



**THE APPALACHIAN CENTER  
FOR ECONOMIC NETWORKS**

# Women in Business Conference

*May 5th, 2017*

# Table of Contents

Conference and Venue Introductions	page 3
Agenda Overview	page 5
Morning Session and Speaker Description	page 6
Yoga Workshop and Food Highlight	page 7
Keynote Speaker	page 8
"We Did It, So Can You" Panel	page 9
Tradeshow Participants	page 10, 11, 12
Curbside Consultants	page 13

## Interact on Social Media

Let everyone know how much fun you are having at the conference by tagging ACEnet on your favorite social media platform and using the conference hashtag!



womeninbusiness2017



Appalachian Center for Economic Networks



ACEnetathens



ACEnetathens

## Welcome to ACEnet's First Women in Business Conference

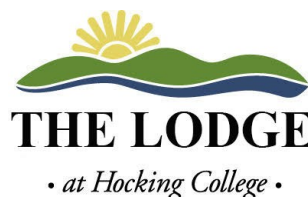
In 2016 ACEnet found that 55% of their clients were women. With more research, ACEnet also found that the number of women entrepreneurs were growing not only in our region and state, but nationally! The United States Census Bureau reported that women-owned businesses are growing at a faster rate than male-owned across the nation. In Ohio, women entrepreneurs account for 1/3 of the total businesses. With this in mind, ACEnet saw the need to provide resources supporting women-owned businesses and created a conference to supply those resources. With the mission of growing the regional economy by supporting entrepreneurs and strengthening economic sectors, ACEnet is uniquely positioned to bring together organizations that offer technical assistance in every area needed for new businesses to succeed.



The Women in Business Conference has three main objectives:

- To provide a space for networking so women entrepreneurs can create and feel a greater sense of community.
- To provide professional development through sessions such as financial planning and marketing to help new business owners get a great start, and also provide the tools every business owner needs to expand and grow.
- To provide personal development. Owning a business while being a family member, community member, or student can be challenging. The conference will provide a keynote speaker that gives insight on work-life balance.

## Special Thanks to Hocking College

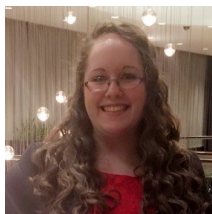


### The Lodge at Hocking College

Formerly known as the Inn at Hocking College, today's conference venue has been generously provided to the Women in Business Conference. The Lodge at Hocking College opened in November 2016, as part of a \$1 million capital improvement project creating the Workforce Development and Training Center. This Center provides customized training to area employers and short-term training that prepares participants for jobs.

The Lodge at Hocking College also houses The McClenaghan School of Hospitality. Lunch for the Women in Business Conference will be prepared and served by Hocking College hospitality students as they assist Chef Alfonso with preparation and Jen Yanity with the service.

ACEnet would like to congratulate two Distinguished Students graduating from the School of Hospitality.



"My name is Brianne Booth and I'm from Albany, Ohio, just 30 minutes from Hocking College. I'm graduating from Hocking this May with a double major in Culinary & Pastry Arts. I'll be working at a local bakery, Sweet Arts Bakery, in Athens after graduation. Someday I hope to use the skills and knowledge I received from my instructors at Hocking College to open my own bakery specializing in French pastries and desserts."

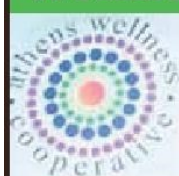


"My name is Marissa McGraw and I am from Wheelersburg, Ohio. I am graduating from Hocking College with a double major in Culinary & Pastry Arts. I have began, and will continue after graduating, to work at the Sheraton in Columbus, Ohio. I hope to use the knowledge that I have gained at Hocking College to one day move up in the culinary field and gain more certifications in both my culinary and pastry work"

ACEnet would like to thank Hocking College for their continued partnerships, for their support of ACEnet's Women in Business Conference, and for their support in creating opportunities for our local economy.



## Wellness



### athens wellness cooperative

a new model for whole body wellness



**Get healthy!** With our 7 Licensed Massage Therapists, Hypnotherapist/Reiki Master, Rolf Movement Therapist, Clinical Herbalist, Somatic Experiencing Practitioner and Ki-Aikido studio there's something for everyone! Relax, have fun and be well.



## Products & Services



Go where the locals go for unique products & services! Athens-based, woman-owned small business, Nature's Magic (environmentally friendly & sustainable cleaning products) is a great example of our unique local business economy. Many Athens-based products, including Nature's Magic cleaning products, can also be found in markets in Columbus, Cleveland and Cincinnati.

