



SATURDAY, SEPTEMBER 17, 2016 • 8 A.M. TO 5 P.M. • MARIETTA COLLEGE

MARIETTA COLLEGE

MOVEE

MID-OHIO VALLEY
Entrepreneurship Expo

Thank You

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TECHGROWTH *ohio*

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Welcome!

I am excited that you are here! In its inaugural year, the Mid-Ohio Valley Entrepreneurship Expo (MOVEE) seeks to instill and promote an entrepreneurial spirit in our region by inspiring its participants to think and act creatively.

The Expo is also designed to equip you with resources and tools that you need to successfully start and grow your business. You will have a chance to hear directly from those that can inform you, assist you, and steer you in the right direction. In addition, the Expo provides you with the opportunity to showcase your entrepreneurial activities and connect with other small and large business owners, experts and members of the educational community, in order to establish an entrepreneurial support network.

This conference would not have been possible without the representatives from 19 community and business organizations who volunteered their time and expertise on a regular basis for nearly a year. Please see the last two pages of the program for a list of planning committee organizations. I would also like to acknowledge Hilles Hughes, Director of Career Services, and Maribeth Saleem-Tanner, Director of Civic Engagement. Without the vision and tireless efforts of these two members of the Marietta College family, the Expo would not have become a reality.

I also must recognize the generosity of our conference sponsors who are committed to supporting entrepreneurs in the Mid-Ohio Valley. In addition, my thanks goes to the Arthur Vining Davis Foundations for their grant that provides funding to support the entrepreneurship initiatives of the College.

The conference organizers are eager to hear from you and hope that you will provide feedback in our post-conference online survey.

We are grateful that you have chosen to spend a part of your weekend with us and hope that you find your experience valuable.

Sincerely,

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

Jacqueline Khorassani

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, Networking	DBRC
8:45 AM – 9:00 AM	Welcome Dr. Jacqueline Khorassani, Director of the Entrepreneurship Program, Marietta College Dr. William N. Ruud, President, Marietta College	DBRC
9:00 AM - 9:45 AM	Kickoff Session Introduction: Dr. Gama Perruci, Dean, McDonough Center for Leadership and Business, Marietta College “Entrepreneurship Isn’t Built, It’s Triggered” Speaker: Seth Meinzen, Partner at Evis Consulting, LLC	DBRC
10:00 AM - 10:50 AM	Concurrent Sessions I	Thomas Hall
Session I-A	“Organic Entrepreneurship: The Pathway to Rapid Success” Presenter: Seth Meinzen, Serial Entrepreneur and Angel Investor <i>Entrepreneurship at its core is selling. Sales, or revenues, are the lifeblood of any business. To gain sales requires understanding how to attract and gain customers regularly and systematically. This can be a very scary topic, but if you engineer the situation and conversations right it can be as easy as offering a friend a slice of gum. It’s all about understanding what people inherently want/need and positioning the solution in a way so it can be appreciated. This causes people to be compelled to become YOUR customers! The question you need to think about is how much sales and revenues do you want to make?</i>	Thomas 209
Session I-B	“Business Plans - Your Roadmap to Success” Presenter: Pamela Lankford, Director, Ohio Small Business Development Center in Marietta <i>This workshop will cover the many reasons you should develop a business plan, what information to include in the business plan, as well as resources that will help you create the map that will lead your business on the path of progress and achievement.</i>	Thomas 113
Session I-C	“The Perfect Fit: The Best Legal Structure for Your Business” Presenters: Flite Freimann, Attorney, Bricker & Eckler Litigation Group, and Bernita Freimann, Owner, Whit’s Frozen Custard <i>This session will share information on the advantages and disadvantages of different legal structures such as franchises, LLCs and corporate structures.</i>	Thomas 312

Session I-D **“Small Business Accounting Hot Topics”** **Thomas 124**

Presenter: Jodey Altier, CPA, CFF, President/CEO, Perry & Associates

The following three key topics will be covered in this session: (1) “Common pitfalls entrepreneurs and/or small business owners face during start-up”; (2) “What could go wrong? Scenarios and what to do to avoid them”; (3) “Best practices for new and growing entrepreneurs and small businesses.” In addition, Perry & Associates will be providing a panel of top accountants and advisors to answer questions in the areas of business taxes, accounting, payroll and withholding, auditing, and required business filings for Federal, State, and local governments/agencies.

