



THURSDAY, NOVEMBER 14, 2024 • 8:30 AM - 5:00 PM MARIETTA COLLEGE





The mission of Big Blue is to offer an affordable shopping option while minimizing clutter and waste and providing an opportunity for Marietta College students to gain practical business-related experience.

Monday: 10am - 3pm Tuesday: 12pm - 3pm Wednesday: 10am - 3pm Thursday: 12pm - 3pm Friday: 12pm - 3pm FREE FRIDAY: 10am - 5pm



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WELCOME



Welcome to the BIG Workshop!

Thank you for participating in this year's event. We are thrilled to have you join us for a day of learning, sharing, and collaboration.

This year, we've made some exciting changes to the format of the Workshop. Instead of the usual breakout sessions, we will all stay together for plenary sessions throughout the afternoon. This change allows for more comprehensive discussions, shared insights across the entire group, and the opportunity to engage directly with all our incredible speakers and panelists.

We believe that by staying together, we can create a more cohesive and collaborative experience, making the most of the diverse expertise in the room.

Enjoy the workshop, and thank you for contributing to its success!

Welcome!

Jacqueline Khorassani, Ph.D.

Senior Director of Entrepreneurship & Career Development Marietta College

SCHEDULE OF EVENTS

8:30 AM - 11:45 PM	First Segment		
	Discover Entrepreneurship at the BIG Workshop: A Program for High School Students		
	This program is made possible through the collaboration and support of Building Bridges to Careers (BB2C)		
8:30 AM - 9:00 AM	Registration & Light Breakfast in Prince Forum - Library		
9:00 AM - 11:45 AM		Group 1	Group 2
	9:00 AM - 10:15 AM	Dream Entrepreneurs: Bedtime Buddy Workshop	Mission Entrepreneur: Resilience and Problem-Solving Escape Room
	10:30 AM- 11:45 AM	Mission Entrepreneur: Resilience and Problem-Solving Escape Room	Dream Entrepreneurs: Bedtime Buddy Workshop
	· Head Facilitator: Linda Roesch		
	Facilitators: Holly Hamrick, Pamela Lankford, Heather Miller, Jenna Stewart, Kristi Leonard Webber, and Jared Wittekind		

11:30 AM to 5:00 PM	Second Segment	
	Target Participants: General	
11:30 AM - 12:10 PM	Registration in Court 1- DBRC	
12:10 PM - 12:30 PM	Lunch, Music, and Networking	
	Musician: Nic Hart	
12:30 PM-12:50 PM	Introduction, Acknowledgments, and Welcoming Remarks	
	Program Emcees: Michael Bond and Alexis Sommers	
	 Welcoming Remarks by Provost and Dean of the Faculty at Marietta College: Dr. Kathleen Poorman Dougherty 	
12:50 PM-1:50 PM	Keynote Address by Doan Winkel	
	Title: Become Friends with AI and Do More of What You Enjoy	
	Introduction: Dr. Jacqueline Khorassani	

SCHEDULE OF EVENTS

1:50 PM - 2:05 PM	Break & Networking	
	Optional: Tour of Campus for High School Students and Faculty	
2:05 PM - 3:05 PM	Entrepreneurs Uncensored	
	Moderators: Leah Seaman & Mike Workman	
	Panelists: Julie Harding, Casey Lang, Larry Sloter, and Larry	
	Triplet	
3:05 PM - 3:15 PM	Break & Networking	
3:15 PM - 4:50 PM	Resource Showcase: Quick Pitch and Q & A	
	Moderator: Nathan Berger	
	Participating Organizations:	
	Appalachian Ohio Manufacturers' Coalition (AOMC)	
	2. Athens Ohio Investment Alliance (AOIA)	
	3. Balanced Financial	
	4. Economic & Community Development Institute (ECDI)	
	5. Future Plans	
	6. Marietta Area Chamber of Commerce	
	7. Marietta Community Foundation	
	8. Mid-Ohio Valley Chamber of Commerce	
	9. Small Business Development Center	
	10. Southeast Ohio Port Authority	
	11. TechGrowth Ohio	
	12. Theisen Brock, LPA	
	13. Women's Business Center (WBC)	
	14. Wood County Economic Development	
4:50 PM - 5:00 PM	Conclusion	

