



**3RD ANNUAL  
WOMEN  
IN BUSINESS  
CONFERENCE  
FRIDAY, MAY 17  
HOCKING COLLEGE**

# Welcome to ACEnet’s 3rd Annual Women in Business Conference!

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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 & state, but nationally! The Census Bureau reported that women-owned businesses are growing at a faster rate than male-owned businesses across the nation. In Ohio, women business owners account for 1/3 of the total businesses.

This in mind, ACEnet saw the need to provide resources to support women-owned businesses and created a conference to supply those resources. With our 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.

*Thanks for coming, enjoy the conference!*

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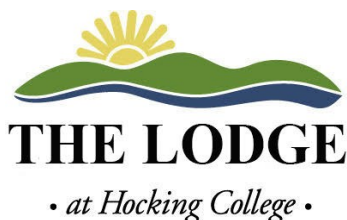
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# Conference Agenda

Time	Activity
8:00 am – 9:00 am	Registration & Trade Show Open Sign-Up for Curbside Consulting Refreshments provided by Dirty Girl Coffee & Sweet Arts Bakery
9:00 am – 9:15 am	Opening Introductions with Hocking College President, Dr. Betty Young
9:15 am – 10:15 am	Session 1: "What Are You Selling & Who's Buying" with Megan Riddlebarger of Sycamore Run Early Childhood Center & the Social Enterprise Ecosystem
10:15 am — 10:30 am	Break
10:20 am — 11:20 am	Trade show, Networking & Free Professional Headshots with Stephanie Knight of Rocky Brands, Inc.
11:20 am – 11:50 am	Session 2: "Digital & Social Media Marketing" with Heather Fuston of Snowville Creamery & Abbie Hughes of Rocky Brands, Inc.
11:50 am – 12:00 pm	Break & Begin lunch buffet line
12:00 pm – 1:00 pm	Lunch from the Hocking College School of Hospitality  Keynote: "Stay Out of Your Own Way" with Dr. Geneva Murray, Director of Ohio University Women's Center
1:00 pm – 1:15 pm	Break
1:15 pm – 2:30 pm	"We Did It, So Can You" Panel with owners Jennifer Chapman Kleski (Kleski Envi-ronmental Services), Aubrei Krummert (Real World Organizing), Dr. Tara Slingerland (Butcher's Bites & Athens Advanced Chiropractic) & Timarie Francis (Black Diamond Bicycles)
2:15 pm – 2:30 pm	Break
2:30 pm – 3:00 pm	Wrap-up, Acknowledgements & Trade Show Raffle
3:00 pm – 5:00 pm	Optional, informal Social Hour networking at Eclipse Company Store in The Plains (11309 Jackson Drive, The Plains, OH 45780)

# Special Thanks to Hocking College

Today's conference venue has been generously provided to the Women in Business Conference by Hocking College. Formerly the Inn at Hocking College, 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.



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.

## Food Highlights

**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:**

**817 W Union Street, Athens, OH 45701**



**Dirty Girl Coffee** is a coffee company with a social mission to support economic development and women's economic advancement in Appalachia.

**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, Triple Nickel Diner, Shop Athens Ohio, The Winding Road Market Place and Burr Oak

4 Lodge.

# Curbside Consultants

**Curbside consulting** is a quick informal meeting for bouncing around ideas about issues you face in your daily work & a great opportunity for building relationships. Curbside consulting will be available throughout the day. Different consultants have different availabilities so please sign up at the Curbside Consultant registration table early to ensure your spot with your preferred consultant.

**Heather Fuston** has lived in the Athens area since 2012. She is passionate about being a mother, nutrition, the outdoors, and leaving the Earth a better place than she found it. Heather is the Marketing Director at Snowville Creamery and has been part of their marketing team for 6 years. She specializes in social and digital marketing creation and management.



**Snowville Creamery** is a fluid milk processing plant located on a pasture-based dairy farm in Meigs County. Our company processes and bottles grass-grazed, 100% A2/A2 milk, cream, and yogurt from local farmers that are committed to regenerative and sustainable farming practices, which includes never using GMO feeds or hormones. Snowville Creamery is designed to minimize the impact of dairy processing on the environment.

Our business strives to be an active member of our community. We strive to pay a living wage to our employees and to treat them with respect and dignity. We view our relationship with our farmers and employees as a partnership.



