: Empowering Entrepreneurs to Build Companies that Change the World With: Michael Taylor <i>See Session 1A</i>	Cooper Auditorium

Session 2B**You Can't Be All Things to All People . . .
How to Create Value for Your Target Customer****Thomas 209**

With: Julie Harding

Successful organizations recognize that sustainable growth depends on their ability to create value for customers in a way that keeps them coming back for a lifetime of patronage. Yet, too many organizations attempt to be “all things to all people,” and skip the step of identifying a target audience and learning to create value for these customers. In this session, you will be introduced to the concept of Customer Lifetime Value and learn to identify an appropriate target audience and position your brand for optimal growth.

Session 2C**Accidental Entrepreneur****Thomas 113**

With Julie Jeffries

Sometimes your greatest idea is not something that you train your whole life to do, nor is it something that you find after an exhaustive search for the perfect business plan. Sometimes, you stumble into an opportunity, never even having considered it to be something you could develop into your life's work. Like the 80's rock band, Survivor, Julie Jeffries realized “the search is over, you were with me all the while” when her own health crisis and passion for helping others turned into her life's work. Learn what it is like to be an accidental entrepreneur from a seasoned businesswoman on an incredible journey—from a brain tumor and blindness to a cancer survivor and Founder of Not Your Momma's Vegetables—you will see that your inspiration might be hiding right in front of your own eyes.

Session 2D**The Entrepreneurial Equation****Thomas 202**

With: Kim Luft

Learn how to put banking, retirement and insurance tools to work to keep more of what you earn and protect your business. Topics discussed: Retirement plans, Deferred Compensation, Buy-Sell agreements, Life Insurance Retirement Plans (LIRP's), Disability Insurance, and Succession Planning.

Session 2E**Effects of Student Loans on
Entrepreneurial Activities After Graduation****Thomas 320**

With: Daniel Germain

Student debt has grown rapidly in the past thirty years but at what cost? We will look at the effects of student debt on entrepreneurial activities after graduation along with some of the opportunity costs of attending college. Possible solutions and their effects will also be explored.

Session 2F	A Capacity for Diversity & Inclusion With: Cassandra Cooper <i>This sessions exams the importance of building capacity for diversity within an organization. Diversity and Inclusion efforts within many organizations today is constructed around the premise that if we simply say we're diverse and inclusive, then that's enough. Real diversity efforts take focus and strategy around building the right infrastructure for success. The benefits that come from taking the steps to do this, are many. We will discuss how to build and sustain a culture that is supportive of the capacity for diversity and inclusion within your organization.</i>	Thomas 110
11:45 PM-12:30 PM	Lunch: Acknowledgments With Chris Pfeiffer	DBRC
12:30PM -1:20 PM	Keynote Address Introduction: Chris Pfeiffer Speaker: Dale King Title: Fighting Small Town Insurgencies	DBRC
1:20 PM-1:30 PM	Presentation of the MOV Entrepreneur of the Year Award With: Sarah Arnold	DBRC
1:40 PM -2:50 PM	Concurrent Sessions 3	Thomas Hall
Session 3A	Setting Yourself Apart: How to Stand Out in a Crowd With: Sarah Arnold & Cristie Thomas <i>In a sea of brick and mortar small businesses and e-commerce driven start-ups, it can be overwhelming for an entrepreneur to identify strategies that separate your business from the pack. The attention span of a consumer seems to be decreasing day after day, and between marketing, design, and brand development, it's hard for today's small business owner to keep up. There is hope, though, and this workshop will equip participants with key strategies, best practices, and core questions to ensure your small business is engaging your target customer, honing your competitive advantage, and reaping the benefits for your bottom line.</i>	Cooper Auditorium

Session 3B

Leverage Your Passion by Finding Your “Why?”

Thomas 209

With: Jeremy Turner

In the words of Mark Twain, the two most important days in your life are the day you were born and the day you find out why. Those who are driven by a burning fire in their belly are able to withstand the peaks and valleys that are inherent to entrepreneurship and persevere through trials and failures because they have found their north star. But how can you discover your real purpose in life so that you might focus your skills towards making a lasting impact? Tap into the wisdom of contemporary thought leaders like Simon Sinek and learn the secret formula for crafting your own purpose-driven story by discovering your “why”.