KEYNOTE SPEAKER



DOAN WINKEL

Dr. Doan Winkel is an entrepreneur and an educator, currently leading the entrepreneurship program at John Carroll University. Doan is leveraging AI to revolutionize the teacher and student roles in entrepreneurship education. He is currently exploring how this technology can create stronger human connections between teacher and student and how it enables students to quickly experience the entire startup process. Additionally, his team infused AI into the content delivery, peer interaction, and assessment component of the Experiential Entrepreneurship Curriculum, an award-winning entrepreneurship curriculum he co-founded that is currently used at over 200 colleges and universities. Doan served on the Board of Directors of the United States Association for Small Business and Entrepreneurship for nearly a decade, where he was recognized as a Justin G. Longenecker Fellow for lifetime achievement in entrepreneurship education.



MICHAEL BOND

Michael is the founder of Spoken, a Marietta-based app startup that develops technology to help people with speech disorders. He's spent over two decades working in design and tech, with multiple startups as well as brands like Harley-Davidson, John Deere, McDonald's, and BMW. Michael is currently the Chair of the Entrepreneurship Program Advisory Board at Marietta College.



ALEXIS SOMMERS

Alexis will graduate from Marietta College in December 2024 with a BA in Entrepreneurship. Alexis will also complete three other programs before graduation: a minor in Leadership Studies, another minor in Marketing, and the Curriculum Honors program. While in Marietta, Alexis has also enriched her education by studying business in Athens, Greece, and is set to obtain her real estate license this winter. On campus, she co-founded the Big Blue Thrift Store, is a member of the cheerleading team, and is actively involved in Alpha Xi Delta. Off-campus, she gained valuable experience through a summer internship at Royse Partners. Currently, Alexis works remotely for a medical device startup company.

MODERATORS



NATHANIEL BERGER

Nathaniel is the Director of the Ohio University Impact Enterprise Team, formerly the LIGHTS Regional Innovation Network, and an Executive Coach for the Social Enterprise Ecosystem program. Housed within the Voinovich School of Leadership and Public Service, he provides entrepreneurial development technical assistance support to social enterprises and nonprofits, with a focus on early-stage venture formation and new enterprise initiatives. Today he is mentoring and guiding entrepreneurs and students alike, while engaged in partner coalition building and grant administration. He has worked with clients across the entrepreneurial, social, digital, and education arenas for more than twenty years, and in creative production for over fifteen, producing both interactive and static media, including websites, apps, and games, along with prototypes and on-the-shelf physical goods.



LEAH SEAMAN

Leah is the owner and founder of ArtaBella LLC and is a graduate of Marietta College with a Bachelor of Arts in Communication Studies and Studio Art. In 2020, Leah competed in and won the PioBiz Entrepreneurship Competition and soon after established her practice as a professional artist under the company ArtaBella Gallery. She now works in Columbus, Ohio as a full-time artist, live event painter, and muralist, working from her studio at 400 West Rich in downtown Columbus. Her work as a muralist has partnered her with city governments, small businesses, local schools, and non-profits to bring their artistic vision to life. As a live event painter, Leah travels around the United States to work with couples, painting their wedding day on canvas and bringing their most treasured memories to life.



MIKE WORKMAN

Mike is is the founder of Contraxx Furniture, co-founder of the Morgan Community Fund, and past director of the Morgan Community Improvement Corp. He is an entrepreneur at heart and loves to help others find their way through business start-ups and give back to their local communities. "Entrepreneurs are curious, creative, and compassionate people," Mike says, "I enjoy listening to their towering ideas and helping make their dreams come true!"

ENTREPRENEURS UNCENSORED PANELISTS



JULIE HARDING

Julie is the founder/owner of Forever Caroline, a company named in memory of her grandmother that produces stationery gift products featuring the artwork of 11 Appalachian artists. Initially launched with an eight-week test during the holiday season of 2022, in less than two years Forever Caroline has products in more than 60 retail stores throughout the US, and has recently started selling internationally with products now found in stores in both Canada and Australia. Before retiring to spend more time helping care for her aging parents, Harding spent 25 years in corporate leadership roles for two national companies, most recently serving as COO of Atria Senior Living Group, as well as eight years teaching marketing at Marietta College. To learn more about Forever Caroline, visit forever-caroline.com.