## Food



Savor the bounty from our farmers, local food producers & craft beverage artisans, many of whom use ACEnet's shared-use kitchen! Athens hosts a 44 year old Farmer's Market & a thriving local food economy. Athens also boasts 3 Craft Breweries, 3 Wineries, 2 Cider/Meaderies and 1 Spirits Distillery.

## Retail



Shop small year-round in our unique stores and downtowns! Many food & artisan products can be found locally at The Village Bakery's Undercover Market, Seaman's Cardinal Super Market, Kroger, The Busy Day Market, The Farmacy, and Nelsonville Emporium.



ACEnet invites visitors and hometown enthusiasts alike to visit our homegrown and locally owned food, farm and artisan economy!



## Contact + Support + Donate

Appalachian Center for Economic Networks (ACEnet)  
740-592-3854 — [www.acenetworks.org](http://www.acenetworks.org)

- [info@acenetworks.org](mailto:info@acenetworks.org)
- [facebook.com/acenetworks](https://facebook.com/acenetworks)
- [twitter.com/ACEnetAthens](https://twitter.com/ACEnetAthens)
- [Instagram.com/acenetathens](https://Instagram.com/acenetathens)

# Conference Agenda

Time	Activity
8:00 am – 9:00 am	Registration and Trade Show Open Refreshments provided by Sweet Arts Bakery & Café and Dirty Girl Coffee
9:00 am – 9:15 am	Opening Introductions with Hocking College President, Dr. Betty Young
9:15 am – 9:30 am	Break
9:30 am – 11:00 am Track One in <u>Room 2</u>  Track Two in the <u>Banquet Hall</u>	<i>Track One:</i> What is My Banker Thinking? How to Get Your Loan Approved, with Community Bank  <i>Track Two:</i> Business Marketing– Getting Your Name Out, with Red Tail Design Co.
11:00 am – 12:00 pm  Tradeshow in the <u>Board Room</u>  11:00 am – 11:30 am  Yoga available in <u>Room 2</u>	Tradeshow and Networking  Optional Yoga with Michelle Stobart from Inhale Yoga
12:00 pm – 1:00 pm In the <u>Banquet Hall</u>	Lunch, Hocking College School of Hospitality Distinguished Student Recognition, and Keynote Speaker Amber Runyon
1:00 pm – 1:15 pm	Break
1:15 pm – 2:15 pm  In the <u>Banquet Hall</u>	“We Did It, So Can You” Panel with business owners Becky Clark, Jennifer McClain Eskey, Jennifer L’Heureux, Amber Runyon, and Danielle Young
2:30 pm – 3:00 pm	Wrap-up and acknowledgements



# Morning Tracks

Room 2

Morning Multilevel Track

Banquet Hall

## What is my Banker Thinking? How to Get Your Loan Approved

9:30 am- 11:00 am

## Business Marketing Getting Your Name Out

Looking for ways to finance your business but aren't sure where to start? Join Michael and Brenda of Community Bank as they break down the process and help you understand the ins and outs of preparing and submitting a loan for approval.

Tim Martin, Owner of Red Tail Design Company and Ohio is Home, will share some stories, tips, and tricks from successes and failures in his own business endeavors.

## About the Presenters



**The Community Bank** and The Citizens Bank are two divisions of The Citizens Savings Bank, a full-service FDIC-insured and state-chartered commercial bank that is headquartered in Martins Ferry, Ohio. With 18 offices and an operations center, they serve the Ohio counties of Athens, Belmont, Carroll, Fairfield, Harrison, Jefferson, and Tuscarawas. The bank has been in business since 1902.

Presenter, **Michael Goclan** graduated from Ohio University with a BBA in General Business and a Minor in Economics. After college, he worked for his parent's small business in Martins Ferry before being hired by The Community Bank as a management trainee. Michael eventually worked as the branch manager for the Bridgeport Ohio Branch for two years before moving to the company headquarters in Martins Ferry, Ohio. Currently, Michael serves as the Senior Commercial Banking Executive for the Community Bank. He is responsible for commercial lending for 12 offices throughout Eastern and Southern Ohio. He resides in Martins Ferry, Ohio with his daughter, Allyson, and his son, Daniel.



Thirty three years ago, **Brenda Morris** graduated from Ashland University with a business and economics degree. Two days later she began her career in banking and has worked in the financial services industry ever since. Her career has focused on all areas of lending and branch management. Currently she is the Retail Banking Executive and Area Sales Manager for The Community Bank in Athens County with offices in Nelsonville, Glouster, and Amesville.

**Red Tail Design Company** is a multifaceted design shop that tackles small projects, large projects, and everything in between. They are a full service shop offering businesses the best in areas such as web design, web development, mobile development, branding, marketing, hosting, custom fabrication, woodworking, and more! They have worked with numerous businesses, organizations, and non-profits over the years, including prominent universities and national groups.