Abbie Hughes was born and raised here in Southeastern Ohio, graduated from Logan High School and went on to pursue a career in Digital Marketing. She is passionate about her family, art, her career, and exploring all of the beauties of this world. Abbie has worked at Rocky Brands, Inc for almost 5 years, working in different areas of the company. Her current position is in the E-Commerce division as the Social Media Specialist.



You can learn more about **Rocky Brands, Inc.** in Stephanie Knight's bio!

## Interact With Us on Social Media!



ACEnetAthens



ACEnetathens



ACEnetathens

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

# Curbside Consultants

Curbside consulting is a quick informal meeting for bouncing around ideas about issues you face in your daily work & a great opportunity for building relationships. Curbside consulting will be available throughout the day. Different consultants have different availabilities so please sign up at the Curbside Consultant registration table early to ensure your spot with your preferred consultant.



**Michelle Wilson** lives in a cabin on 30 wooded acres in Carpenter, Ohio. Her goal is to have a self-sustainable lifestyle by the time she retires. She enjoys spending time with her partner and being near her children and their families. On founding a business dedicated to sustainable practices, Michelle is grateful to be doing something that matters and makes a difference in the world.

## **Athens Impact Socially Responsible Investments and Insurance**

Michelle has over 20 years of experience in the financial services industry. She founded Athens Impact Socially Responsible Investments and Insurance to deliver a comprehensive wealth management experience to clients focused on ethically and socially responsible investing principles. She earned her

Accredited Investment Fiduciary @ certification and holds FINRA Series 7 and 66 licenses. Michelle has a broad knowledge base and understands the needs of many types of clients from her broad experience base. In her previous life as the branch manager, VP of a bank, she helped everyone from the widow on social security who was trying to make ends meet, to the farmer who was buying a new piece of equipment. She advised small business owners on how to balance their finances and their work and helped families settle estates. She rolled out several wealth management centers and helped kids learn to balance their first checkbooks. Michelle is uniquely qualified to help you with all your financial goals.



**Melissa King** moved to Athens in 2015 from Cleveland, Ohio to attend Ohio University. While Melissa was at OU she spent a lot of time volunteering at organizations like Good Works Incorporated and Havar Incorporated. Melissa graduated from Ohio University in 2017 with a bachelor's degree in Social Work, and became ACEnet's Appalachia Asset Building AmeriCorps VISTA.

Melissa has spent most of her service researching how small businesses are expanding and adapting to residing in a rural location. She's had the opportunity to interview many local small business owners and analyze the techniques

and online tools that they have used to successfully continue to fund their venture. Have questions about crowdfunding campaigns? Melissa can help.





# Opening Speaker

Opening Session: 9:00 am-9:15 am



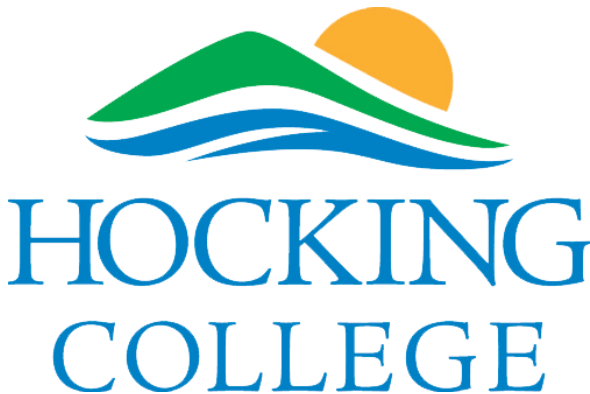
**Dr. Betty Young** is the President of Hocking College. Dr. Young has extensive experience in workforce development and has chaired the Workforce and Economic Development Commission of the American Association of Community Colleges (AACC) on the implementation team focused on skills gaps for the 21st Century Initiative.

Prior to Hocking College, she served as the President of the Coleman College for Health Sciences at Houston Community College, TX. Before that, Dr. Young was president of Asheville-Buncombe Technical Community College in North Carolina and Northwest State Community College in Archbold, Ohio.

Dr. Young's early positions in higher education were as faculty and

department chair for Washington State Community College, and as Dean and Assistant Vice President for Franklin University in Columbus.

Dr. Young earned several degrees from Ohio University, Athens, OH, including an Associate of Science in Mathematics and Science, a Bachelor of Business Administration in Accounting/Management, a Masters of Education in Higher Education, and a Doctor of Philosophy in Higher Education Leadership. She also earned a Juris Doctor and a Master of Laws (LL.M.) in Business Law from Capital University Law School, Columbus, OH.