Session 3C

I Started a Business to Support My Bad Habit: A Guide to Small Business Start-ups

Thomas 302

With: John Voorhies

This session is designed for retired, displaced or underemployed individuals who have a passion or skill set and would like to take those passions and turn them into profits by starting their own business. The following topics will be discussed:

- *First steps including meeting a need, business types, and paper work involved*
- *Funding and Sources of funding*
- *Understanding payroll, employees and paying yourself*
- *General management*

Session 3D

Learning from Failures

Thomas 113

With: John Glazer

There are many stories of entrepreneurial success, and these can be inspiring shiny examples of what’s possible when a strong value proposition, business model, and execution team mixes with good timing and a little luck. Stories of entrepreneurial failures, on the other hand, are rarely explored. However, these are often the most lesson-rich and insightful in shedding light on real-world entrepreneurship and “what it takes” to succeed. We have interesting, enlightening, delightful, and scary stories to share. “Ah-Ha” and “Oh-Duh” experiences abound. Join us in exploring real-life failures as we share our hard-won lessons learned and reflect upon ways that failure is an integral part of entrepreneurship.

Session 3E

Uncertainty Enlightenment: How You can Benefit by Adding Monte Carlo Simulation to Excel-Based Forecasts

Thomas 223

With: Susan Peterson

Do you use Microsoft Excel? It is undeniably a commonly-utilized tool for planning, budgeting, and forecasting. If you do (or will) use Excel in your entrepreneurial endeavor, you should consider the insights to be gained by also utilizing Monte Carlo simulation. You “know” there are risks and uncertainties, but how can you methodically incorporate them into your quantitative projections, use them to help guide your business strategy and decision-making, and communicate them to your stakeholders? This session will introduce you to Monte Carlo simulation, and illustrate how uncertainty enlightenment can be a valuable assistant for incorporating, communicating, and managing your risks.

3:00 PM -4:10 PM

Concurrent Sessions 4

Thomas Hall

Session 4A

Market Smarter, Not Harder

Cooper Auditorium

With: Sarah Arnold & Cristie Thomas

Did you know that it costs five times as much to attract a new customer than to keep an existing one? Investing in customer loyalty is one of the smartest investments you can make as a business or organization. This workshop will go through Audience Development and Engagement Strategies for sustained customer growth and increased loyalty. Participants will create their own Audience Development & Engagement plan and leave with actionable steps they can take to improve their customer's journey.

Session 4B

Becoming Human-Focused & Empathy-Driven to Solve Wicked Problems

Thomas 209

With: Jeremy Turner and Olen York

The world of entrepreneurship is littered with the remains of failed products and services that never gained traction with their intended customers. These failures include missteps from companies like, Google, Coca-Cola, McDonald's and other industry giants. So, what went so terribly wrong? The answer is that in each instance, massive assumptions were made that were never validated. No one took the time or made an effort to really deeply connect with the intended customer to find out what problems they had and whether or not the proposed "solution" was something they would even want. By applying the Design Thinking methodology used by innovation leaders like Intuit and IDEO, it is possible to see the world through the eyes of others to create human-focused solutions to the world's most wicked problems.

Session 4C

The Knows of Entrepreneurship

Thomas 223

With: Tiesha Monroe

Choosing to be an entrepreneur can be a difficult decision for many. If you have fears of starting a business or you have a business but have lost sight of your goals, then this interactive session is for you. While attending this session, you will be given inspiring and practical resources on finding your purpose, understanding your skills, and knowing what to do when the "honeymoon phase" of owning a business is over. Prepare for an engaging session of interactive learning, self-discoveries, and overall fun!

Session 4D

Hide-and-Go-Seek: The Art of Finding the Right Employees

Thomas 202

With Kelly Campbell

In this session you will learn how to design a position, write an engaging and informative job description, use your network to find prospects, conduct a positive and productive interview, make offers, and negotiate terms. You'll focus on making the search as seamless and stress-free as possible for you and your prospects. The skills you leave with will lead to finding the right employees, getting them off on the right foot, and keeping them long-term! The session will include interactive exercises designed to refine your skills as an interviewer.