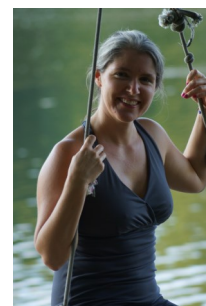
**Tim Martin** is an Athens native and proud "townie." He graduated from Ohio University in 2010 with a Fine Arts degree in Graphic Design. Shortly after graduating he began his professional design career as an internal designer with DHI/Quidel in Athens and also their corporate offices in California. After 3 years at Quidel, Tim worked for Electronic Vision, a small design firm in Athens. He took the business over in 2016, rebranded it to Red Tail Design Company and moved their offices to ACEnet on Columbus Road. Tim has also started and operated a freelance design business, the first and only iPhone repair business in the area (Athens iPhone Repair), and Ohio is Home (his current retail/apparel company that sells online, at Kroger in Athens, as well as their storefront at ACEnet). Almost all of these positions and skills have been self-taught due to the limited resources in the region. However, Tim has been fortunate enough to have been guided by some of the skilled and great business owners in the area.

# Yoga Session

11:00 am- 11:30 am Room 2

In this session, Michelle Stobart will offer a therapeutic approach to balancing common work place stressors. She will look at restoring a balanced posture, calming a busy multi-tasking mind and the importance of scheduling regular self-care for health and vitality. Whether you are a busy business owner or an employee in a thriving company, this workshop will offer simple techniques you can do at home and work to take care of your body, maintain consistent productivity and settle an over stimulated mind.

**About Michelle:** "Yoga has been a part of my daily life and inspiration since 1997. Because of the connected and peaceful feeling I felt after each practice, I decided it was selfish to not share this with the world. I set out to make it part of my life's work to teach others the beauty and wonder that a living yoga practice has brought me. Since 2003, I've earned my 200 and 500 hour certifications, as well as training in Thai Massage and earning my certification as a Yoga Therapist (the only one in Athens). My workshops, therapeutic private sessions, and classes are designed to help people begin to connect to an authenticity deep within, understand how their mind and body work, and learn to live their yoga not just on the mat but in all aspects of life."



Athens Medical Building - 400 East State Street, Ste A  
www.inhaleyoga.org 740.350.5654



**Inhale Yoga** is the first and longest running yoga studio established in Athens, Ohio in 2007. In 2016, Inhale Yoga transitioned into a single teacher studio as Director and Senior Teacher, Michelle Stobart decided to branch out on her own. She is an expertly-trained Yoga Therapist, Yoga Teacher, and Thai Massage Practitioner. She holds credentials from Yoga Alliance at the E-RYT 200 level, the YACEP level, and RYS 200 hour level. She offers public flow-based classes for beginner to advanced students, as well as a Yin + Restorative to balance a busy life. She is available for private single and group sessions, as well as Yoga Therapeutic sessions. Inhale Yoga also runs the area's only Yoga Alliance Certified 200-hour Teacher Training Program and is credentialed to offer Continuing Education hours to Yoga Teachers. Inhale Yoga has the area's only public use infrared sauna for deep penetrating heat to help relieve muscle tension from daily stress, fibromyalgia and other chronic muscle and body issues. Give Michelle a call to find out what classes and services are right for you.

## Food Highlights

ACEnet would like to thank Sweet Arts Bakery for providing delicious sweets for conference attendees. Sweet Arts Bakery owner, Jennifer McClain Eskey has been baking for what seems like her entire life. Sweet Arts Bakery opened as a home bakery in March 19, 2014 and grew into Sweet Arts Bakery on West Union Street with a café serving front of house pastries and a wide variety of coffees and espressos.

**Need more sweets in your life? Visit Jenn at her bakery location:**

**817 West Union St  
Athens, OH 45701**

You can also find Sweet Arts Bakery desserts at the Ohio University Inn, Kiser's BBQ, Union Street Diner, Eclipse and Bagel Street Deli.



ACEnet would also like to thank Jane Cavarozzi and Kara Tripp from Dirty Girl Coffee for providing this morning's caffeine! As a brand they "pay homage to all women who perform every day. Not for glory, not for praise or pats on the back, not for money or approval. They aren't afraid to get dirt under their nails, brush the dust off their jeans rub sweat off their brow. They love who they are and what they do." They use the finest Arabica beans for all their coffee.