CASEY LANG

Casey is a Mid-Ohio Valley native who grew up in Waterford, Ohio. He attended Waterford High School and then went on to obtain his Bachelor of Science degree in Marketing from Marietta College in 2003 where he played golf and basketball as a Pioneer. After his undergraduate studies, he received his Master of Business Administration in Finance from Ohio University in 2004 and, that same year started at Northwestern Mutual as a financial representative. In 2012, he became the Managing Director of the Parkersburg office and in 2015, he founded Lang Financial. Today, Northwestern Mutual Parkersburg is a firm with over \$1B in assets under management. Casey was recognized as a Forbes Best-In-State Wealth Advisor in West Virginia for 2022 and 2024. He has also been named in Northwestern Mutual's Top 50 for Investment Products and Services for 2020, 2021, 2022, and 2023, and in 2024, he made the Top 100 Net Cash Flow.

ENTREPRENEURS UNCENSORED PANELISTS



LARRY SLOTER

Larry is a 2002 graduate of Marietta College with a BA in Marketing and holds an MBA in Corporate Finance from Franklin University. Larry Is the Owner/President of The Harmar Village Restaurant Group (which includes the local favorite Busy Bee Restaurant) and Alexander Lawson Enterprises, a real estate development company focusing on mixed use properties in Historic Harmar Village on Marietta's west side. A lifelong resident of Marietta, Larry has worked in several fields including banking, real estate development and higher education before striking out on his own. In addition, his community involvement includes sitting on the board or being a member of numerous non-profits including Rotary, The Marietta Soccer League, Habitat for Humanity, The Boys and Girls Club and most recently as Chairman of The Historic Harmar Bridge Company. He was previously a member of the advisory board for the Entrepreneurship program and continues to serve as a mentor for capstone students.



LARRY TRIPLETT

Larry co-founded Resource Systems, a healthcare software company, in 1980. He built the company for 30 years to be one of the leading software companies in the nation serving long-term care facilities. In 2011, Cerner Corporation, a Fortune 50 company, purchased Resource Systems. In 2004, Triplett founded Muskingum County Business Incubator (MCBI), a non-profit business incubator that helps businesses expand, creating jobs and opportunities for people in the region. He served as Chairman of its board from 2004 to 2014. In 2011 Larry helped found the East Central Ohio Tech Angel Fund, a private/public collaborative that helps Southeastern Ohio's entrepreneurs find private equity investors. In 2016, Larry cofounded Triad Labs, which has developed a proprietary virtual reality system designed to rehab shoulder injuries. Also, in 2016, Larry cofounded Yodel Community Connections, a company with innovative technology designed to help people become more engaged in their local communities. Larry has served on numerous boards of directors, including for-profit and non-profit organizations. He has also won numerous civic awards including the coveted Richard Johnson Award for community service in 2012.



ROBIN AMBROZY, CERTIFIED BUSINESS ADVISOR SMALL BUSINESS DEVELOPMENT CENTER VOINOVICH SCHOOL OF LEADERSHIP AND PUBLIC SERVICE OHIO UNIVERSITY

Robin has an MBA from Ohio University and worked in the small business realm for many years. Her experience as a small business owner, coach, and CFO of a small business brought her to Ohio University to help other small businesses in all aspects from start-up to succession plans. She supports Washington, Morgan, Noble, and Monroe Counties.



GEORGE BILOKONSKY, DIRECTOR APPALACHIAN OHIO MANUFACTURERS' COALITION (AOMC)

George is known for his extensive experience in planning, developing, marketing, and implementing strategies that drive growth and innovation. His career is marked by a proven track record of success in addressing industry needs, managing complex programs, and fostering strong professional relationships. George served as the Dean of Engineering, Business, Technology, and Workforce at Washington State College of Ohio from 2020 to 2023. In this role, he was instrumental in overseeing daily operations, managing programs, and ensuring compliance with grant requirements. His efforts in developing and implementing new programs were crucial in meeting the evolving needs of the workforce. Prior to this, George held the position of Associate Dean of Engineering and Workforce at Cuyahoga Community College from 2003 to 2020. He also directed the Youth Technology Academy (YTA), the Advanced Technology Academy (ATA), and the Summer Pathways Project (SPP). During his tenure, he played a key role in shaping the career trajectories of numerous students and developing programs that aligned with industry demands.



