



16th Annual
Carole Moore McLeod
ENTREPRENEUR SUMMIT
Inspiration. Education. Networking.

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 Snowbellies
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
Joedy 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

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THANK YOU

Carole Moore McLeod

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.

Transportation Insight

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.

Walker College of Business

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.

LifeStore

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 takes pride in creating individual solutions for each client's unique needs.

Silicon Hollar

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.

SkyLine SkyBest

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.

Small Business and Technology Development Center (SBTDC)

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.