**Need more caffeine in your life? Contact Dirty Girl Coffee at [Info@DirtyGirlCoffee.com](mailto:Info@DirtyGirlCoffee.com)**

You can also find Dirty Girl Coffee at The Athens Farmer's Market, Busy Day Market, The Farmacy, Avalanche Pizza, Devils Kettle Brewery, The Triple Nickel Diner, Shop Athens Ohio, The Winding Road Market Place, Burr Oak Lodge and Conference Center, and Tony's Tavern



# Keynote Speaker

12:00 pm-1:00 pm Banquet Hall

## AMBER RUNYON

### *Founder/Visionary of Eleventh Candle Company*

Founder of Eleventh Candle Company, Amber resides in Columbus, OH with her dog Annie. She has traveled internationally as a nurse, serving alongside medical teams. One of these trips landed her in Ethiopia. It was there that she met an orphaned street girl named Mulu. Amber says that "the moment she walked up to me and slipped her little hand inside of mine, I looked into her big brown eyes and knew that in some way she belonged to me and I belonged to her." Thus began Amber's journey into the Eleventh Candle Company.



Eleventh Candle Co. is a product line launched through Legacy, a non-profit based out of Columbus, Ohio. These two organizations have come together as a social enterprise working globally to redeem, restore, empower and equip those vulnerable to human trafficking, abuse, exploitation, and addiction.

Amber says "I believe that if we can teach little girls to dream that they will be the force that changes the world. But I believe more than that; that if we teach broken women to dream like little girls again they will be a force the world has yet to see." Eleventh Candle Co. started from this very thought. That if we redeem, restore, empower, and equip women that we will see a force that the world has never seen.

In addition to Eleventh Candle, Amber serves at her local church, travels to other organizations and churches to speak to women, and networks with her local community. Amber loves a good adventure and is always up for hiking, kayaking, camping, and traveling.

ACEnet is so honored that Amber Runyon is here to speak at our first Women in Business Conference. She is an incredible inspiration to businesses in our area on how successful women entrepreneurs can do truly incredible things with any background. Her story shows that women can own a business, be involved in their community, and still find ways to give back.

**Amber will be sitting on the "We Did It, So Can You Panel" so feel free to write down questions during her presentation that you would like to ask her!**





# "We Did It, So Can You!"

1:15 pm– 2:15 pm Banquet Hall

This panel is an opportunity to hear from some remarkable women business owners in our community and learn how they came to be where they are today!



**Jennifer L'Heureux** has a Bachelor's in Communications and a Graduate degree in Master's of Arts from Ohio University. She has received such honors as a Buckeye Hills Hocking Valley Regional Development District Grant and several ACEnet small business grant awards. Jennifer has served with the Historic Square Arts District, ACEnet Board of Directors, Passion Works Advisory Board, OUECU Nominating Committee in addition to being a 2014 Leadership Athens County Graduate. As a member of both the Athens and Nelsonville Chambers of Commerce and active with the Athens County Convention and Visitor's Bureau and the Hocking Hills Tourism Association, Jennifer aims to help Nelsonville succeed as a destination and bring economic tourism and development to Southern Ohio.

Nelsonville Emporium specializes in Local and Food as a Gift, is owned by Jennifer L'Heureux and retails the artwork of over 100 local artists. A commercial kitchen is opening in the next few weeks where chocolate, pretzels, salsa and more will be served on a daily basis. There is also an onsite pottery studio and a full line of ceramic supplies available for purchase. Stop in frequently to see what has just come out of the kiln or to have first choice of area artist's newest creations – chances are you will meet an artist or two in the process!



**Jennifer McClain Eskey** is as local as it gets. She was born here in Athens, graduated from Alexander High School, attended Hocking College and Ohio University. She served 12 years in the Ohio Army National Guard, has two deployments and served the local community as a Deputy Sheriff for the Athens County Sheriff's Department as well as a Probation Officer for the Athens Municipal Court's Specialized Docket. Jenn learned most, if not all, of her baking knowledge from her mother, a recently retired pastry cook after 37 years at O'Bleness Hospital. Decorating abilities come from her grandma who created wedding cakes.

Sweet Arts Bakery was first Desserts by Jenn LLC. and started March 19, 2014 as a licensed home bakery mainly producing specialty cakes and cupcakes. Word spread fast and after a few months local businesses, like Kiser's BBQ and Union Street Diner, were placing orders. The home bakery grew into Sweet Arts Bakery and opened it's doors May 2, 2016. Since then, Jen has welcomed more business partners such as Bagel St Deli, Court Street Diner and Ohio University Inn & Conference Center as well as various Ohio University Departments. Sweet Arts Bakery is also a café with front of house pastries and a wide variety of coffees and espressos. Jen says, "We pride ourselves on making things from scratch and offering fresh, never frozen cakes. We make everything, from cheesecake, baklava, to tiramisu and everything in between."



