

FRIDAY, SEPTEMBER 29, 2017 · 8 A.M. TO 4 P.M. · MARIETTA COLLEGE



Dear High School Teachers and Administrators,

We are looking forward to welcoming you to and your students to the second annual Marietta College Mid-Ohio Valley Entrepreneurship Expo on Friday, September 29th. Thank you for your interest in this event, and for your dedication to nurturing and supporting young entrepreneurs in our area!

In order to help your students get the most out of this experience, we've created a special schedule for high school participants.

Students will check in at the McDonough Center auditorium for a morning introduction during which we'll have students network with their peers from other schools, give them an idea of what to expect at a conference, and help them set goals for the day. They'll then join the rest of the attendees for the welcome, kick-off, and morning keynote sessions.

During the first concurrent session block, students may choose to attend one of three workshops, or to spend the time exploring the vendor showcase area and taking a tour of the Beta Box, an onsite miniature creative technology lab.

During the second concurrent session block, high school students will be invited to take place in a debrief and reflection session where they can share with each other about what they've learned and experienced, and learn about local resources and opportunities to support them in developing as MOV Entrepreneurs.

Students will then join back up with the rest of the Expo participants for a buffet lunch, presentation of the Entrepreneur of the Year Award, and the afternoon keynote session. The program for high school students will officially conclude at 2pm, but you and your students are welcome to stay for the rest of the Expo activities on your own.

Following is a full breakdown of the schedule, as well as instructions on how to register for the Expo. We ask that all participants register individually, whether you have students register themselves, or whether you go in as the instructor and register each student. This will ensure that we have an accurate count of attendees for our planning of session spaces, lunch, etc.

Please note, all students enjoy free admission to the Expo with their student ID. Admission for teachers/chaperones is \$25 per person, payable online by credit card when you register or by check the day of the event. Full information on the MOVEE is available online at <http://www.marietta.edu/movexpo> .

We look forward to hosting you on September 29th!

Questions about the Expo can be directed to Dr. Jacqueline Khorassani, Director of Entrepreneurship the Program at Marietta College at jackie.khorassani@marietta.edu .

Best,

Tasha Werry, Ed.D , Director of Career Resources and Outreach, Marietta City Schools and Director of Building Bridges to Careers

Maribeth Saleem-Tanner, Director of Civic Engagement at Marietta College

To Register Students to Attend MOVEE:

- Click the Registration link on the MOVEE webpage (above) or go directly to: <https://khorassj.wufoo.com/forms/participant-registration/>
 - Please complete one online registration form for each student participant.
 - Have students list the full name of their high school under “Organization” when they register on the first page.
 - Do NOT worry about choosing concurrent sessions for each student on the online form. We will have students choose their options on the day of the Expo.
 - Please register all high school participants by Tuesday, September 19th.
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High School Student Schedule for MOVEE

8:00 AM: Welcome, Student Registration and Orientation in MCDONOUGH AUDITORIUM

8:45 AM – 9:00 AM Kickoff Session DBRC

9:00 AM - 9:45 AM Morning Keynote DBRC

Social Enterprise through Solar Energy

Speaker: Dr. Charles “Chip” Pickering, CEO of Pickering Associates

10:00 AM - 10:50 AM Concurrent Workshops 1: Four Options

- **Session 1-A Hot Tax and Accounting Topics for Small Businesses DBRC 217**
With: Jenna Burns (Session Manager), Jeffrey Brooks, and Josh Wine (Perry and Associates)
Tax and accounting professionals from Perry & Associates CPAs have prepared a brief presentation with topics of interest to small business owners and entrepreneurs. The remainder of the session will be an open Q&A for our panel of experts to elaborate on any tax and accounting related questions you have.
- **Session 1-B Social Media Tools DBRC 216**
With: Gloria Husk (Session Manger, Husk Marketing), Sarah Arnold (Pickering Associates), Heather Ayers (Consumer Credit Counseling Service of the Mid-Ohio Valley), Jon Corra (Jan Dils Attorneys at Law), and Andrea Shirey (One Nine Design)
Do you want to learn how to use various social media tools effectively to promote your business? If so, this session is for you. In this workshop you will have the opportunity to receive valuable and practical guidance from social media experts in small, highly interactive groups.
- **Session 1-C Design Thinking & Creating Innovation LIB 219.**
With: Sara Rosenstock (Marietta College) Session Manager: Brett Allphin (Buckeye Hills Regional Souncil)
Do you have an idea, but don't know if it is worth pursuing? Is a project stalled in the development phase? This workshop will focus on the design thinking process, a mindset that provides a structured approach to generating and developing ideas and solutions. Participants will learn about this proven method of creative problem-solving and guided through the process of applying this skill to create advances in both innovation and efficiency—a combination that produces a powerful competitive edge.
- **Interactive Session Option: Beta Box and Vendor Showcase**
*Tour the MOVEE Vendor Showcase and talk with local entrepreneurs. Some vendors will offer interactive “pop up sessions” for attendees. Groups will also rotate through our on-site Beta Box Makerspace experience. **Betabox Open Makerspace** gives every attendee the key to unlock their creative potential. When someone walks into BetaBox for the first time, they're immediately given the chance to create something. BetaBox lab technician is always available to make the technology accessible, whether it's our 3D printers, 3D scanner, or laser cutter.*
<http://money.cnn.com/2016/08/10/technology/betabox-stem-shipping-container/index.html>

11:00 AM - 11:50 AM: Student Reflection & Debrief in MCDONOUGH AUDITORIUM

12:00 PM - 12:40 PM Buffet Lunch, Vendor Showcase DBRC

12:45 PM - 1:00 PM Noon Session DBRC

Dr. Bill Ruud, President of Marietta College

Presentation of Perry & Associates Entrepreneur of the Year Award

By: Jodey Altier, Managing Partner and CEO, Perry & Associates CPAs

1:00 PM - 1:45 PM Afternoon Keynote DBRC

The Entrepreneur Equation: The Dirty Secrets of Entrepreneurship and How to Embrace an Entrepreneurial Mindset for Success

Speaker: Carol Roth, creator of the Future File™ legacy planning system, business advisor, entrepreneur and best-selling author.

Conference continues from 2pm-4pm. Students and student groups are welcome to attend any or all of the additional sessions and activities on their own.



marietta.edu/moveexpo

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