Session 4E

“Canvas” Your Innovative Concept!

Thomas 113

With: Faith Knutsen

Participants will hear a brief overview of a well-known one-page venture planning tool (based on Business Model Canvas and modified for use with any new start or new program). Three to four-member small groups will use the tool in a simulated start-up session to create 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.

4:15 -5:30

Resource Fair & Networking Reception

DBRC

Master of Ceremony - Chris Pfeiffer



Chris is Chief Operating Officer at Danser, Inc., a custom metal fabrication company located in Parkersburg, WV. He is known for his energetic approach to leadership as he drives results through continuous improvement and employee development. Chris is also founder and owner of The Bread Garage, a micro-bakery committed to the artistry and flavor of handcrafted bread, and Sourdough, LLC, a consulting and marketing company for the manufacturing industry. Chris' mission is to encourage and equip others in their pursuit of opportunity. He is a strong community advocate and has a passion for creating employment opportunities in Appalachia. Chris is a 1995 graduate of Walsh University with a Bachelor of Arts in English Language and Literature. He enjoys baking bread and spending time with his wife and two children. Chris is currently the Chair of the Entrepreneurship Advisory Board at Marietta College.

KEYNOTE SPEAKER



DALE KING

Dale is a family man, an entrepreneur, a veteran, a coach, and a proud son of Portsmouth, Ohio. Born and raised in Portsmouth, he moved away to attend college at Capital University and later serve in the US Army. Dale served as an Intelligence Officer supporting 10th Special Forces Group with multiple deployments to Iraq. Upon leaving the military, he returned home to open PSKC CrossFit in 2010 in order to build a stronger community that had been ravaged by a depressed economy and opioid addiction. Dale would later go onto co-founding Team Some Assembly Required with his longtime friend Derick Carver. Team SAR uses and displays the relentless spirit of the American adaptive athlete to promote and instill, in ALL Americans, a fundamental belief that athletics, camaraderie, and competition organically grow a sense of confidence, independence, and purpose. From there Dale along with Renee Wallace would later open Doc Spartan, an all-natural grooming and skincare company in 2015. Doc Spartan made its way to national TV by appearing in Season 8 of ABC's Shark Tank eventually landing a deal with Robert Herjavec. A year after airing, Herjavec named Doc Spartan one of his best deals in the history of the show. In 2019, Dale and the staff at PSKC partnered with The Counseling Center to pioneer an experimental program that incorporates fitness as a force multiplier to addiction treatment. This program has given clients the confidence and capability necessary for recovery and sobriety. Dale has a passion for helping others through fitness and business development. He believes through the persistent conquering of challenges a more successful and strong person is built.

WORKSHOP PRESENTERS



SARAH ARNOLD

Sarah is the Marketing & Community Relations Manager for the Washington County Public Library System and the Owner and Founder of Clutch MOV. With a background in Marketing & Communications, Strategic Planning, and Design, Sarah has worked with for-profit and non-profit organizations across the Mid-Ohio Valley on improving brand presence and impact. Sarah has presented on strategic marketing, social media engagement, brand awareness, and impactful storytelling. Since launching in 2014, Sarah grew Clutch to engage more than 25,000 people per month across all platforms including Facebook, Instagram, Twitter, and MailChimp, across Ohio and West Virginia.



KELLY CAMPBELL

Kelly is Assistant Director of the Marietta College Career Center. She has spent her career helping people prepare for theirs! As an economic development professional, Kelly worked with governments, colleges, NASA, and the Air Force to transfer technologies to private businesses and to develop their hiring networks in order to increase employment opportunities nationwide. Kelly has advised and guided both job seekers and employers for over 25 years. With the US Department of Labor, Kelly designed and ran the National Employer Partnership program for the Job Corps program. The goal of the partnership was to create a seamless network between the program participants and the world of work and to help the employer partners find and develop quality employees. Kelly now works to help develop the employer network for Marietta College students and alumni. She also prepares Marietta College students and alumni to manage their careers for life.