**Danielle Young** ventured to Athens, Ohio in 1995. After receiving a Bachelor of Arts in Social Work at Ohio University, she began practicing Social Work in Columbus, Ohio at a Long-Term Care Facility. In 2004 Danielle returned to Athens to raise her family. In 2008, she began Nature's Magic, an eco-friendly cleaning business. She wanted to provide cleaning services to local businesses and residents without the use of chemicals. After a lot of research, Danielle decided to make her own truly non-toxic cleaners. The business took off, and people began to ask about buying her products. At that point, she knew she wanted to shift her focus to the manufacturing and selling of her products. Danielle moved her home office into ACEnet in 2013. Business began to pick up with determination, passion, and the help of ACEnet.

Nature's Magic is an Ohio-based, woman-owned, small-business in Athens, Ohio. They make powerful plant-based, non-toxic cleaning products. They only use ingredients found in nature, and offers products that not only smell great, but products you can pronounce. That way, "folks can safely sanitize their home and office without harm to the Earth, or the people and critters living on it." They have created 4 unique cleaning products for all cleaning needs. They make a multi-purpose cleaner, glass cleaner, wood polish, and a product called Deep Clean for the toughest jobs. Not only can you find Nature's Magic products in many retail locations around Ohio, West Virginia, and Virginia, but many area businesses use them to keep their spaces clean and safe for their employees and clients.



**Becky Clark** spent her childhood collecting ramps, gardening, hunting, and homesteading with her family in central West Virginia. She moved to Athens for high school, graduated from Ohio University, then made her way to the Pacific Northwest to attend culinary school at the Art Institute of Portland. From there, Becky sought out internship opportunities to refine her butchery and culinary skills. These experiences took her to Cure, where she was taken under the wing of award-winning chef and salumist, Justin Severino. Later Becky ran the protein program at Bar Marco under Chef Jamilka Borges. After several years, she felt the pull to return home to Athens County and her family. Becky knew that she wanted to bring her abilities and passion for food home, and began working on a concept that she hoped her community would enjoy. Before settling in to Athens, Becky did some traveling and took a cross-country bike ride - which gave her a lot of time to think - and the idea of Pork & Pickles was born.



# Tradeshow Participants

Read on to learn more about the dynamic local businesses and organizations who have joined us today as part of the morning trade show. Be sure to visit their tables before noon to learn about new products, resources and information available to support the growth of your business.

## The Chaddock Group

A private wealth advisory practice of Ameriprise Financial Services, Inc.

The Chaddock Group is a private wealth advisory practice of Ameriprise Financial Services, Inc. that can help you develop a personalized financial plan so you can gain the confidence to focus on what matters to you.



**Sherry K. Hill** is a graduate of The Ohio State University and Ohio University with a Bachelor of Science, Masters in Political Science, and a Ph.D. in History. She has 5 years of industry experience and is a Chartered Retirement Planning Counselor SM and an Accredited Asset Management Specialist. Away from work, she enjoys traveling, golf, and reading. She is heavily involved in numerous organizations within the community such as Women Raise the Roof and the Athens Photo Project. Areas of Expertise include Women's Financial Strategies Investments, Family Finances, and Retirement Planning Strategies .

Contact information: [www.thechaddockgroup.com](http://www.thechaddockgroup.com) [sheryl.k.hill@ampf.com](mailto:sheryl.k.hill@ampf.com)



The Community Bank and The Citizens Bank are two divisions of The Citizens Savings Bank, a full-service FDIC-insured, state-chartered commercial bank headquartered in Martins Ferry, Ohio. With 18 offices and an operations center, they serve the Ohio counties of Athens, Belmont, Carroll, Fairfield, Harrison, Jefferson and Tuscarawas. The bank has been in business since 1902.



**Brenda Morris** graduated from Ashland University with a business and economics degree. Two days later she began her career in banking and has worked in the financial services industry ever since. Her career has focused on all areas of lending and branch management. Currently she is the Retail Banking Executive and Area Sales Manager for The Community Bank in Athens County with offices in Nelsonville, Glouster, and Amesville. In her spare time she enjoys exploring the nature of Athens County, studying and promoting healthy lifestyles, and spending time with her son, Jackson, who is a junior in the Honors Tutorial College at Ohio University studying Mathematics.



**Crystal Bussart** has been with the Community Bank for several years and is currently the Customer Service Supervisor in our Nelsonville office. She handles several areas at the branch. Some of her specialties are account opening, consumer installment loans, and a wide variety of customer services. Crystal can put you in touch with our commercial and mortgage lender, as well as our financial specialist. She not only supervises the staff in Nelsonville, but can also conduct business and personal banking transactions. Crystal is a busy wife, mother, and grandmother. In her spare time, she enjoys gardening, fishing, and spending time with her family.



