



WEST VIRGINIA STATE
UNIVERSITY

College of Business and Social Sciences

2019 Business & Economics Summit

March 26th

Erickson Alumni Center

Entrepreneurship: It Starts at State



Topics:

Leadership and Team Engagement, Public Entrepreneurship, Opportunities for Entrepreneurship in WV, Financial Crimes Experienced by Entrepreneurs, Sustainable Business Concepts, Entrepreneurial Spirit, Scaling a Startup, Marketing, Mentors, State Government and Entrepreneurship, Insurance, and Entrepreneurial Design.

SCHEDULE OF SPEAKERS

9:30 – 10:00 AM *Four key components of leadership, team engagement, and successful businesses*



Bruce Hinckson / Orange Theory Fitness - *BCN Fitness LLC* / Franchise Owner

Bruce is a co-owner of two Orangetheory Fitness franchises, owner/operator of a Health & Wellness business, and a National Academy of Sports Medicine (NASM) certified personal trainer. He also has background in Sports Psychology and will graduate in April as PN Level 2 Master Nutritionist.

Introduced by Interim Department Chair Matthew Carroll

10:00 – 10:30 AM *Public entrepreneurship*

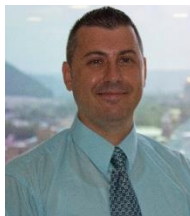


Ben Salango / Kanawha County / Commissioner

Ben was appointed to the Kanawha County Commission in February 2017 and was elected in November 2018 to serve through 2022. He is a founding member of Preston & Salango, PLLC and has been recognized as one of the “Best Lawyers in America” by US News & World Reports and a 2019 Lawyer of the Year.

Introduced by Professor Ed Goldberg

10:30 – 11:00 AM *Opportunities for entrepreneurship in new and evolving industries within WV*



Chris Yeager / Yeager Media Group, LLC / Appalachian Cannabis Company / Owner

Chris is the owner of Appalachian Cannabis Company, a United States Marine Corps veteran, and graduate of West Virginia State University. Saddened by the drug epidemic ravaging our state economically and socially, he founded Appalachian Cannabis Company with a vision of providing safer and more effective treatment solutions for addiction itself, as well as chronic pain, mental health, and many other conditions.

Introduced by Dr. Cyrus Aleseyed

11:00 – 11:30 AM *Financial crimes experienced by entrepreneurs*

Cedric Jefferson / Federal Bureau of Investigation / FBI Special Agent

Introduced by Interim Department Chair Matthew Carroll

11:30 AM – 12:00 PM *Opportunity recognition – Turning ideas into sustainable business concepts*



Leo López / U.S. Small Business Administration / Lender Relations & District International Trade Officer

Leo joined the Small Business Administration in 1982 as a Loan Officer with the Puerto Rico District Office. Most recently he spent 10 years as a Rural Development Specialist at the U.S. Department of Agriculture in Charleston, WV. He has a bachelor's degree in Business Administration and a graduate degree in Labor Relations.



Kimberly Donahue / U.S. Small Business Administration / Economic Development Specialist

Kim has over a decade of professional small business development experience, during which she has developed exceptional skills in cost-effective marketing and business legal structure. She has a degree in political science from Marshall University and a law degree from the West Virginia University College of Law.

Introduced by Professor Mike Lewis

12:00 – 2:00 PM

BREAK

KEYNOTE SPEAKER

2:00 – 2:30 PM *Passion, Drive...and Prom*



Amy Shuler Goodwin / City of Charleston / Mayor

Amy Shuler Goodwin is the first female mayor of the City of Charleston, WV. She has served as the Deputy Secretary of Commerce and Commissioner of Tourism for the state of West Virginia. She has also served as Communications Director and chief spokesperson for Governor Tomblin and Governor Wise.