CASSANDRA A. COOPER

Cassandra is a dynamic presenter, facilitator and leader with over 25 years of professional experience in the Airline, Banking, and Healthcare industries. Her experience in these industries encompass Sales & Service Management, Organizational Development, Operations, and Learning and Development. Cassandra is a graduate of Duquesne University, where she completed both her undergraduate and graduate studies, and has been an adjunct member of faculty there since 2007. She teaches a variety of Business and Leadership courses.

Cassandra is currently the Manager of Diversity Learning at UPMC, the state of Pennsylvania's largest non-government employer. In her role she developed the Diversity & Inclusion curriculum and manages the team that delivers this learning for the organization. As a diversity practitioner, she recognizes the importance of ensuring a culture that understands the importance of diversity and what it truly means to be inclusive of others. She is active in her community where she holds leadership roles at her church, and as a member of various organizations and boards. One of the most important things to Cassandra is helping others live and engage in their life journey, not just exist in it. This means being actively engaged in the decisions and choice we make. Her energy and passion for both learning and teaching contribute to her success in the classroom, and in the business world.



BEN W. EBENHACK

Ebenhack is Benedum Professor and Chair of Petroleum Engineering and Geology at Marietta College. He designed and teaches courses in Energy Systems Engineering. In 2009/10 he served as a Distinguished Lecturer for the Society of Petroleum Engineers, speaking around the world about "Preserving and Extending the Energy Advantage." The AIME and SPE awarded him the 2011 McConnell Award for service to humanity. He was the founder and past Chairman of the Board of AHEAD Energy Corporation, a public charity that sought to assist Developing Countries in their energy transitions. He formerly held several positions with a multi-national petroleum company and became the international division head of Formation Evaluation before leaving the company. He holds BS and MS degrees in Petroleum Engineering from Marietta College and the University of Wyoming, respectively. He has written the Energy Policy section of the UN's Guide to Sustainability and with co-author Daniel Martinez has released two books: Valuing Energy and The Path to More Sustainable Energy Systems through Momentum Press. Their next book on Energy Efficiency was released from Elsevier in early 2019.



DR. JOHN FAZIO

Dr. Fazio is an Associate Professor of Management at Marietta College. His 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.



DANIEL GERMAIN

Danny Germain is the Director of the Community Business Center at West Virginia University. As a business owner he has started a restaurant franchise, a construction/real estate company, an energy services firm and has consulted for multiple Fortune 500 clients. Danny graduated from Robert Morris University with an MBA and Charter Oak State College with a BS in Business Administration. In his spare time he enjoys his three kids, woodworking, restoring cars, and triathlons.



JOHN GLAZER

John Glazer has been with Ohio University's Voinovich School since 2008. In his current capacity as Senior Executive in Residence for Strategic Development, John collaborates with senior program leaders and research faculty across the university and with external community partners supporting program initiatives in economic development, social enterprise, impact investment, regional development, and a variety of academic research, applied programs, and community engagements. He serves as Technical Director in the School's Social Enterprise Ecosystem program assisting social entrepreneurs and impact investors. As TechGROWTH Director from 2008 to 2019, he oversaw the Ohio Third Frontier program engaged in entrepreneurial coaching, early-stage investing, technology commercialization, and venture development services for startups in SE Ohio. Formerly, after a career as a university instructor, John was the long-standing CEO of Little Professor Book Centers, Inc., the largest organization of independent bookstores in the U.S. He was also the founder and CEO of four other startup companies. John has organized a number of technology-based economic development projects in the U.S. and internationally. He serves as President of New Work Enterprises and as a Director for Lift Africa Technologies, based in South Africa, as well as holding board positions with several for-profit companies and nonprofit organizations. John holds an MA degree in Philosophy from the University of Michigan. He has taught at several universities including courses in Honors, Philosophy, English, and Anthropology Departments.