Session I-E **“Microsoft Office 365 for Small Business”** **Thomas 110**

Presenter: Jerry Bradford, Chief Information Officer, Washington County Career Center

If you’re a small business who’s struggling to manage your IT infrastructure, then Office 365 may be the solution for you. The Office 365 platform provides desktop applications that are always up to date and the cloud management features found in large enterprises, bundled together in a simple interface. Office 365 provides storage, security and essential support. This presentation will demonstrate some of the Office 365 management features as well as the core web and desktop applications including OneDrive, OneNote, Forms, Excel Surveys, collaboration tools, and more.

11:00 AM - 11:50 AM **Concurrent Sessions II** **Thomas Hall**

Session II-A **“Top 5 HR Issues from a Legal Perspective”** **Thomas 209**

Presenter: Tony Fiore, Attorney, Kegler, Brown, Hill & Ritter

During this session participants will learn about the top five public policy issues affecting the HR profession. The program will also touch on how you, as an HR professional, can have a voice with the legislative and executive branches of government regarding laws that affect you and your company. We will review the good, the bad, and the ugly issues facing you as an HR professional. If you have ever been frustrated with the cost of compliance with a local, state, or federal law or regulation, you should attend this presentation.

Session II-B **“Financial & Retirement Planning”** **Thomas 113**

Presenters: Tad Wilson & Marc DeCicco, Chartered Retirement Planning Counselors, Wells Fargo in Parkersburg, WV *This session will offer*

insights on plan design, which is one of the keys to a successful retirement plan. Many defined contribution plans can be designed with features that can address many of the concerns raised over retirement security today. If you’re establishing a new retirement plan, selecting the appropriate design is the first step in providing this important benefit. If you’re reviewing your business’ existing plan, you will need to determine whether your company’s plan is up to date on cost, fiduciary responsibilities, and benefits.

Session II-C	“Creating Your Brand” Presenters: Sara Rosenstock, Associate Professor of Art and Graphic Design, Marietta College and Julie Harding, Assistant Professor of Marketing, Marietta College <i>This session will provide guidelines for creating a visual identity that effectively represents a business or product, while also providing insight into other aspects of effective brand development and management.</i>	Thomas 312
Session II-D	“Social Media and Marketing 101” Panelists: Kristin Meeks, Owner, WV Social Media Consultants; Christopher Burk, Owner, CBB Marketing and Media; Chuck Helmick, Sales Manager, Results Radio, and DeAnn Cummings, Owner, White Caps Creative Group <i>This session will provide information, resources and insights for those new to social media tools and 21st century marketing. Topics include: “Marketing: it’s personal,” “Quick tips to get your business on Facebook,” “The strengths and weaknesses of traditional media,” and “No-brainer marketing.”</i>	Thomas 124
12:00 PM - 12:40 PM	Buffet Lunch	DBRC
12:40 PM - 12:50 PM	Entrepreneur of the Year Award Presentation Introduction: Hilles Hughes, Director of Career Services, Marietta College Presentation of Perry & Associates Entrepreneur of the Year Award	DBRC
1:00 PM - 1:45 PM	Midday Session Introduction: Carrie Ankrom, President and CEO, Marietta Area Chamber of Commerce “Building Better” Speaker: Todd Gehrmann, Focus Training, Inc.	DBRC
2:00 PM - 2:50 PM	Concurrent Sessions III	Thomas Hall
Session III-A	“Using Philanthropy to Drive Employee Engagement” Presenter: Andrea Shirey, Executive Director, United Way Alliance of the Mid-Ohio Valley <i>Learn simple ways your company can fulfill its corporate social responsibility goals and make employees happier at the same time! Learn creative ways for your business to engage with the community, and ensure your charitable dollars are providing a good return on investment.</i>	Thomas 110

