

Conference Program



TOWARD PROSPERITY: **ENTREPRENEURSHIP** Transforming Appalachia's Economy

November 6–7, 2013 • Charleston, West Virginia



An Appalachian Regional Commission Conference
Hosted by Governor Earl Ray Tomblin
and the State of West Virginia

TOWARD PROSPERITY: ENTREPRENEURSHIP

Transforming Appalachia's Economy

On behalf of the Appalachian Regional Commission (ARC) and the State of West Virginia, we welcome you to Charleston for the **Toward Prosperity: Entrepreneurship Transforming Appalachia's Economy** conference. We are pleased to co-host this conference, which will explore ways our communities can develop an entrepreneurial network that provides support and growth opportunities for both new and established businesses. We are confident that the ideas and materials presented at this conference will help you build and strengthen entrepreneurial initiatives in your hometowns.

While you are here in Charleston, we hope you will take time to enjoy all the Capital City has to offer—from great shopping and excellent food to our historical attractions and State Museum. There's something for everyone to enjoy.

Again, welcome to the **Toward Prosperity: Entrepreneurship Transforming Appalachia's Economy** conference.



Earl Ray Tomblin
Governor of West Virginia
2013 ARC States' Co-Chair

Earl F. Gohl
ARC Federal Co-Chair

CONFERENCE AGENDA

Wednesday, November 6

Noon–7:00 p.m. <i>Capitol Boardroom, 3rd Floor</i>	Registration Desk Open
5:30 p.m.–9:00 p.m. <i>The Pavilion, 3rd Floor</i>	Welcome Reception and Taste of Appalachia Dinner (<i>Casual Dress</i>) Entertainment by the Marshall Lowry Band

Thursday, November 7

7:00 a.m.–10:00 a.m. <i>Capitol Boardroom, 3rd Floor</i>	Registration Desk Open
7:15 a.m.–8:15 a.m. <i>The Pavilion, 3rd Floor</i>	Buffet Breakfast
8:00 a.m.–3:30 p.m. <i>Second Floor</i>	Exhibits and National Business Incubation Association Bookstore Open
8:15 a.m.–9:30 a.m. <i>The Pavilion, 3rd Floor</i>	<p>OPENING PLENARY SESSION</p> <p>Welcome and Opening Remarks</p> <p><i>Keith Burdette</i>, Secretary, West Virginia Department of Commerce</p> <p><i>Earl F. Gohl</i>, Federal Co-Chair, Appalachian Regional Commission</p> <p>Keynote Address</p> <p><i>David Wilhelm</i>, Founder and President, Woodland Venture Management, Gahanna, Ohio; Founder, Adena Ventures, Athens, Ohio</p>

9:45 a.m.–10:35 a.m.

CONCURRENT SESSIONS I: Addressing Gaps in Your Entrepreneurial Ecosystem

Access to Capital *(Kanawha–Blue Ridge Room, 2nd Floor)*

Significant gaps exist in the availability of equity capital and credit for rural businesses and start-up firms. This session will focus on strategies to address these gaps and promote business lending and investment in Appalachia. Panelists will discuss business start-up and expansion financing from banks, non-bank lenders, and equity investors.

Moderator: *Ray Daffner*, Entrepreneurial Development Manager, Appalachian Regional Commission, Washington, D.C.

Panelists: *Thomas L. Aman*, Member, Arnett Foster Toothman, Bridgeport, West Virginia; *Jennifer Giovannitti*, Regional Community Development Manager, Federal Reserve Bank of Richmond, Richmond, Virginia; *Marten R. Jenkins Jr.*, President, Natural Capital Investment Fund, Shepherdstown, West Virginia

Real-World Ready *(Hawk's Nest Room, Lobby Level)*

To ensure a steady and continuous cycle of new local business formation, educational institutions must encourage and nurture a steady and continuous flow of young entrepreneurial talent. This session will describe the components of an effective entrepreneurship curriculum, both for K–12 schools and for post-secondary educational institutions.

Moderator: *Ron Thomas*, Vice President of Membership, National Association for Community College Entrepreneurship, Springfield, Massachusetts

Panelists: *Jason Hughes*, Coordinator, Office of Career and Technical Instruction, West Virginia Department of Education, Charleston, West Virginia; *Malinda Todd*, Associate Director, NC REAL Entrepreneurship, Raleigh, North Carolina; *Rhonda Tracy*, Senior Vice President for Academic Affairs, West Virginia University–Parkersburg

Technical Assistance: Incubation and Acceleration *(Cumberland–Appalachian Room, 2nd Floor)*

These two models of business development are often seen as being in direct competition for scarce economic development dollars. This panel will show how they are both necessary and complementary components of a community's entrepreneurial ecosystem.

Moderator: *David Hughes*, Business Development Analyst, Appalachian Regional Commission, Washington, D.C.

Panelists: *Sara Day Evans*, Founder and CEO, Accelerating Appalachia, Asheville, North Carolina; *John Morris*, President and CEO, Tech2020, Oak Ridge, Tennessee

10:45 a.m.–11:35 a.m.