JULIE HARDING

As an Associate Professor of Marketing at Marietta College, Julie Harding is in the midst of an encore career in which she attempts to teach the next generation of business leaders the essential role of marketing in business operations. She previously worked in the corporate world, most recently serving for eight years as the Chief Operating Officer and four years as Chief Marketing Officer of Atria Senior Living, an international provider of senior living services. She also previously served as a senior executive at Res-Care, Inc. Before joining Marietta College, Julie briefly taught undergraduate public relations and graduate-level healthcare marketing courses as an adjunct instructor. Julie holds an MBA from the University of Louisville and a B.S.J. (specialization in Public Relations) from West Virginia University.



MONIKA JAENSSON

Monika is a partner with the national law firm, Dinsmore & Shohl. For more than 20 years, Monika has represented businesses and individuals in intellectual property matters before the U.S. Patent and Trademark Office and U.S. Copyright Office. While she is experienced in trademark and copyright law, she particularly enjoys helping innovators strategically value and globally protect their proprietary developments. In her prosecution practice, she has obtained significant patents for clients, including patents relating to algal biotechnology, water purification, mining and natural gas equipment, military applications, and polyethylene pipe welding industry. She has also represented clients in obtaining over 200 federal and foreign trademark registrations, including critical registrations for MedExpress Urgent Care, Alpha Natural Resources, Aplicare (now owned by Clorox), Renewable Algal Energy, and Fast Fusion. On the creative side, she has assisted photographers, authors, software developers, and other individuals and businesses in obtaining copyright protection and registrations for their original works. Monika couples her technical knowledge with significant experience strategizing with clients on effective business organization and transaction structure, including licensing arrangements, acquisitions, and other business transactions. She has closed profitable business acquisitions, including several cookie companies, coal operations, and Internet start-ups, and other transactions, including licensing of technology, venture capital investments, and government contracts. Her varied experience makes her best suited for business transactions with significant intellectual property value.



JULIE JEFFRIES

Julie Jeffries is the Founder of Not Your Momma's Vegetables. Julie started Not Your Momma's Vegetables after she successfully overcame what doctors told her was impossible to reverse – blindness that resulted from an inoperable tumor on her optic nerve – all with diet and lifestyle changes. Through a whole food, plant-based diet, free from highly processed foods and added sugars, Julie's vision began to return in less than a month. After a year without any treatment other than her new diet, she had 20/20 vision for the first time in her life! This was all achieved while she battled breast cancer, as well. Julie founded Not Your Momma's Vegetables to spread the word of the benefits of a whole food, plant-based diet. The organization teaches people how food choices impact the body and, more specifically, how increasing vegetable intake and eliminating processed foods and added sugars can minimize health risks and even reverse some chronic disease. Most importantly, she teaches her clients that the lifestyle is fast, fresh and fun! Julie spent 20 years working in international business and living around the world. She holds a degree in Political Science from Marietta College and an MBA from the University of Michigan. She is certified in plant-based nutrition through Cornell University, studying under some of the most respected names in the field.



FAITH KNUTSEN

Faith, Director of Social Entrepreneurship and Innovation, has served Ohio University's Voinovich School since 2008. She directs the federally-funded Social Enterprise Ecosystem project and lectures on entrepreneurship and venture development in the U.S. and abroad. She advises on the Boards of three regional social enterprises and Marietta College's Entrepreneurship program. Previously, Knutsen worked for 12 years in an executive role at Sunpower, Inc. Her early career in international development began with a tour as a Peace Corps volunteer in Central Africa and segued into international consulting. Knutsen holds a BA from Oberlin College and an MA from Ohio University.



KIM LUFT

Kim is a Financial Advisor with Edward Jones in Marietta. She graduated from Ohio State University and worked as a Senior Manager at multiple Fortune 500 corporations in the area of global sourcing, production, and new brand development for 15 years before becoming a Financial Advisor with Edward Jones four years ago. In addition to working with individual investors, she works with area business owners on their financial planning and company retirement plans. She holds Series 7 and Series 66 licenses as well as an Insurance License.