Session III-B **“Important Insurance Issues: Cyber Liability, Employment Practices Liability and Employee Benefits for Small Employers”** **Thomas 113**

Presenters: Tonya E. Tullius, Commercial Lines Manager, and Jennifer A. White, Agent, Schwendeman Agency, Inc.

This session will provide a look beyond general liability and offer two imperative coverage options that can make or break small business. A brief synopsis of what is needed to start up a small employer group benefit plan will also be shared.

Session III-C **“Drivers of Motivation”** **Thomas 209**

Presenter: Todd Gehrmann, Focus Training, Inc.

Motivation is the force that initiates, guides and drives goal-oriented behaviors. It engages people to take action, whether to reach out to a customer or to enroll in graduate school. The forces behind motivation can be biological, social, emotional or cognitive in nature. This module will explore four primary areas of thinking on what drives motivation, and how to apply them as tools in the workplace and marketplace.

Session III-D **“Creating HR Infrastructure (Policies, Handbooks, and more)”** **Thomas 312**

Presenter: Gloria Williams, Managers Resource Group, Inc.

This session will cover the importance of creating an accurate job description; how to correctly classify employees (Exempt or Non-Exempt); why employee handbooks that establish important policies like – attendance, vacation & sick time accrual, how to report complaints, etc. – are so important for small businesses; how to reduce the chances of being sued for wrongful termination, and disciplining employees.

Session III - E **“Social Media and Marketing – Intermediate/Advanced”** **Thomas 124**

Panelists: Bob Rhodes, Founder, Markinetics, Inc.; Sarah Arnold, Owner/ Founder, Clutch MOV and Director of Marketing & Sales, Pickering Associates; Debbie Cunningham, President, Evergreen Business Strategies; DeAnn Cummings, CEO, White Caps Creative Group

This session is designed for the more seasoned marketing and social media professional who is looking for insights and innovations to take their marketing to the next level. Topics include: “An overview of various marketing strategies,” “Landing your next (or first) big contract,” and “Instagram for business.”

3:00 PM - 3:50 PM

Concurrent Sessions IV

Thomas Hall

Session IV-A
“Expect the Unexpected”
Thomas 209

Panelists: David Williams, Managers Resource Group inc.; Randall Urbaniak, Account Manager, Paradynamix; and Donald Williams, Community Emergency Response Team (CERT) Instructor

According to FEMA, between 40 and 65 percent of businesses either do not reopen or do not survive a full year following a disaster. Disasters come in many forms: fire, flood, tornado, earthquake, terrorism, death of owners or key personnel, and more. This session educates small businesses on things they must do to survive the unexpected disasters that they hope they will never see. Just as in our personal lives, bad things happen unexpectedly, and for businesses to survive those events, there are actions they can take now to cope with what the future may present.

Session IV-B
“How to Make Stress Work for You”
Thomas 113

Presenter: Julie Wilkes, CEO and Owner, Seven Studios

We've always been told to try to avoid stress and limit it in life. Life coach, wellness expert and motivational speaker Julie Wilkes will ask you to consider a different perspective by actually using stress to your advantage. Recent studies show that those who can channel their stress in positive ways can actually be healthier, happier and more successful than those who don't have stress. Julie will provide real-life, practical tips for being resilient, and using stress to propel yourself forward in positive directions.

Session IV-C
“Inspiring Innovation”
Thomas 312

Presenter: Todd Gehrmann, Focus Training, Inc.

