Thank you for joining us for the fifteenth annual Carole Moore McLeod Entrepreneur Summit at Appalachian State University. Today's event, hosted by Appalachian State University's Transportation Insight Center for Entrepreneurship, housed in the Walker College of Business, will be jam-packed with entrepreneurial insight, networking and inspiration from top entrepreneurial minds. Read more below, and for more information about entrepreneurship at Appalachian, visit entrepreneurship.appstate.edu.

**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 15 years.

**Transportation Insight**
One of the largest and most experienced full-service third party logistics (3PLs) 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.

**9:00 A.M. OPENING SESSION**

**Welcome and Introductions** .......................... Erich Schlenker
Managing Director, Transportation Insight Center for Entrepreneurship

**Greetings** ................................................. Heather Norris
Dean, Walker College of Business

Today’s event was made possible with support from:
3:30 P.M. **BREAKOUT WORKSHOPS**

**You Have Started a Business! What Next?**
Brian Greer, Sandra Williams, and Chad Smith, LifeStore

Online banking and mobile services are convenient, but they don’t replace the service you get from a local professional. Learn how to finance your business, protect your business from risk, and eventually manage your wealth.

**Turning Passion into Profits**
Josiah Davis, Local Lion

Josiah Davis founded the Local Lion to change the way you think about coffee. Josiah will discuss his commitment to social responsibility and share the startup story of the Local Lion.

**Legal Aspects of Entrepreneurship**
Tyler Moffatt, Attorney at Law

Understand what a founder needs to know about corporations, contracts, patents, trademarks, operating agreements and much more. Got a legal question and don’t have an attorney on retainer? Ask Tyler!

**Accounting 101 for Startups**
April Lambert, Accounting Studio

It is easier to make informed business decisions when you understand your business and how it’s working. April Lambert will explain the basic accounting principles that every entrepreneur should know.

**Demystifying Website Tracking**
Boomer Sassman, Big Boom Design

Come learn about the tools and techniques the pros use to strategically push websites to the first page of Google. Get a leg up on your competition and solidify your understanding about the keywords that drive traffic for your industry.

**Funding Options for Startups**
Chris Grasinger, Mountain Bizworks

For 25 years, Mountain BizWorks has been providing small business loans to help businesses in Western North Carolina launch and expand. Learn what it takes to access $1,000 to $150,000 and get your own venture off the ground.

**Digital Media for Customer Engagement**
Jessica Stansberry, jessicastansberry.com

After owning her own businesses and learning the hard way, Jessica now teaches entrepreneurs how to market their business on a budget with digital marketing. Learn how to “hack the tech” involved with your online business.

**Nonprofits are Businesses Too!**
Crystal Kelly, The Children’s Council of Watauga County

Crystal believes in braiding together passion and purpose, and using the nonprofit sector as a platform for social change. Learn how to raise money, execute a strategic plan, measure impact, and develop a strong board of directors.

**Six Steps in Creating a Winning Social Media Strategy**
Kara Tanenbaum, Founder Podquad Production Services

Since the beginning of commerce, a merchant’s success has depended on the ability to build trust in a community. Social media marketing builds trust with your customers and is one of the most powerful tools in your marketing arsenal.

**Nation Building: Podcasting and Community Building from Scratch**
Josh Brown, Knockahoma Nation

The Knockahoma Nation podcast is a story of chasing a passion, becoming a ringmaster of attention, discovering a voice, and building a community of influencers. Josh Brown shares simple steps for creating a commercially viable podcast.
9:30 A.M. MORNING SPEAKERS

No Animals Were Harmed in the Making of this Startup . . . 137 Grandfather Mountain Ballroom
Sadrah Schadel, No Evil Foods, Co-founder

Blind faith and stubborn determination led to the creation of one the most disruptive brands in the competitive plant-based meat category. Hear how No Evil Foods is using its purpose-powered approach as a force for good.

30 Years a Startup – Forging Success in the High Country . . . 137 Grandfather Mountain Ballroom
Art and Susan Barber, Charleston Forge, Founders

Charleston Forge was born pursuing an opportunity with a passion. Art and Susan Barber share a perspective that has helped them build and rebuild a successful business, and enjoy the satisfaction of giving back.

11:30 A.M. KEYNOTE ADDRESS

Building a Sustainable World through Entrepreneurial Action . . . 137 Grandfather Mountain Ballroom
Rachael Jarosh, Global Enactus, President and CEO

Business can be a force for good and students around the world are proving it every day. Enactus taps student creativity, energy and optimism to help address the 17 United Nations Sustainable Development goals in their local communities.

12:30 P.M. LUNCHEON

Follow Your Art ...................................................... 420 Parkway Ballroom
Ryan Kirby, Ryan Kirby Art

Ryan Kirby is building a thriving business with a paintbrush and a laptop. He shares his strategy to earn his living doing exactly what he loves. Check out his work at www.RyanKirbyArt.com.

2:00 P.M. AFTERNOON SPEAKER

Google Comes to the Mountain ...................................... 137 Grandfather Mountain Ballroom
Demming Bass, Google

Google is in the house! Consumers make purchase decisions based on their own research and their own impressions. Hear how to promote your online presence and reach your customers before their mind is made up.
University Bookstore indicated on the maps with a red star.

Student Union. Rooms with a session are workshops are held on three floors of the Plemmons Building.