Red Tail Design Company is a multifaceted design shop that tackles small projects, large projects, and everything in between. They are a full service shop offering businesses the best in areas such as web design, web development, mobile development, branding, marketing, hosting, custom fabrication, woodworking, and more! They have worked with numerous businesses, organizations, and non-profits over the years, including prominent universities and national groups.

"Priding ourselves in our local Athens, Ohio roots, we are excited to help businesses of any size or variety take it to the next level. Let us know what we can do for you!"

# Tradeshow Participants Continued



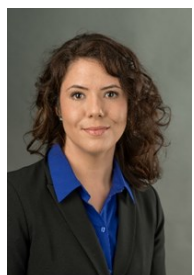
The Innovation Center provides valuable business incubation resources to fuel the economy in southeast Ohio. Created in 1983, the Ohio University Innovation Center was the first university-based business incubator in the State of Ohio and just the 12th in the United States. The current 36,000 square foot facility opened in 2003 and provides startups with a considerable range of resources including:

- Office space, labs, and conference rooms
- Flexible spaces and leases to support a company's growth
- Access to a professional staff and a network of experts



**Tanya Conrath** joined the Innovation Center in November 2016 as the Associate Director. Tanya manages client services, oversees the student staff, manages the facility, organizes events, and assists with fundraising efforts, grant writing, and other Innovation Center operations.

In her previous role with TechGROWTH OHIO, she facilitated regional outreach and educational/training opportunities for entrepreneurs. Her career has focused on supporting regional economic development in Southeast Ohio and creating professional development opportunities for its leaders and businesses. Tanya is an attorney, trained mediator, and holds a Business Incubator Management certificate from the International Business Innovation Association. She has a Bachelor of Science in Communication from Ohio University, and a J.D. from The Ohio State University Moritz College of Law.



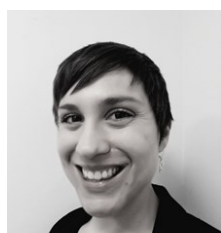
**Erin Rennich** joined the Innovation Center in February 2016 as the Client Liaison. Erin acts as a concierge to coordinate all activities for clients with the goals of increasing client revenues, follow-on investment, employment and, ultimately, graduation from the incubation program. Acting with other staff, Erin monitors progress, follows up on solutions identified, understands the clients' wants/needs and provides research for critical business pathways. Before joining the Innovation Center, Erin served as the Technology Coordinator at the Ohio University Technology Transfer Office for nearly four years. Erin has extensive experience providing business support to technology-based companies in various stages of maturity. In 2004, Erin earned her Bachelor of Arts at Westminster College in New Wilmington, Pennsylvania. In 2013, she completed her Professional MBA at Ohio University.



The Ohio University Credit Union (OUCU) is a not-for-profit, member-owned financial cooperative that provides members with tools to manage their money and understand their financial choices. Businesses can enjoy simple, easy to use accounts; take advantage of great loan rates; and find all the tools they need to manage cash flow – including mobile banking, mobile deposit, online bill pay, and a nationwide network of branches and ATMs.



**Donna Russell** has served for 12 years in her current job capacity as Manager of Member Business Services at the Ohio University Credit Union. Donna joined the Ohio University Credit Union, a local non-profit financial institution, to establish their expansion to provide business financial services. Her vast involvement with commercial lending institutions in the region has been a tremendous asset to the growth of the fund as well as assisting with deal flow and internal review processes.



**Eva Bloom**, Membership Development Specialist, works with credit union business partners and the community to help individuals take advantage of the benefits of credit union membership. Recently, she achieved certification as a credit union financial counselor. This has fueled her passion to help people understand their finances and make the most of their money.



# Tradeshow Participants Continued

## *Reed & Baur* Insurance Agency *Serving Your Community Since 1903*

Reed & Baur Insurance Agency is Athens, Ohio's premiere insurance establishment. We service Athens and the surrounding area with a variety of different insurance products and options.



**Paula Bauer**, business partner in Reed and Bauer Insurance Agency, knows that entrepreneurs are commonly seen as business leaders and innovators of new ideas and business processes. Paula says, "Twenty-four years ago I was given the opportunity to learn from a true entrepreneur. Working 15 years in the banking industry I was given the opportunity to partner with my mentor and best friend to build our business around our passions." Over the last 24 years, Paula has embraced change in the insurance industry to develop sales processes in which we listen, analyze and assist our clients. Her skills include insurance, sales, marketing, account management, accounting, organizational development, and customer retention. She is very involved in her community as a member of the Hocking Hills Chamber of Commerce, church member, as well as sitting on the Ohio 4-H Foundation Board.