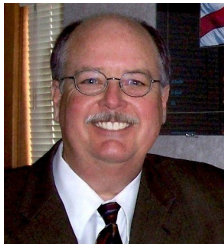
DR. SUSAN PETERSON

Susan has 35 years of experience as a consultant, project manager, senior engineer, and professor. She specialized in applying risk analysis and decision methods for economic models, full project development and optimization, and cost and schedule models. These models in turn provide the basis for selection of appropriate technology, strategizing terms and conditions, short- and long-range planning and budgeting, and risk management. As a consultant, she provides both project-specific modeling expertise and training on decision and risk analysis, economic and investment analysis, and probabilistic modeling. Susan's clients have come from many industries, including agriculture, defense, NASA, power generation and trading, television game shows, transportation, and upstream oil and gas. At Marietta College, she is Associate Professor of Petroleum Engineering. Susan has PhD and MS degrees from Texas A&M University and a BSPE degree from Marietta College, all in petroleum engineering. She has the distinction of being the first female to earn a Ph.D. in Petroleum Engineering at TAMU. Susan co-authored the Petroleum Engineer's Handbook chapter on Decision and Risk Analysis with Dr. James Murtha, and has co-authored several technical papers on applied probabilistic analysis.



TIESHA MONROE

Tiesha is the owner of Pioneer Recruitment Solutions in Pittsburgh, PA. After completing her degree at Marietta College in 2014, she entered the world of work as a Human Resources Leader. Her main responsibility consisted of interviewing candidates for open positions and managing the engagement of current employees. Over the years, Tiesha noticed gaps in the hiring process for many companies—great candidates were not being hired because they lacked the proper interview skills and employers were missing out on potential top performers. Pioneer Recruitment Solutions helps employers find the perfect candidate through extensive screening, assessments, and skill-matching. We also help candidates with resumé writing and interview skills practice. The mission is to connect great companies with great candidates and change the world for the better.



ERIC RICKABAUGH

Owner and creative director at Rickabaugh Graphics with over forty years of experience in graphic design including design director for the College of the Arts Publicity Office at The Ohio State University. He has designed brands, developed identity systems and written identity manuals for numerous corporate, collegiate and professional sports clients (including over 250 collegiate branding clients). Eric has been recognized by nearly every major design publication including Graphis, Communication Arts, Print, HOW and Step-By-Step. He has been interviewed often by many of these same national design publications for his insight into new design trends and his company has been the subject of numerous feature articles. Eric has presented his work at the NACDA convention, ICLA Symposiums, The Ohio State University, the Columbus College of Art and Design, the Ohio Governor's Mansion, the Columbus (Ohio) Cultural Arts Center, Ohio House of Representatives, Art Center Dayton, Cincinnati Art Director's Club, the Mead Top Sixty Show and the Smithsonian Institute in Washington D.C. Additionally, his work has received the Individual Artists Grant from the Ohio Arts council multiple times. Eric has been on numerous national design juries, taught design classes at The Ohio State University and is a long time member of ICLA (the International Collegiate Licensing Association) and has been a mentor in the ICLA Mentorship Program.



SHELENE SHREWSBURY

Shelene Shrewsbury is a wife and mother to two amazing children. She was raised in the Mid-Ohio Valley and feels blessed to continue to share this community with her family. She has a Bachelor's Degree in Business Administration with an Accounting concentration and a minor in Marketing. She is currently working on her Master's Degree in Business Management. Shelene has been employed with Consumer Credit Counseling Service of the Mid-Ohio Valley, Inc. for the last 16 years. It brings her great joy to know she has helped thousands of clients over the years overcome and avoid financial challenges. Since mid-2018, she has been leading the organization in her new role as Executive Director. In addition to her family and work-life keeping her very busy, she stays active with her church, has a love of fitness and health, and serves on the Board of Directors with Habitat for Humanity of the Mid-Ohio Valley as the current Vice President.



MICHAEL TAYLOR

Coach Michael Taylor is an entrepreneur, author of 7 books, motivational speaker, radio and television host who has committed his life to empowering others to live extraordinary lives. He considers himself to be an irrepressible optimist with a passion for the impossible who believes there has never been a better time to be alive on this planet than right now.