Introduced by Professor Cheryl King

SCHEDULE OF SPEAKERS

2:30 – 3:00 PM *StartUp to ScaleUp*



Anne Barth / TechConnect West Virginia / Executive Director

Anne Barth is the Executive Director of TechConnect West Virginia, a non-profit organization focused on driving innovation and cultivating entrepreneurship. She has advanced programs and initiatives that foster startups and founded the West Virginia Women & Technology Conference.

Introduced by Dr. Mark Wilson

3:00 – 3:30 PM *Marketing Today. It's Not Your Parents World.*



Jeff Barnes / Barnes Agency / President & CEO

Jeff is a marketing and public relations professional with more than 30 years of experience. He is the President & CEO of Barnes Agency which has been recognized with over 400 regional and national awards in advertising excellence. Prior to Barnes Agency, he was vice president for four regional and national hospital healthcare systems.

Introduced by Professor Cheryl King

3:30 – 4:00 PM *Entrepreneurship – What do you do, when you don't know what to do?*



Clinton Arnold / CT Arnold Enterprises Inc. / President

Clinton spent 25 years in the telecom industry for Verizon Communications Inc. In 2013, he created CBA Enterprises Inc. and purchased an AAMCO Transmissions and Total Car Care auto repair franchise and holds real estate. He also serves on non-profit boards in Charleston.

Introduced by Dr. Frehot Hailou

4:00 – 4:30 PM *State Government and Entrepreneurship*



Dave Hardy / State of West Virginia / Revenue Secretary

Dave was appointed West Virginia State Revenue Secretary in January 2017. He served as Kanawha County Commissioner from 2001 through January 2017. He is a graduate of the West Virginia University Institute of Technology and the University of Tennessee College of Law.

Introduced by Interim Dean Debbie Williams

4:30 – 5:00 PM *Why BrickStreet?*



Toney Stroud / BrickStreet Insurance / Attorney

Toney earned his B.A. at Marshall University and his J.D. at the WVU College of Law. He has focused his entire legal career on workers' compensation and labor and employment law. His specialties include workers' compensation defense, deliberate intent litigation, employment counseling, and employment litigation.

Introduced by Dr. Mark Wilson

5:00 – 5:30 PM *The Journey of Morgan Rhea*



Morgan Beals / Morgan Rhea / Designer and Owner

Morgan graduated from Savannah College of Art and Design. She apprenticed alongside top professionals at Coach Headquarters in New York City. After completing her time in New York, she returned to her Appalachian roots and started her luxury accessory business in Charleston.

Introduced by Dr. Alan Tillquist

West Virginia State University was founded under the provisions of the Second Morrill Act of 1890 as the West Virginia Colored Institute, one of 19 land-grant institutions authorized by Congress and designated by the states to provide for the education of black citizens in agriculture and the mechanical arts. West Virginia was one of the states that maintained segregated educational systems at that time.

From 1891 to 1915, the original Institute offered the equivalent of a high school education, vocational training, and teacher preparation. In 1915, the West Virginia Collegiate Institute began to offer college degrees. Under the leadership of President John W. Davis, the academic program was expanded and new buildings were constructed, and in 1927, the Institution was accredited by the North Central Association; in 1929, it became West Virginia State College. Over the next decades, WVSC became recognized as one of the leading public institutions of higher education for African-Americans.

In 1954, the United States Supreme Court gave its historic decision outlawing school segregation. The consequence of this decision for West Virginia State College was a rapid transition to an integrated institution serving a predominantly white, commuting, and older student population. Enrollment quadrupled during the following decades.

Meanwhile, by a decision of the West Virginia Board of Education, WVSC was compelled to surrender land-grant status, the only one of the 1890 institutions to do so. Only after a 12-year effort was the college's land-grant status fully restored, in 2001 by an act of Congress.

In 2004, the West Virginia Legislature approved WVSC's transition to University status, and today WVSU offers 23 bachelor's degrees and six master's degrees. With a rich history, and promising future, WVSU is positioned to become the most student-centered research and teaching, land-grant university in West Virginia, and beyond.

wvstateu.edu

(304) 766-3000

THANK YOU FOR ATTENDING!



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