## Small Business Development Centers

The Ohio Small Business Development Center provides business consulting to the region's companies, whether you are working on a business idea, in the start-up stages or have been in business for some time. Business assistance is available in all areas of start-up and operations. Based on your company's unique needs, we take you through a stepped approach to building your business, improving your competitiveness, increasing your revenues, solving problems or

managing the next stage of growth. If your business has less than 500 employees or less than \$10,000,000 in revenue, you are eligible for the free and low-cost assistance of the Small Business Development Centers of Southeast Ohio.



**Erin Gibson** is a Certified Business Advisor with the Small Business Development Center (SBDC) at Ohio University's Voinovich School of Leadership & Public Affairs. Erin serves five counties in southeastern Ohio: Athens, Hocking, Perry, Fairfield and Meigs counties. She has experience consulting small businesses from all industries in the areas of business planning, financial analysis, market planning and assistance in securing financing. Erin instructs Basis of a Successful Business (BOSS) trainings, as well as Profit Mastery courses. Erin obtained her bachelor's degree in Organizational Communications from Ohio University. Prior to joining the Voinovich School, Erin worked in economic development. Erin is a certified Profit Mastery facilitator through Business Resource Services.



**Carleen Dotson**, a Training Specialist/Business Advisor for the Ohio University Small Business Development Center (SBDC) within the Voinovich School, facilitates professional development trainings for businesses in multiple disciplines throughout our service region. Carleen works with the SBDC in a dual-purpose role as both a Business Advisor and a Training Specialist. In addition to developing and facilitating training for SBDC clients, Carleen assists clients through one-on-one counseling. Clients served by the SBDC are startup and existing businesses that often need assistance with securing capital, business planning, market analysis, and financial assessment. She received her undergraduate degree in Specialized Studies from Ohio University and has extensive experience working with business and industry clients. Prior to joining the Voinovich School, Dotson worked at a local Adult Career Center. Her primary responsibility was to develop and implement computer-software-training programs. Carleen herself holds the Microsoft Master Certification as well as Microsoft Certified Instructor credentials.



Farmers Bank, a Member FDIC and Equal Housing Lender. With 5 locations, founded by Hometown People with Hometown Spirit - Farmers Bank has become the oldest independently owned financial institution in Meigs County since opening its doors 110 years ago. We are excited about the future of the bank and the service it provides to the community - not only bank-related services, but community service through our employees and volunteers

# Curbside Consultants

Curbside consulting is a quick informal meeting perfect for entrepreneurs looking to bounce around ideas about issues they face in their daily work. It's also a great opportunity to begin building a relationship one-on-one with subject matter experts who live, work, and play in Southeast Ohio.



ACEnet has been providing help to small businesses in the region for the past 32 years. ACEnet staff is always excited to help a new business with their needs, either through their history of working with entrepreneurs or connecting business owners with partner organizations who can provide them with services like access to capital. At today's conference, ACEnet Executive Director and Director of Programs are excited to provide consulting expertise in the Curbside Consulting portion of the conference.



**Larry Fisher** joined the ACEnet staff in 2002, serving as the Director of the ACEnet Food Ventures Program and overseeing the operation of the 4,000 sq. ft. shared-use kitchen. Along with his 20 plus years of experience in the food and beverage industry, he has completed numerous food related trainings including HACCP Training, FDA Label Training, and the Better Process Control School. He assists a variety of new and existing businesses by working on business plans, financial management plans, and employment practices. Larry became the Executive Director of ACEnet in 2015.



**Leslie Schaller** has directed multiple training and technical assistance programs which assist entrepreneurs through small business development, contract services and the formation of support networks of resource providers as Director of Programs. Leslie secures public and private funding through grants and fees for services to support regional brand initiatives, targeted sector training, financial management support, and capital access. She is currently a partner of the Aspen Institute's Scale Academy, the Central Appalachian Network, the Ohio Food Policy Network, the Ohio Food Hub Network and UpGrade Athens County.



The Community Bank and The Citizens Bank are two divisions of The Citizens Savings Bank, a full-service FDIC-insured, state-chartered commercial bank headquartered in Martins Ferry, Ohio. With 18 offices and an operations center, they serve the Ohio counties of Athens, Belmont, Carrol, Fairfield, Harrison, Jefferson and Tuscarawas. The bank has been in business since 1902.



**Tom Rose** can assist in helping to understand options for opening and managing retirement accounts for your small business. Tom has worked the last 16 years as a Financial Consultant, assisting business owners and individuals to solve financial problems as well as planning and implementing a successful financial future. The last 11 years he has been involved in helping to establish and manage wealth management for The Community Bank with LPL Financial as the Broker Dealer.