MICHELLE CARTE, SOUTHEAST OHIO REGIONAL DIRECTOR FUTURE PLANS

Michelle assumes a leadership role in constructing an economic and workforce development ecosystem which entails not only building capacity but also fostering collaboration among governmental entities, educational institutions, and local businesses. Previously, Ms. Carte served as the Director of Career Services at Ohio Valley University and has been a local business owner for the past 11 years.



KATHRYN COOPER, EXECUTIVE COMMITTEE AT-LARGE MEMBER ATHENS OHIO INVESTMENT ALLIANCE (AOIA)

Kathryn and her husband founded one of the first local Internet Service Providers in Southern Ohio in 1996. After a 1999 sale to a private equity firm, Kathryn stepped into a next-generation broadband venture called Intelliwave. Founded in 2002, Intelliwave provided broadband fixed wireless and fiber optic Internet service to customers across nine Counties of Southern Ohio, operating a regional network of more than 150 broadcasting tower locations as well as the construction of 65 miles of last mile fiber optic networks. As partner and CFO, Kathryn helped navigate Intelliwave through 18 years of growth to a successful sale in 2020. The AOIA invests in early-stage companies and entrepreneurs with a focus on building prosperity in the Appalachian region of Ohio.



KELSY EATON, PRESIDENT AND CEO MARIETTA AREA CHAMBER OF COMMERCE

Kelsy became President and CEO of the Marietta Area Chamber of Commerce on March 1st, 2021. She joined the Chamber in December of 2019 as an Executive Assistant/ Events Manager. A graduate of Fairmont State University, she has a B.A. in Political Science, with minors in Psychology and Art.



KELLY GORDON, DIRECTOR WOMEN'S BUSINESS CENTER (WBC) FOR CENTRAL APPALACHIA (OH, KY)

Kelly specializes in business coaching for start-ups and growth strategies for existing businesses. Before coming to the WBC, she served as the Director of the International Trade Assistance Center at the Ohio State University South Centers where she assisted Appalachian Ohio companies with export readiness, international market research, and market entry. Kelly received her B. A in Social Sciences from Shawnee State University and has received several business certifications including; Certified Business Advisor, Certified Trade and Export Counselor, and is a NASBITE Certified Global Business Professional. Kelly has also served as Human Resource Director for a large manufacturer where she was successful in developing the department, executing effective policies and procedures, and implementing workforce training and career pathways. Kelly has owned and operated a top-selling Etsy shop and bi-annual boutique and vintage market. She currently owns and operates a coffee shop, The Pour Lady Coffeehouse. She and her husband, Anthony, own and operate an athletic training facility and basketball club organization.



KRISTOPHER JUSTICE, PARTNER THEISENBROCK LPA

Kristopher's practice focuses on helping businesses get started, handling the purchase and sale of businesses, business succession planning, contracts, and many other matters for businesses of all sizes. Each year, Kristopher organizes and prepares company documents for dozens of new companies in Ohio, West Virginia, and other states. He has represented business buyers and sellers in transactions from a few thousand dollars to the high eight figures. Kristopher has law degrees from Capital University Law School and the Temple University Beasley School of Law, and his undergraduate degree from Hiram College.



JESSICA KOPELWITZ, ASSOCIATE DIRECTOR TECHGROWTH OHIO

Jessica drives business development for TechGrowth Ohio, focusing on partnership development and client acquisition throughout TGO's 19 counties in southeast Ohio. Jessica holds an MBA from the Weatherhead School of Management at Case Western University, a BBA from Ohio University, and a designation of Certified Business Advisor from Kent State University. Her experience spans across the areas of entrepreneurship, small business advisory services, corporate banking, and technology sales.



OLIVIA IRWIN, OWNER BALANCED FINANCIAL

Olivia Irwin is the owner of Balanced Financial, a local bookkeeping business serving the MOV and surrounding areas. With over ten years of professional experience and having worked with over fifty companies, from startups to multi-million-dollar corporations of numerous industries, Olivia specializes in providing customized bookkeeping and consulting services to help business owners succeed.