We are all looking to the horizon for the next big thing. But creating a breakthrough takes much more than just creative thinking or well-led brainstorming sessions. True innovation is about taking a creative idea to the next level – reality. This training module will explore the most current understanding of innovation in enterprises, teams, and individuals. We will define common barriers and best practices to help you improve your ability to create measurable and actionable improvements in the way you and your company do work.

Session IV-D
“Where Does the Money Come from?
Thomas 124
How to Finance Your Business”

Panelists: Barb Close, Branch Manager, Huntington National Bank; Michael Fleak, Community President, Huntington National Bank; Tim James, Loan Officer, First Microloan of West Virginia; Pam Lankford, Director, Ohio Small Business Development Center (Marietta); John Glazer, Director, TechGROWTH Ohio

One of the challenges of entrepreneurship is securing capital to turn 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.

4:00 PM - 4:45 PM

Closing Session

DBRC

Introduction: Dr. Jacqueline Khorassani

“The Power of Purpose & Your Authentic Truth”

Speaker: Julie Wilkes, CEO and Owner, Seven Studios

Far above power, prestige, or money, people crave feeling that their life matters and that their work is meaningful. Motivational speaker Julie Wilkes, heart disease survivor whose life expectancy was only 12 years, has found an inspiring way to relate real-life tips to each listener, to help them tap into their passions and purpose to live a truly purposeful and happy life. Participants will laugh, cry, and leave with a plan of action of simple steps to take to begin living with more meaning immediately.

WELCOME TO OUR JOBS CREATION PLAN.



**PROUD TO BE THE #1 SBA
LENDER IN OUR REGION¹.**

When small businesses thrive, the whole community benefits. That's why, at Huntington, we believe in growing the local economy by supporting small business. Not just because it's the right thing to do, but because we live here too.

Ready to invest in your small business?
We're here to help. Visit your local
Huntington branch or call 1-800-480-2001.

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TODD GEHRMANN

FOCUS TRAINING, INC.

As the founder and managing partner of a successful consulting, training and speaking company, Todd Gehrmann understands what it takes to build better. Todd and FOCUS Training have been helping people lead more effectively for over 25 years. His enthusiastic style and interactive demonstrations will keep the audience engaged, entertained and informed.

Todd is a graduate of the University of Wisconsin-Madison. He is a husband, father of three boys, and a hockey coach and player.



SETH MEINZEN

SERIAL ENTREPRENEUR AND ANGEL INVESTOR

Seth is a 12-time serial entrepreneur, author and angel investor. At an early age, Seth was diagnosed with attention deficit disorder, Tourette syndrome, and obsessive compulsive disorder, which should have limited his success, BUT he forgot to pay attention. Instead he engineered his success by starting and succeeding multiple businesses...while failing at some too. This led Seth to his current role as Partner at Evis Consulting, LLC, which develops entrepreneurship and innovative cultures within months in multiple cities and regions around the world. Seth is also a partner at Power Accelerators, which trains leaders, politicians and engineers on how to engineer their own success. Seth is a mentor and angel investor for the startup accelerator BetaBlox and has a passion for helping others and proving that anything is possible. Seth is a believer that this world gives permission to be a failure, but also provides opportunities to achieve more than you could ever dream.



JULIE WILKES

CEO AND OWNER, SEVEN STUDIOS

Julie is the North American Wellness Lead for Accenture, a Global Fortune 500 Company, CEO and Owner of Seven Studios (a yoga and fitness studio), published author of *The 7 Life Miracles*, a life coach, a motivational speaker and an entrepreneur who owns several companies, including: aromatherapy product lines, an online life coaching series and a public speaking academy. Her latest company to launch, Fetch and Sculpt, includes a workout app designed to allow dog owners and their dogs to work out together.

