MORNING PROGRAM
GRANDFATHER MOUNTAIN BALLROOM
9:30 a.m. to 12:30 p.m.

Welcome
Erich Schlenker, Managing Director
Transportation Insight Center for Entrepreneurship
Heather Norris, Dean
Walker College of Business

Guest Speaker
Intro by Lauren Coats, President, Association of Student Entrepreneurs
Teresa Spangler
Founder and CEO, PlazaBridge Group

Keynote Address
Intro by Sirisha Karra, Student Ambassador, Center for Entrepreneurship
Diana Kander
NY Times Bestselling Author, Speaker and Innovation Consultant

LUNCHEON
PARKWAY BALLROOM
12:30 to 2 p.m.

Welcome
Erich Schlenker, Managing Director
Transportation Insight Center for Entrepreneurship

Guest Speaker
Intro by Isabella Riley, President, Enactus Appalachian
Cheryl Cutlip
Founding Director, The Project Dance Foundation

Performance
The Carolina Snowbelles
Anna Grace Anderson
Claire Anderson
Ava Jean Cutlip
Grace Jones
Lily Baye Maple
Skylar Moss
Savannah Spencer
ENTREPRENEURSHIP EXPO

SOLARIUM

2 to 3:30 p.m.

EXPO Experts

Accounting and Finance
Chris Grasinger, High Country Regional Manager, Mountain Bizworks
April Lambert, Director of Finance and Operations, Homeward Bound

Banking and Insurance
Sandra Williams, Senior Vice President, Branch Manager / Business Insurance, LifeStore
Brian Greer, Commercial Loan Officer, Vice President, LifeStore
David Cottrell, Watauga Market President, LifeStore
Hope Caroselli, Mortgage Loan Officer, LifeStore
Judy Current, Marketing and Public Relations Director, LifeStore
Joedel Eller, Chief Banking Officer, LifeStore
Mark Gilleskie, Mortgage Loan Officer, LifeStore
Chad Smith, Life Insurance Sales, LifeStore

Digital Marketing
Brennen Smith, Co-Founder, Lazarus Design Team
Jessica Stansberry, The Grit Podcast

Faculty
Jesse Pipes, Walker College of Business, Department of Management Lecturer
Robert Stec, Walker College of Business, Director of Experiential Learning

Legal
Tyler R. Moffatt, Attorney and Member, Moffatt & Moffatt, PLLC

Local Business
Zak Ammar, Founder and CEO, Vixster
Tim Herdklotz, Co-Founder and President, Booneshine Brewing Company

Nonprofits
Crystal Kelly, Director of Strategic Initiatives, Children’s Council of Watauga County

Student Ventures
Lawson Campe, Co-Owner, Pro Details Delivered
Heather Bryant & Kris Gupton, Co-Owners, High Country Herbs

Team Building & Leadership
Dr. Jim Street, Leadership Coach and Consultant, Ridgeline Leadership, LLC

Technology
Bryan Dennstedt, Technology Commercialization Counselor, SBTDC
Boomer Sassman, Owner and CEO, Big Boom Design
The annual summit is named for Advantage Waste Recycling & Disposal CEO Carole Moore McLeod. Carole is a 1981 Walker College alumna whose support has provided the opportunity for students and community members to meet, network, and learn from successful entrepreneurs for 16 years.

One of the largest and most experienced full-service third party logistics (3PLs) companies in North America, Hickory-based Transportation Insight delivers custom logistics solutions to more than 400 corporate clients. Their service and technology offerings span domestic transportation, international logistics, and warehousing — creating end-to-end supply chain solutions.

The Walker College of Business delivers transformational educational experiences that prepare and inspire students to be ethical, innovative and engaged business leaders who positively impact our community, both locally and globally. The college places emphasis on international experiences, sustainable business practices, entrepreneurial programs, and real-world applications with industry.

Whether you are an entrepreneur or working in an established business, you have financial needs. That’s where LifeStore comes into play. LifeStore Bank and Insurance is a full-service financial institution that can help you with commercial financing, protect your business from risks, plan for retirement and manage your wealth. LifeStore is located in the High Country and takes pride in assisting clients and taking pride in creating individual solutions for each client’s unique needs.

Silicon Hollar is a window into entrepreneurial activity in the Boone and Blowing Rock areas. Siliconhollar.org is an information source dedicated to promoting entrepreneurship and connecting the innovators of the High Country. Working closely with the team at Startup High Country, it holds events like the monthly Startup Social and hackathons, and it makes entrepreneur education and coaching available on a regular basis. It’s the support mechanism for anything high tech around Boone and Blowing Rock, North Carolina.

Established in 1998 by SkyLine Membership Corp., SkyBest Communications extends the reach of SkyLine's commitment to providing state of the art communications and technology solutions with unbeatable customer service. SkyBest provides the latest technologies, including: Fiber-optic Internet with speeds up to 1 Gig. Dedicated to service. Delivering the next generation of technology.

The SBTDC has helped North Carolina businesses grow and create new jobs since 1984. It provides management counseling and educational services to small and mid-sized businesses. Most of its services are free of charge, and all are confidential. By providing entrepreneurs with the tools they need to build and grow successful businesses, the SBTDC positively impacts North Carolina’s economy.