CRISTIE THOMAS

Cristie Thomas is currently the Interim Executive Director for Marietta Main Street and the Outreach Manager for Clutch MOV. With a background in Organizational Management, Marketing & Communications, and Civic Engagement, Cristie strives to help local businesses and nonprofits increase their capacity to better serve their mission and their communities. Cristie has spoken at local and regional levels about social media marketing, communications, small business development, and organizational management. Previous to her current position, Cristie was the Communications Director of Buckeye Hills Regional Council and prior to that the longest running Executive Director for Marietta Main Street, where she grew online traffic from 4.8k to 39.4k in two years across platforms including Facebook, Instagram, MailChimp, and Squarespace, resulting in a 33.4% increase in revenue.



JEREMY TURNER

Jeremy a native of Huntington, WV, is the Founder and Managing Director of EPIC Mission, a coaching and consulting firm for entrepreneurs, nonprofits and small businesses. He holds a Bachelor of Arts in Psychology from Marshall University and an MBA with a focus on Entrepreneurship and Family Enterprise from Louisiana State University at Shreveport. Jeremy has served in leadership roles for industry giants and grassroots startup ventures within the for-profit and nonprofit sectors. Since moving back to Huntington after nearly 20 years in Charlotte in the Fall of 2016, Jeremy's projects have included co-founding Huntington, WV's first co-working space, CoWorks, teaching and coaching at the West Virginia Governor's School of Entrepreneurship (WVGSE), and assisting Marshall University in the launch of the West Virginia Innovation and Business Model Competition (WVIBMC). Mr. Turner is a DISC-Certified Behavioral Consultant, has earned the Entrepreneurship Center Management (ECM) Certificate from InBIA and is a Certified Coach with Ministry Ventures, an organization providing resources and coaching support to churches, ministries and ministry-based nonprofits. Jeremy serves on the leadership board for the RCBI Business Accelerator, Ten50, and has served on over a dozen nonprofit boards through the years, including current service on the board of Create Huntington and the Board of Advisors for the Marshall University Lewis College of Business Division of Marketing, MIS and Entrepreneurship and the Marshall University Center for Entrepreneurship and Business Innovation (iCenter). His personal mantra is to serve others and those who serve others, and he looks forward to learning how EPIC Mission may be of service to you and those you know.



OLEN YORK

Olen York, a registered patent attorney with over 16 years of experience and owner of York Law, LLC., is an Instructor in the Department of Marketing, MIS, and Entrepreneurship at the Marshall University Lewis College of Business. Olen is a co-founding Director of the Innovating for Impact Center for Entrepreneurship & Business Innovation (iCenter), which provides curriculum and programming for students and the community. Olen teaches topics that focus on entrepreneurial mindset, team formation, utilization of creativity and design thinking to problem-solve, business model development, collaborative innovation, and the utilization of intellectual property as sustainable competitive advantage. Olen, a native of Chapmanville, WV, lives in Barboursville with his wife and two daughters.



JOHN VOORHIES

John Voorhies is an entrepreneur with 42 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, a Master's 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 17 years as a counselor. He has been an Adjunct Business professor for Zane State College and Ohio University. John is an accomplished public speaker and voice-over artist and his passion is Small Business, specializing in marketing, advertising and management.

ENTREPRENEUR OF THE YEAR FINALISTS



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

CHASE CHOVAN

A graduate of Marietta High School Class of 1986, Chase moved to Pittsburgh and attended the Art Institute of Pittsburgh where he received an Associate's Degree in Visual Communication. His professional career started in Charlotte, N.C. in 1993 where he served a two-year apprenticeship before moving on to work in many different shops in Cocoa Beach, Orlando, Atlanta, Blacksburg/Roanoke, and Bloomington. During those years, Chase worked at five Tattoo conventions before finally returning home in 2003. Chase says it was difficult but he slowly was able to accomplish goals. On February 13th, 2015, he was able to open his dream: Monkey's Uncle Tattoo. Since its launch, Monkey's Uncle Tattoo has been a bright spot in Harmar Village, sponsoring family events, volunteering with neighborhood cleanup efforts, and contributing to the growing arts community.