Julie has appeared on The Carol Alt Show with Fox News, interviewed on The Marilu Henner Show, and has been featured on many television shows and news stations either as a fitness/wellness expert, author of motivational content, or entrepreneur. Julie has spoken and presented across the globe, including at the White House, the U.S. Chamber of Commerce, TED Talk, Solutions at Work Live, various national health conferences, the National Business Group on Health, International Women's Day, and the US Department of Defense. In 2016, she was selected as one of "25 Remarkable Women" from *Role Model Magazine* and one of 12 "Women You Should Know" in Central Ohio by the Women for Economic and Leadership Development (WELD) organization. Julie has been featured in numerous magazines including: *FITNESS Magazine*, *Columbus CEO*, *Weight Watchers Magazine*, *Fit Columbus Magazine* and others. Julie has shot over 80 fitness and motivational videos, has several health and wellness mobile phone apps and is an author and often serves as a subject matter expert for local and national news stories. Julie was selected as one of *FITNESS Magazine's* "Top 10 Champions of Health and Wellness," was named a "40 Under 40" award winner, TechColumbus Innovation Award Finalist, one of "100 Buckeyes You Should Know," and a lululemon athletica ambassador. Julie has a Master's Degree in Education - Exercise Physiology from The Ohio State University, and a Bachelor's Degree in International Business from Marietta College.

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 Marietta College 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

2016-17 Programs are scheduled on the following Thursdays from 4 pm to 5 pm:
September 22, October 20, November 17, February 2, March 2, and April 27



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.

JODEY ALTIER

PARTNER, CEO, AND MANAGING PARTNER, PERRY & ASSOCIATES, CPAS

Jodey manages three offices in West Virginia and Ohio, employing 50 accounting and auditing professionals. Jodey's company is a 100 percent woman-owned small business. Over the past few years, Jodey has strategically positioned Perry & Associates as one of the top accounting firms in West Virginia, Ohio and Maryland. Currently, her auditing team is known as "top performers" in government auditing. As a leader in her industry and a highly respected CPA, Jodey has been selected and currently performs "peer review audits" on other public accounting firms. Recently, Jodey added a separate division to Perry & Associates: Perry Forensic Investigations, LLC, which provides forensic services nationwide for government agencies, police forces, attorneys, banking institutions and federal investigators. Before moving to Marietta, Jodey worked at PricewaterhouseCoopers LLP, a Fortune 500 accounting firm, as a Senior Accountant. Jodey holds two Bachelor of Arts degrees, one in Accounting and the other in Psychology. She graduated summa cum laude for both degrees from Ohio University. She is a Certified Public Accountant (CPA), a Chartered Global Management Accountant, and is certified in Financial Forensics (CFF).

SARAH ARNOLD

FOUNDER OF CLUTCH MOV

Sarah Arnold is an Architectural Designer who graduated from Miami University of Ohio and briefly became a Cincinnati before moving back to Marietta to design her parents' home. Inspired by the growing creative community here in the Mid-Ohio Valley, Sarah launched *Clutch MOV* in March 2014. *Clutch MOV* is a free, online publication that delivers creative coverage of the Mid-Ohio Valley's rich culture and local flavor through the eyes of young professionals. The magazine aims to bring light to our communities' hidden gems, offer a fresh perspective on old favorites, provide networking opportunities for new and long-time residents alike, and publish positive, current content each week.

In addition to publishing online content, the staff, which consists of more than 40 local writers and photographers, produces a quality print magazine twice a year, host free community events, support local businesses, and champion community service projects.

JERRY BRADFORD

CHIEF INFORMATION OFFICER AT WASHINGTON COUNTY CAREER CENTER

Jerry Bradford is the Chief Information Officer at Washington County Career Center. Over the last 20 years, Jerry has designed and delivered customized IT training across the Mid-Ohio Valley to banks, hospitals, government and nonprofit organizations and many small businesses. He has obtained over 50 national or international industry certifications and is a strong advocate for bridging the digital divide.