# About the Sessions

**Session 1: 9:15 am - 10:15 am**

## **“What Are You Selling & Who’s Buying”**

**Megan Riddlebarger**

**“What Are You Selling, and Who’s Buying” – Clarifying Your Value Proposition and Eliminating Barriers to Success.**

A value proposition is a clear statement that explains how your product solves customers' problems or improves their situation, delivers specific benefits, and tells the ideal customer why they should buy from you and not from the competition.

This session is for entrepreneurs at any stage of business development. Our discussion will include reflective activities and some actionable takeaways.

**Session 2: 11:20 am – 11:50 am**

## **Digital & Social Media Marketing**

**Heather Fuston & Abbie Hughes**

**“Digital & Social Media Marketing” – How to Reach Customers Where They Are**

This session will teach you about social media marketing for small businesses, specifically Facebook and Instagram; Google Analytics and other ways of tracking digital marketing success; and other marketing platforms such as Google Adwords.

# Professional Headshots

**10:20 am-11:20 am Room 2**

***People do Business with People, not Brands. You are the face of your small business!***

It's recommended that business owners get updated headshots each year. Stop by today and get a new headshot at no cost! Professional Headshots provided today at no cost by Rocky Brands, Inc. Senior Photographer, Stephanie Knight.

**Stephanie Knight** holds a BFA from the Columbus College of Art & Design in Media Studies/Still-based Photography. At Rocky, Stephanie is responsible for coordinating photo shoots for web/print and lifestyle shoots on locations with models, and for capturing all corporate events and many sponsored events throughout the year.

**Rocky Brands, Inc.** – The Global Headquarters, located right here in Nelsonville, OH employs about 400 local residents, with more than 2,800 employees worldwide, including an office in Los Angeles, CA and an international sales force and facilities in Canada, China, Puerto Rico and the Dominican Republic. At Rocky Brands, Inc., they design, develop, manufacture and market premium quality footwear and apparel. Rocky Brands, Inc. is focused on growing our brands through product innovation, targeted sponsorships and social interaction with our consumers. We market compelling brands with innovative product lines that enhance consumers' life experiences, resulting in a lifetime loyalty to Rocky Brands, Inc.





# About the Presenters



**Megan (Weber) Riddlebarger** is the founder and owner of Sycamore Run Early Childhood Center in The Plains, Ohio, leading a staff of 9 and serving more than 40 families per year since 2005. She has taught students of all ages, from instructing at Hocking College, to delivering professional development courses with the Corporation for Ohio Appalachian Development (COAD), and classroom teaching at the River Valley Community School and the Sycamore Run Early Childhood Center.

Megan is the Entrepreneur in Residence with the Social Enterprise Ecosystem (SEE) program at Ohio University's Voinovich School of Leadership and Public Affairs, an Appalachian Regional Commission-funded project which serves social enterprises and their philanthropic funders in Ohio and West Virginia. Since April 2017, Megan has assisted more than 70 enterprises at various stages of growth, and helped to leverage over \$4.5 million in support of their programming.

You can get in touch with Megan at (740) 597-9043 or [weberm1@ohio.edu](mailto:weberm1@ohio.edu)



**Heather Fuston** has lived in the Athens area since 2012. She is passionate about being a mother, nutrition, the outdoors, and leaving the Earth a better place than she found it. Heather is the Marketing Director at Snowville Creamery and has been part of their marketing team for 6 years. She specializes in social and digital marketing creation and management.



**Abbie Hughes** was born and raised here in Southeastern Ohio, graduated from Logan High School and went on to pursue a career in Digital Marketing. She is passionate about her family, art, her career, and exploring all of the beauties of this world. Abbie has worked at Rocky Brands, Inc for almost 5 years, working in different areas of the company. Her current position is in the E-Commerce division as the Social Media Specialist.



# Keynote Speaker

12:00 pm - 1:00 pm

**Stay Out of Your Own Way:** This keynote will focus on identifying the ways in which imposter syndrome can play out, highlighting language that undersells one's accomplishments or diminishes one's self-worth. This session will be helpful both to improve one's own confidence, or as tips to assist others in their projection of confidence.

**Dr. Geneva Murray** is the Director of the Ohio University Women's Center, a center designed to provide students, faculty, and staff with information, services, and programs that address matters of particular concern to women.

Geneva earned her Ph.D. in Women's Studies from the University of York in England. She also has a Master's Degree in Public Policy with a concentration in Women's Studies from George Washington University and a Bachelor's Degree in Sociology from Texas Tech University. She cites seeing the change in someone who has taken a salary negotiation workshop that she has delivered as the accomplishment of which she is most proud.