CONCURRENT SESSIONS II: Addressing Gaps in Your Entrepreneurial Ecosystem

(Repeat of 9:45 a.m.–10:35 a.m. sessions)

11:45 a.m.–1:25 p.m.

The Pavilion, 3rd Floor

LUNCH AND PRESENTATIONS

Greeting from U.S. Senator Jay Rockefeller

Introduction: *Keith Burdette*, Secretary, West Virginia Department of Commerce

Remarks: *U.S. Representative Nick J. Rahall II*

Address: *Matt S. Erskine*, Deputy Assistant Secretary of Commerce for Economic Development, U.S. Economic Development Administration

Panel Discussion: Survive and Thrive

Three private- and public-sector entrepreneurs will discuss successes and lessons learned in launching a new business.

Moderator: *Matt S. Erskine*, Deputy Assistant Secretary of Commerce for Economic Development, U.S. Economic Development Administration

Panelists: *Angie Cowger*, Owner, Custard Stand Food Products, Webster Springs, West Virginia; *Mike McKechnie*, President, Mountain View Solar, Berkeley Springs, West Virginia; *Perry Varnadoe*, Director, Meigs County Economic Development Office, Pomeroy, Ohio

1:30 p.m.–2:55 p.m.

CONCURRENT SESSIONS III: Entrepreneurial Opportunities in Appalachia's Growth Sectors

Health-Sector Value Chains: Local Wealth Creation *(Hawk's Nest Room, Lobby Level)*

The Charleston Area Medical Center and its regional partners are creating the nation's first health-sector value chain—a network of people, businesses, and nonprofits that collaborate to meet market demand for specific products. In this session, panelists from the center will conduct a round-robin discussion on how communities can work with health systems to boost entrepreneurship and create local wealth, benefitting both entrepreneurs and the community.

Moderator: *Becky Ceperley*, President and CEO, The Greater Kanawha Valley Foundation, Charleston, West Virginia

Panelists: *Judy Crabtree*, Executive Director, Kanawha Coalition for Community Health Improvement; Project Coordinator, KEYS 4 HealthyKids, Charleston, West Virginia; *Brenda Grant*, Chief Strategy Officer, Charleston Area Medical Center, Charleston, West Virginia; *Jamie Jeffrey*, Medical Director, HealthyKids Pediatric Weight Management Program, Charleston Area Medical Center; Project Director, KEYS 4 HealthyKids, Charleston, West Virginia; *Mike Marinaro*, General Manager, Food and Nutrition Services, Charleston Area Medical Center, Charleston, West Virginia; *Steve Perry*, Corporate Director, Supply Chain Management, Charleston Area Medical Center, Charleston, West Virginia; *Robin Rector*, Corporate Director, Professional Education, CAMC Health Education and Research Institute, Charleston, West Virginia

Make It in Appalachia *(Cumberland-Appalachian Room, 2nd Floor)*

Presenters will discuss how communities can take advantage of the resurgence in American manufacturing, and will provide an overview of the Investing in Manufacturing Communities Partnership "playbook," an online resource for community leaders.

Moderator: *Anne Barth*, Executive Director, TechConnect West Virginia, South Charleston, West Virginia

Panelists: *Gerald Biser*, Director, West Virginia Manufacturing Extension Partnership, Morgantown, West Virginia; *Matthew Bogoshian*, Senior Policy Counsel, U.S. Environmental Protection Agency, Washington, D.C.; *Charlotte Weber*, Director and CEO, Robert C. Byrd Institute for Advanced Flexible Manufacturing, Huntington, West Virginia

Cultivating Entrepreneurs in the Food and Farm Sector *(Kanawha-Blue Ridge Room, 2nd Floor)*

Local food development demonstrates promising growth, job creation potential, and community improvement for Appalachia. Panelists in this session will identify successful entrepreneurial strategies in the food and farm sector and discuss ways to replicate these ideas throughout Appalachia.

Moderator: *Savanna Lyons*, Program Director, West Virginia Food and Farm Coalition, Oak Hill, West Virginia

Panelists: *Alexa Arnold*, Organizer, Community Farm Alliance, Frankfort, Kentucky; *Scott Park*, Principal Planner, Greenville County Department of Planning and Code Compliance, Greenville, South Carolina; *Leslie Schaller*, Director of Programs, Appalachian Center for Economic Networks, Athens, Ohio

3:00 p.m.–3:30 p.m.
The Pavilion, 3rd Floor

CLOSING PLENARY SESSION: Going Forward *(Light refreshments will be served)*

Regional leaders will discuss challenges, opportunities, and next steps for advancing entrepreneurship as an economic strategy in Appalachia, followed by a Q&A with conference participants.

Speakers: *Kristina Oliver*, State Director, West Virginia Small Business Development Center
Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission
Keith Burdette, Secretary, West Virginia Department of Commerce

3:30 p.m.

Conference Concludes