CHRISTOPHER BURK

MARKETING CONSULTANT, CBB MARKETING AND MEDIA

Christopher is a marketing consultant with over 20 years of experience in product management, brand development and media relations. His diverse background includes experience with The Walt Disney Company, Simonton Windows and The Think Agency. He currently works with a variety of clients to help them reach their goals by combining traditional business practices and marketing principles with the ever-changing digital platforms and social media landscape to attract, engage and convert audiences. Christopher believes successful marketing comes from chemistry, teamwork, a strong sense of trust and a shared passion to make a difference.

BARB CLOSE

BRANCH MANAGER, ASSISTANT VICE PRESIDENT & BRANCH MANAGER AT HUNTINGTON NATIONAL BANK, MARIETTA

Barb has worked with businesses in the Parkersburg/Marietta Area for the past 20 years. She is driven to help businesses achieve their financial goals. She is passionate about economic development in our region. She is a graduate of Ohio Valley University. Barb is currently serving as Vice President of the United Way of Washington County and the Betsey Mills Club. She serves as a member of the board of directors for Marietta MainStreet and is an active volunteer for Pleasant Hill Church. In 2009, Barb was named Volunteer of the Year by the Chamber of Commerce of the Mid-Ohio Valley for her work in collaborating with businesses in the Mid-Ohio Valley.

DEANN CUMMINGS

CHIEF EXECUTIVE OFFICER, WHITE CAPS CREATIVE GROUP

DeAnn is the CEO, or “Captain,” of White Caps Creative Group. She has been about the “business” of business for over 25 years. Accounting, marketing, sales and human resources have been on her radar as the co-owner of 3D Entertainment, the Associate Executive Director of Evergreen Behavioral Health Center, and the Chief Consultant for Cummings Consulting. As a small business owner in a rural area, DeAnn knows the challenges that face a company that doesn’t just need to drive people to its door, but also has to help them FIND it. That is where WCCG was born ... to throw a life preserver to those who are in the deep waters of business all alone. White Caps Creative Group brings practical business solutions to their clients through marketing and advertising solutions including website development, logo creation, social media campaigns, custom apps and marketing plans as well as print, web and other media. DeAnn also brings her expertise to the table for businesses needing consulting services, idea generation and business development.

DEBRA CUNNINGHAM

PRESIDENT, EVERGREEN BUSINESS STRATEGIES

Debra works with clients to attract high-end customers and clients; make and keep more money; develop additional streams of income; manage time-task-priorities; create greater visibility and expert status; and build a thriving, profitable business.

MARC DECICCO

FIRST VICE PRESIDENT & INVESTMENT OFFICER, WELLS FARGO ADVISORS

Marc graduated from West Virginia University and has over 20 years of experience. He is dedicated to helping employees meet their long-term retirement savings through long-term planning and risk management.

MICHAEL FLEAK

COMMUNITY PRESIDENT, HUNTINGTON NATIONAL BANK

Michael is the Community President for Wood and Ritchie Counties in West Virginia, and Washington County in Ohio. With 25 years in banking, he received his Bachelor of Science in Banking from Fairmont State College, and holds certificates in Commercial, Small Business and Consumer Lending from the American Institute of Banking, the West Virginia Bankers Association, and other entities. He currently manages Retail Operations for Huntington Bank in Parkersburg, oversees the bank’s business development, and develops local marketing strategies.

TONY FIORE

ATTORNEY AT KEGLER BROWN HILL + RITTER

Tony covers several government affairs client issues and is a member of the firm’s international business, labor & employment and workers’ compensation practice areas. But Tony’s primary area of expertise lies in more than 14 years of government affairs experience focused on national and state human resource issues. Tony works closely with human resource management professionals across Ohio and in Washington, D.C., through serving his fourth year as the government affairs director on the Ohio State Council of SHRM. He is a recognized leader among businesses and both state and national trade associations. His career is marked by his leadership in bringing about significant reforms to Ohio and other states’ unemployment programs, as well as Ohio’s civil justice system. He developed and coordinated the Ohio Chamber’s advocacy for the most comprehensive reforms to Ohio’s Fair Employment Practices Act since its creation. In addition, Tony counsels companies on best practices within the workplace, risk management strategies for state-funded and self-insured entities, as well as legislative and administrative changes that impact a company’s bottom line. He also is the senior editor for a national business association focused on unemployment and workers’ compensation based in Washington, D.C. He is a 1998 graduate of the Max M. Fisher College of Business with a Bachelor of Science in Business Administration and received his Juris Doctorate from Capital University Law School in 2004.