Geneva's family includes her parents, brother David, and dog, Roger Rupert Walter Frasier Yoda Puppies (you can call him Roger for short). Her favorite mantra is "There's spicy V8 in the fridge."



Division of Diversity  
and Inclusion  
**Women's Center**

## Journal Highlights

Journals today were generously provided by **Monday Creek Publishing**. They offer Book Reviews, Promotions, Editing, and Publication Services, check out their website for more info and to peruse their books, read the great reviews, and connect with their authors!



**Monday Creek Publishing LLC**  
[mondaycreekpublishing.com](http://mondaycreekpublishing.com)

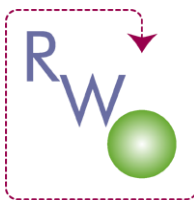
# We Did It, So Can You

Opening Session: 9:00 am-9:15 am

**Aubrei Krummert** Wife and mother of two, Aubrei grew up in Pittsburgh. She has Bachelor's degrees in Psychology and French, as well as experience in higher education administration, international business and the publishing, advertising and IT fields. Aubrei lived in France, Ecuador, and Germany, and finally settled in Athens in 2009. No matter where life took her, though, she always kept her finger on the field of organizing. Finally, back on U.S. soil, she launched herself as a Professional Organizer and Productivity Specialist, founding Real World Organizing in December, 2011.



**Real World Organizing** Aubrei specializes in Holistic Residential Organizing, with a strong emphasis on self-care and life balance above all else. She also has expertise in Time Management, ADHD organizing, pre- and post-moves and other areas. She is particularly proud of the amount of referral business she receives and places great value on the close relationships she develops with her clients, where mutual Commitment, Chemistry, and Communication play major roles. Additionally, Aubrei and her team of organizers are THE authority in Athens County on recycling and avoiding the sending of discards to the landfill. Aubrei belongs to the National Association of Productivity Organizers (NAPO), where she enjoys leadership roles. When not working, she enjoys traveling, spending time with family and serving her two cats.



**Timarie Francis** grew up in a small farm community 2 hours NW of Athens. She came to Athens in 2004 after graduating HS but moved to Utah the following year to enjoy some time teaching snowboarding. She moved back to Athens in 2009, completing her degree in Early Childhood Education. For the next 5 years she worked as the Program Manager of Kids on Campus.



In 2014 Timarie and her husband Vince opened their shop, Black Diamond Bicycles. In 2015 after welcoming their second child she left her position with KoC to work with Vince in a more hands-on role. These days you will find her sitting at the front counter of Black Diamond Bicycles or leading a group of women riding bikes. She also balances her life with trail running, lifting at Wellworks, and gardening!



**Black Diamond Bicycles** focuses on a customer-centered experience so that each person that walks into the door feels welcomed and understood. They have bikes for sale as well as offer daily and hourly rentals. Conveniently located next to the bike path in Athens, their new location has 3 times as much square footage as their old location, offering more room for quicker repairs and overall stock of products.

# "We Did It, So Can You!"

1:15 pm– 2:15 pm

**Jennifer Chapman Kleski**, having more than 28 years' experience as a hydrologist/fluvial geomorphologist, founded Kleski Environmental Services LLC (KES), an environmental consulting firm, in 1998. Jennifer started KES after recognizing an increasing need for aquatic resource evaluation and mitigation as requirements under federal and state law.



Prior to her environmental career Jennifer owned & operated two retail shoe stores and a department store shoe department. Jennifer opened her first shoe store, Kleski Shoes in Uhrichsville, Ohio in 1982 and closed her last store, Kleski's on the Square in New Philadelphia in 1995. Her experience in retail shoes came early in life, growing up and working in her mother's shoe store, Chapman Shoes in Pomeroy.

**Kleski Environmental Services (KES)** provides superior solutions for environmental, natural, cultural and sustainable resource needs in private and public sectors. Recognized for industry-leading technical expertise, KES specializes in environmental permitting through local, state and federal agencies; environmental site assessment; mitigation and adaptive management solutions; wetlands analysis; stream restoration; watershed planning and protection, resource exploration and expert witness testimony.



Recognized for industry-leading technical expertise, Jennifer specializes in environmental permitting through federal, state and local agencies; environmental site assessment; mitigation and adaptive management solutions; wetland and stream assessments and restoration; watershed planning and protection; resource exploration; and expert witness testimony.