SARA SAULS

Sara is the owner of Joe Momma's Kitchen. Along with her husband Eric, she manages and operates the kitchen with the help of their children, Mya and Wilson. Joe Momma's Kitchen is the very definition of "family owned and operated." Joe Momma's mission statement states that they will strive to be a positive contributing member of our community. 100% of all tips collected at Joe Momma's are donated to a different local charity each month. In their first year of full service operation, they've been blessed to donate over \$17,000 to local charities. Sara and Eric are incredibly proud of their team and the goals they have accomplished together.



MOLLY FLODING

A native of Alabama, Molly moved to the Mid-Ohio Valley in 2009 to start My Mommy Mart, LLC. My Mommy Mart, LLC is a seasonal children's consignment event with over 300 local families participating in each event. A huge part of the event is giving back to local charities such as GoPacks for Kids and Sufficient Grace Ministries. Molly is an alumnus of AmeriCorps and is on the fundraising committee for GoPacks for Kids. In between MMM events, you can find Molly managing Holl's Swiss Chocolates or working in her flowers.



ANDREA SHIREY

Andrea created One Nine Design for the nonprofits and small businesses she saw compromising on professional branding and digital marketing due to limited resources. Offering services focused around building modern and functional websites, designing email marketing campaigns, and more, Andrea saw a niche where she could use her background in nonprofit leadership and higher education fundraising to help those who needed it most, without breaking their budgets. Her ultimate goal is to empower her clients to take ownership over their digital home, have confidence in their online presence, and equip them to make a great first impression. Andrea is committed to supporting local nonprofits as well as giving a portion of her profits to female entrepreneurs around the world. A wife and mom to two boys, Andrea says she has an incurable case of wanderlust. She also enjoys listening to podcasts, reading books, and getting outside for long walks with her dog, Kai!



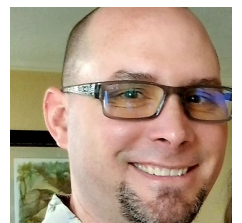
JARED PERRY

Jared is the Director of Operations for Sixmo Architects & Engineers and avid entrepreneur with investments in software, real estate, and others. He also happens to be a co-founder in IncSwell, a micropolitan-based collaborative workspace and business incubator that has its roots in rural Southeast Ohio. Additionally, Jared sits on the Entrepreneurship Advisory Board for Marietta College, The City of Marietta's Historical Review Board, Friends of the Museum Advisory Board, as well as his Church's Finance & Executive Boards. Jared's personal interests revolve around his wife, two kids, and the economic planning and redevelopment of the Mid-Ohio Valley.



JAY WALKER

A retired state trooper, Jay opened his shop, Comic Sense, in Belpre, OH in 2015. According to his customers, Jay is always smiling when they walk into the shop, whether it's their first time or their 100th time. Comic Sense sells comic books and related items and hosts special events, including special game tournaments that are free to attend. By creating a welcoming environment, Jay has effectively created a "third space" in Comic Sense, where teens feel comfortable hanging out after school without feeling any pressure or obligation to make a purchase. Jay puts his heart and soul into ensuring that every person that enters has a good and positive experience, and frequently gives back to his community at every opportunity.





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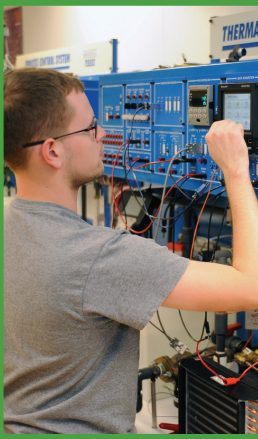
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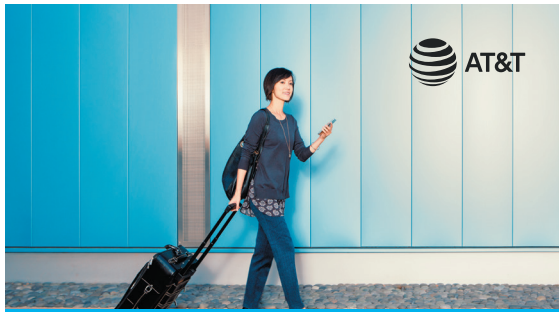
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