BERNITA FREIMANN

OWNER OF WHIT’S FROZEN CUSTARD IN MARIETTA, OHIO

Prior to starting her own business, Bernita worked as a registered nurse at The Ohio State University Medical Center Intensive Care Unit, the Toledo General Hospital Cardiac and Critical Care Unit, and the St. Thomas Hospital Pulmonary Unit in Nashville, Tennessee. Bernita holds her Critical Care Registered Nurse certification. In addition to nursing, Bernita served as the general manager for Beachaven Winery in Clarksville, Tennessee.

FLITE FREIMANN

COUNSEL, BRICKER & ECKLER LITIGATION GROUP

Flite serves as Counsel in the Bricker & Eckler Litigation group, with a practice handling oil and gas litigation. He represents landowners involving lease forfeitures, lease negotiations and mineral rights preservatons. Flite served as a magistrate for the Morrow County Court of Common Pleas and as a law clerk to the late Chief Justice Thomas J. Moyer of the Ohio Supreme Court. He was a Field Artillery Captain in the United States Army from 1994 to 2002. Currently, Flite serves on the Board of Marietta MainStreet and serves as the Chair of the Business Enhancement Committee. Flite is also an active member of the Marietta Noon Rotary, serving on the Communications and Membership committees.

JOHN GLAZER

DIRECTOR OF TECHGROWTH OHIO

John has been with the Voinovich School since 2008. After a career as a university teacher, John was the long-standing President and 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 start-up companies. He serves as President of New Work Enterprises and as a Director for Lift Africa Technologies, based in South Africa. John has organized a number of technology-based economic development projects in the U.S. and internationally. John holds a Bachelor's Degree in Philosophy from the University of Michigan. He also received his Master's Degree in Philosophy from the University of Michigan, where he taught courses in the Honors College, Philosophy, English, and Anthropology departments.

JULIE HARDING

ASSISTANT PROFESSOR OF MARKETING AT MARIETTA COLLEGE

Julie is a certified facilitator for the Kauffman Foundation's Ice House Entrepreneurship Program. Professor Harding 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., a publiclytraded and rapidly growing national for-profit provider of residential services for individuals with developmental disabilities and at-risk youth. Before joining Marietta College, she briefly taught undergraduate public relations and graduate-level health care marketing courses as an adjunct instructor. Harding holds an MBA from University of Louisville and a B.S.J. (specialization in Public Relations) from West Virginia University. An active entrepreneur herself, Professor Harding and her husband own a real estate rental business with holdings throughout West Virginia.

CHUCK HELMICK

SALES MANAGER FOR RESULTS RADIO

Chuck is the sales manager for Results Radio, a group of radio broadcasters with 11 stations in the Parkersburg, Clarksburg and Morgantown markets. He teaches Marketing, Advertising and Mass Communications classes at West Virginia University-Parkersburg. He has a Master's Degree in Corporate Communication from WVU. For seven years, Chuck was the District Communications Officer for Rotary International.

TIM JAMES

LOAN OFFICER, FIRST MICROLOAN OF WEST VIRGINIA

PAMELA LANKFORD

DIRECTOR OF THE OHIO SMALL BUSINESS DEVELOPMENT CENTER IN MARIETTA

Pamela's primary responsibilities are one-to-one consulting with existing and potential small business owners, as well as economic development efforts in the four-county area. 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 CONSULTANTS

Kristin Meeks is the owner and operator of WV Social Media Consultants, LLC. Since 2010 she's been helping organizations big and small make social media marketing simple to understand and integrate into their everyday marketing efforts. Her enthusiasm and attention to detail is what sets her apart from the competition. In 2014 Kristin was named Entrepreneur of the Year by the Belpre Chamber of Commerce and Young Leader of the Year by the Mid-Ohio Valley Chamber of Commerce.