A PROud Bobcat Alumni turned Athens local, **Dr. Tara Slingerland** is a Chiropractic Physician and Clinical Nutritionist in Athens, OH. Upon returning from New York where she completed her continuing education, she started Innovative Wellness Solutions a wellness facility with a whole health focus to achieving optimal wellness. Dr. Tara works with a variety of other providers and offers services for a well rounded and balanced practice. In addition to her wellness practice, Dr. Tara started Butcher's Bites with her long time partner in both life and business, Dr. Ian Butcher, hence the



**Butcher's Bites** is a nutritionally focused prepared meal service that operates out of ACEnet's shared use kitchen facility where they are producing upwards of 500 meals weekly! Currently, Butcher's Bite meals are only available via pre-order through their website, [www.butchersbites.com](http://www.butchersbites.com). Meals are then picked up from one of their many pick-up locations in Athens and Pomeroy Ohio. Her and the team are looking to expand into surrounding south eastern counties including Parkersburg, WV with grab-N-go style meals soon to be available as well.

# Trade Show 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 today to learn about new products, resources & info available to support the growth of your business.



**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.

## The **Ohio Small Business Development Centers**

(SBDC's) of South East Ohio provides business consulting to the region's companies, whether you are working on a business idea, in the start-up stages or in business for some time. Business assistance is available in all areas of start-up and operations. Based on your company's unique needs, they 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 & low cost assistance of the Small Business Development Centers of Southeast Ohio.

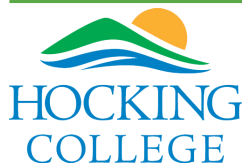


**Small Business  
Development Centers**



Founded along the banks of the mighty Ohio River in eastern Ohio in 1902 by a group of forward-thinking businessmen, **Unified Bank** is a state chartered, commercial banking organization committed to upholding the vision of its founding fathers by strongly supporting the communities in which it is located and meeting the needs of the residents and small businesses that serve these communities...and beyond! Their steadfast commitment to the core principles of Customer Service Excellence and Hometown Banking have served us well throughout our proud history. Unified Bank, previously The Citizens Bank and The Community Bank, has grown and prospered for over 100 years by evolving with the communities that we have proactively served and introducing our style of banking to new communities that are in need of the services of a dynamic, community-minded bank that truly makes a difference!

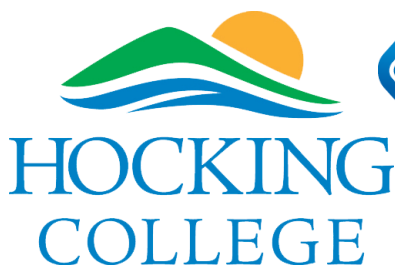
**Athens Impact Socially Responsible Investments and Insurance** offers Social and Environmental Portfolio Screening and Analysis; Portfolio Construction and Management; Risk Assessment; Estate and Legacy Planning; Advanced Tax Strategies; Donor Advised Funds, Endowments and Philanthropic Annuities; Life, Long Term Care and End of Life Plans; Ethical Wills; Education Savings Options (with a social media element); Budgeting and Savings Plans; Vision, Dental, Travel and Supplemental Policies; Small Business Owner Retirement Planning; and Group Retirement Plans and Key Person Insurance.



**Hocking College's** two year Business Management and Entrepreneurship degree program prepares students for work in a variety of business management jobs and careers. This program is designed to provide entrepreneurship training to those new to the business world as well as those already in business. Completion of a practicum in area businesses, industries, or agencies provide opportunities to implement skills learned. The training students receive from the Business Management and Entrepreneurship degree program is invaluable when looking to work in the field of business, or start your own. Visit the Hocking College table at the tradeshow to learn more about their classes designed for entrepreneurs.

## Thank You To Our Sponsors

ACEnet is committed to keeping the Women in Business Conference free to attendees to allow equal opportunity for all to attend. We could not provide this conference without the support of our generous sponsors. If you are interested in being involved with future ACEnet Women in Business Conferences in any capacity, contact an ACEnet staff member.



OhioHealth



Monday Creek  
Publishing  
Ohio USA

## Individual Conference Supporters





# 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 Adam Kody  
to schedule:

[adamk@acenetnetworks.org](mailto:adamk@acenetnetworks.org)

## 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



**BUILDING** networks  
**SUPPORTING** innovation  
**FACILITATING** collaboration  
with Appalachian Ohio's businesses  
— to create a **STRONG** —  
-----  
**SUSTAINABLE REGIONAL ECONOMY.**

**The Appalachian Center  
for Economic Networks**

----- [acenetworks.org](http://acenetworks.org) -----