BRITANI MERRITT, DONOR & PROGRAM SERVICES DIRECTOR MARIETTA COMMUNITY FOUNDATION

Britani works with community partners, managing charitable funds, and overseeing programs that benefit the Washington County community. Since joining the Foundation in 2015, she has been committed to helping donors fulfill their philanthropic goals, ensuring their charitable giving makes a lasting impact today and for generations to come. Britani also works to help nonprofit organizations grow and thrive, supporting their missions in the community and making an impact in the lives of others. She leads the Foundation's grants and scholarship programs, distributing charitable dollars each year throughout Washington County. Over the past decade, Britani and the Foundation team have collaborated with local corporations, community groups, and philanthropic individuals, all with the same goal - to create a stronger community. An implant to the area since 2009, Britani holds an Associate's Degree in Accounting from Washington State College of Ohio and a Bachelor's in Finance from Marietta College.



JILL PARSONS, PRESIDENT & CEO CHAMBER OF COMMERCE OF THE MID-OHIO VALLEY

Jill graduated from Marshall University with a double degree in Health Care Management and Finance, followed by her MBA from the University of South Carolina with a concentration in Marketing. After working as the Director of Marketing at Selby General Hospital in Marietta, she joined St. Joseph's Hospital in 1999 as Director of Marketing and was promoted to Vice President in 2004. After 14 years in healthcare administration, Jill became the President/CEO of the Chamber of Commerce of the Mid-Ohio Valley in December 2010.



LINDSEY PIERSOL, EXECUTIVE DIRECTOR WOOD COUNTY ECONOMIC DEVELOPMENT

Lindsey has been vital in helping Wood County grow. Lindsey is a graduate of Ohio State University. Before her current role, Lindsey served as the Public Affairs Liaison for the State of Ohio Treasurer where she was responsible for 23 counties in Central and Southeast Ohio. Lindsey also served as the Economic Development Specialist for the City of Delaware, Ohio.



JESSE ROUSH, EXECUTIVE DIRECTOR SOUTHERN OHIO PORT AUTHORITY

Jesse began his professional journey with a decade in the energy sector, collaborating with multiple stakeholders to routinely deliver projects on time and within budget. Transitioning to economic development in 2016, he has led several successful development projects including the ongoing revitalization of two former coalfired power plants. Roush has facilitated over \$100M in site and infrastructure projects in his career. He holds multiple certificates and a Master of Science in Project Management from Ohio University. He currently serves as President-Elect for Marietta Noon Rotary, on the Warren Local Board of Education, and as a board member for several nonprofits.



CHRIS SMALLEY, DIRECTOR OF LENDING ECONOMIC & COMMUNITY DEVELOPMENT INSTITUTE (ECDI) IN SOUTHERN OHIO

Chris isn't new to the entrepreneurial world; he grew up helping his parents with their retail store in downtown Jackson, Ohio, and remembers selling merchandise as early as eight years old. If his smile was as charismatic as it is today, we are sure he had no trouble with those sales. He also has owned and operated his own business in southern Ohio, since 2010. As well as continuing his family crop farm that has been in the family for nearly 180 years. Chris knows what it is like to get a business started and make it succeed. Although Chris isn't afraid to get his hands dirty, he also has a sharp mind and generously uses it to help others with their business needs. As the Director of Lending for ECDI, Chris offers counseling and solution support to small business owners and provides resources on financing. Before coming to ECDI, Chris was a Business Development Specialist for the Small Business Development Center at The Ohio State University South Centers in Piketon, Ohio for twelve years and a Financial Services Officer at Farm Credit Services of Mid-America in Gallipolis. Ohio for three years. Chris is a graduate of Ohio State University where he majored in Agricultural Communications and Business.

HIGH SCHOOL PROGRAM FACILITATORS



HOLLY HAMRICK

Holly is a Mid-Ohio Valley native, mom of two, and avid crafter. She grew up in a family of makers and has always been drawn to anything creative. From textile art to digital art and photography, she enjoys the process of making and welcomes any opportunity to experiment with new mediums. Holly has a background in Elementary Education and Art. She has many years of experience helping others find creative ways to tap into their inner artist from activities such as teaching and founding MOVrocks.