BOB RHOADS

FOUNDER OF MARKINETICS, INC

For 36 years, Markinetics provided marketing assistance to clients like Alcoa, Borg-Warner and General Electric. After a lifetime of consulting with Fortune 500 companies, Bob sold Markinetics to his associates but has vowed to put that experience to good use. Although his weekends are busy with grandchildren, fishing and bicycling, he continues to work during the week to address clients' marketing-related concerns.

SARA ROSENSTOCK

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, 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 multinational 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.

ANDREA SHIREY

EXECUTIVE DIRECTOR, UNITED WAY ALLIANCE OF THE MID-OHIO VALLEY

Andrea Shirey is the Executive Director of United Way Alliance of the Mid-Ohio Valley, the largest non-governmental funder of programs to improve education, income and health in a ten-county region. Andrea received her B.S. from West Virginia University. She started her professional career at the West Virginia University Foundation as Assistant Director of Annual Giving and has since served in three other higher education institutions and two non-profit organizations. After returning to her hometown of Parkersburg, WV, Andrea was invited to lead the United Way Alliance team, with the goal of moving the organization to generating \$1,000,000 in annual campaign revenue.

TONYA TULLIUS

COMMERCIAL LINES MANAGER, SCHWENDEMAN AGENCY, INC.

Tonya is a Producer and Commercial Division Manager for Schwendeman Agency, Inc. She has 26 years of experience working with businesses of all sizes in both public and private sectors.

RANDALL URBANIAK

ACCOUNT MANAGER, PARADYNAMIX

Randy was the lead software developer on the most widely used backup/restore software in the world. He has been responsible for designing and testing disaster recovery systems for corporations of all sizes. His expertise includes: offsite backup, redundant internet systems and networks, and cloud-based data solutions.

JENNIFER WHITE

AGENT, SCHWENDEMAN AGENCY, INC.

Jennifer is a graduate of Marietta College and a Producer with Schwendeman Agency, Inc., specializing in health insurance and employee benefits. She has 11 years of experience working with employer groups, both large and small.



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DAVID WILLIAMS

MANAGERS RESOURCE GROUP, INC.

David is a business consultant with more than 20 years of experience in disaster and emergency preparedness planning for military and commercial enterprises. As the general manager of a \$31 million per year sales and distribution center in Miami, Florida, he developed and implemented emergency plans necessary to continue operations after tropical storms, hurricanes, and other types of disasters. David has served in senior management and executive leadership positions in a variety of global organizations for over 30 years and is an independent certified coach, teacher, and speaker with The John Maxwell Team.

DONALD WILLIAMS

COMMUNITY EMERGENCY RESPONSE TEAM (CERT) INSTRUCTOR

Don has instructed FEMA classes for the West Virginia Division of Homeland Security and Emergency Management to an audience of county emergency managers and emergency and disaster response agency leaders. He has also provided CERT training to schools and community volunteers and assisted them in establishing their teams. Don has been a paramedic for 26 years and has maintained National, Ohio, and West Virginia certifications for his profession.



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GLORIA WILLIAMS

MANAGERS RESOURCE GROUP, INC.

Gloria has nearly 10 years of experience in Human Resources, holds a SHRM-CP credential, and has a Bachelor's Degree in Human Resource Management. She has worked as an HR consultant for small nonprofits and for-profit organizations in the Mid-Ohio Valley for the last two years.

TAD WILSON

CHARTERED RETIREMENT PLANNING COUNSELOR, WELLS FARGO ADVISORS

Tad has over 30 years of experience working with small and business sized organizations to develop retirement plans to meet the needs and objectives of employees and employers.

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