**Ric Wasserman**, began his business career in Athens, Ohio with the founding of the World's Best Bagels establishment in 1991. As an independent businessman, he has interests in the food, beverage, and entertainment industries as well as real estate management and construction. As Ric says, he's good "at making the wheels turn" and can help you with organizational and financial questions. As owner of the 20 year-old Pigskin Grill, he was a founding member of the Athens Independent Restaurant Association and has worked actively to encourage the proliferation and growth of locally-owned food establishments. Wasserman was instrumental in creating the Boogie on the Bricks festival held annually in uptown Athens, Ohio. His business portfolio also includes the Bella Vino wine and craft beer store.

# Meet the Conference Team



ACEnet would like to thank Kailee Slusser who has volunteered her time to be the conference photographer. Kailee is an Ohio University graduate with a Bachelor of Fine Arts in Graphic Design. She is passionate about making a positive impact on the community through her work and is "always looking for nonprofits to help." Kailee previously worked as an AmeriCorps VISTA at ACEnet developing marketing materials, social media advertisement, and creating events to promote access to healthy and local food sources for all people throughout the region.



## ACEnet Conference Planning Team



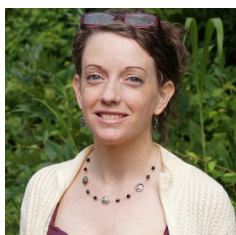
Erin Phillips joined ACEnet in June 2016 as an AmeriCorps VISTA. Erin's work focuses on finding solutions to the unemployment and underemployment issues facing low income individuals in impoverished areas of rural Appalachia Ohio. Her research primarily focuses on women in poverty and those recently released from incarceration. Erin decided that ACEnet should host this conference to better serve women entrepreneurs and has led conference design. ACEnet will miss her hard work and dedication as she heads off to law school in the fall!



Over the past decade, Rosemary has worked in a variety of capacity building roles within multiple sectors. She joined ACEnet staff full-time as Special Projects Coordinator in November 2016, and with funding through the Appalachian Regional Commission, she is working with regional farmers and food processors across central Appalachia to connect them with buyers ready to source more products from local food businesses. Prior experience building capacity for Appalachian Ohio organizations include collaborative work designed to increase healthy food access and serving as an AmeriCorps VISTA with longtime ACEnet partner Rural Action.



Grace Kroeger was ACEnet's Programs and Development Specialist. Grace assisted in scheduling trainings for small businesses, created and coordinated webinars, and created a Social Media 101 training and handbook that trained over 40 small business owners on social media. Grace provided event planning support for this conference, making it her 4th conference since she began her work at ACEnet. Grace is now working at Ohio University and ACEnet is excited to see what this new position brings.



Meggan Loveland joined the ACEnet staff in 2015 as the Programs & Communications Coordinator. Meggan provides program and grant development support, coordinates events, fundraising and promotions organizational branding and communications through a monthly newsletter, website development, and social media promotions. Meggan helped set up and promote the online communications for the conference.





# FOOD VENTURES CENTER

## ACENET'S FOOD SECTOR SERVICES

ACEnet provides a licensed facility called the Food Ventures Center to host and assist food manufacturing and food service businesses.

We offer services such as:

- Product Development
- Food Science Analysis
- Up To Date Food Regulation Resources
- Labeling Assistance
- Access to Regional Brands
- Business Planning
- Marketing
- Distribution Assistance
- Financial Resources
- Office Space

## SCHEDULE YOUR INTAKE MEETING TODAY!

First, help us to gain a sense of your business experience and how we can best assist you by filling out an Intake Packet. Then, during the meeting, we will discuss a variety of topics, including your intake packet, market research, recipes, and samples of your products. All research and planning that you conduct before your Intake Meeting will increase productivity.

Contact Larry Fisher to schedule:  
larryf@acenetnetworks.org  
750.592.3854 ext. 112



## EQUIPMENT & SPACE

### CENTRAL KITCHEN

*Ideal for:* Prepared Foods, Pasta, Baked Goods, Catering

*Includes:*

Conventional Oven  
10 Burner Stove  
2 Slicers  
Blast Chiller  
Convection Ovens  
Mixers up to 80 quarts

### PACKAGING & LABELING ROOM

*Includes:*

Automatic Labeler  
Batch Coding Equipment  
8 Foot Stainless Tables

### THERMAL PROCESSING ROOM

*Ideal for:* Salsas, Sauces, Condiments, Fruit Purees

*Includes:*

Large Steam Kettles  
Vertical Chopper Mixer  
Buffalo Chopper  
Electric Tilt Skillet  
Twin Head Volumetric Piston Filler

### WAREHOUSES IN ATHENS & NELSONVILLE

*Includes:*

Walk-in Coolers & Freezers  
Warehouse Storage  
3 Loading Docks

For more details about the Food Ventures Center's equipment, licenses, and fees, and more about preparing for your Intake Meeting or filling out the Intake Form, visit our website and navigate to the Food Sector Section of the Business Services Tab.

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