V. PAMELA LANKFORD

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



HEATHER MILLER

Heather Miller has worked in nonprofit capacity building and community building for 15 years. She has been a program director, consultant, facilitator, and volunteer. She has had the privilege of being on multiple boards and has held executive positions including secretary, vice president, and president. Her specializations include program development and assessment, marketing and communications, and resource development. She has taught classes on nonprofit board membership, entrepreneurial thinking, and positive psychology. She has a certificate in crisis communication and a certificate in strategic communication management as well as her master's in communication from Ohio University.

HIGH SCHOOL PROGRAM FACILITATORS



LINDA ROESCH

Linda has been the Instructional Technologist at Marietta College for the past 13 years. She administers the Canvas Learning Management System for the campus and is the student success software, EAB Navigate, administrator. Linda teaches in the First Year Program, and in the Education and Entrepreneurship Departments. She is a Certified Entrepreneurial Mindset Profile Practitioner. Linda has recently developed a course on Creative Problem Solving. Linda's interests include teaching online and developing digital badge content.



JENNA STEWART

Jenna is the Career Pathway Specialist at Building Bridges to Careers, where she partners with high school students to help them plan for their futures, from completing job applications to securing scholarships. She also plays a key role in coordinating the Students Solving Problems groups across schools in Washington County, empowering students to tackle mental and behavioral health problems in their community. With seven years of experience at the Boys & Girls Club, Jenna has worked directly with students from K-12, led resource development efforts, and managed the Marietta and Belpre sites. Jenna takes great pride in work that positively shapes the lives of the next generation.



KRISTI LEONARD WEBBER

Kristi is an experienced educator, curriculum developer, and community engagement leader with over 25 years in public and private sectors. She holds a Master's in Curriculum and Instruction from Chapman University and a Bachelor's in Mathematics from Muskingum College. Currently, she serves as the Community and Career Connected Learning Coordinator at BB2C, where she connects students with local businesses to enhance career awareness. She also supports teachers as they bring career awareness into the classroom and mentors new educators in rural areas. Kristi's past roles include math teacher at Frontier Local, Wetzel County, and Lake Tahoe Unified school districts, where she led curriculum development and schoolwide initiatives. She is also Co-Owner of The Wayne Outfitters, overseeing operations and financial management.

HIGH SCHOOL PROGRAM FACILITATORS



JARED WITTEKIND

Jared is a Marietta native who attended The University of Charleston and received his integrated communication degree. For several years, Jared provided comprehensive case management to juvenile offenders in Washington County Ohio prior to stepping in as Makerspace Director for BB2C: Building Bridges to Careers in 2020. As Makerspace Director, Jared helps provide underserved populations of Appalachian Ohio and West Virginia with access to equipment and expertise to build entrepreneurial, technical, and soft skills while promoting STEAM education.

MUSICIAN



NICHOLAS HART

Nic is a senior at Marietta College, majoring in Entrepreneurship and minoring in Health Communication. He is the founder of Clean MOV, a local upcoming business centered around eco-friendly trash bin cleaning services, with a mission to clean up the Mid-Ohio Valley. Nicholas has been playing guitar since he was 16, and is a member of the local country band Sunset Lane. He'll be performing alongside his girlfriend, Emma Clark, a talented singer, and cosmetologist from Marietta. Together, they bring a mix of new country covers and original songs to the stage.



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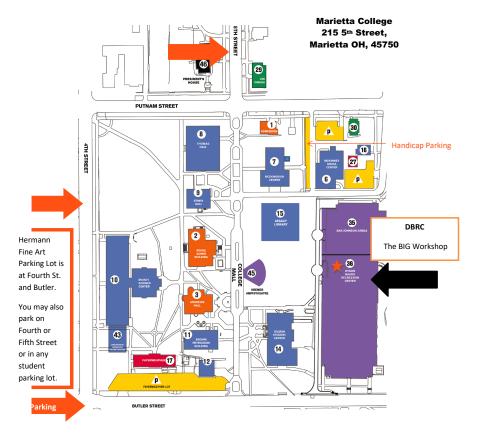




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WHERE DO I PARK?

Handicap parking can be accessed next to McDonough off of Putnam Street between Fifth and Sixth Streets. Please note one way access and enter across from 6th street.

The lot on the corner of Fourth Street and Butler is the closest non-staff lot to McDonough. You may park in any student lot on campus or you may park on Fourth, Fifth, or Sixth Street close to Putnam if you prefer.