8th ANNUAL CONFERENCE

Education | Entrepreneurship | Quality of Place | Technology



2015 Conference Program Fayetteville, West Virginia

2015Program.indd 1 9/23/2015 6:36:18 AM



FAYETTE COUNTY COMMISSION 100 COURT STREET FAYETTEVILLE, WV 25840

On behalf of the Fayette County Commission I would like to welcome all of you to Fayette County. We are truly honored to host this conference in our beautiful historic town of Fayetteville. We thank CREATE WV and each of you who have joined us. We encourage you to look beyond the negative statistics that plague our communities and our state. We ask you to focus on the tremendous assets that surround us.

As West Virginians, we enjoy a wealth of natural resources that are unique and special to our state. We are, by nature, a CREATIVE people and share a sincere appreciation of the mountains that tower above us as well as the neighbors that live beside us. We challenge each of you to use your ability to CREATE, take charge, to get the best from yourself and others as you work to reach your full potential in helping to build thriving, healthy and prosperous communities in this GREAT STATE OF WEST VIRGINIA!

Best wishes to everyone for a CREATIVE and ENJOYABLE conference!

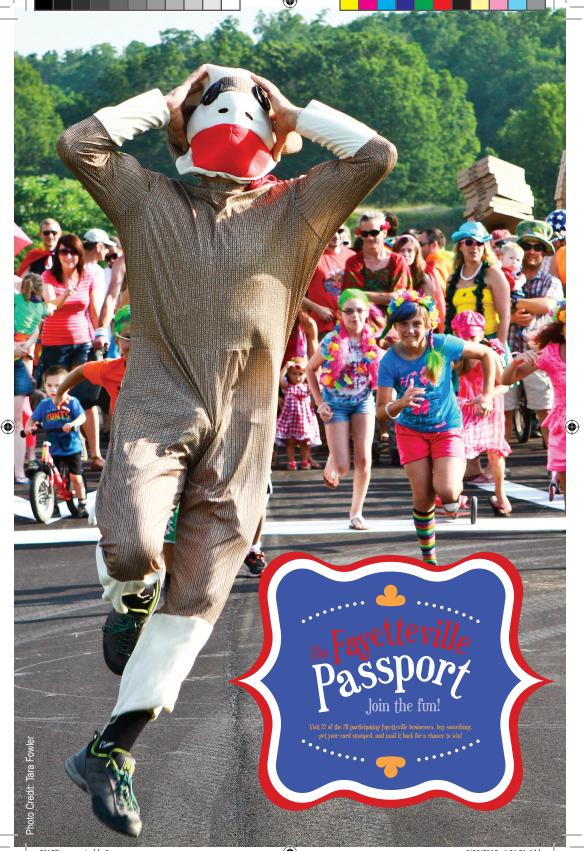
Sincerely,

Denise A. Scalph

President, Fayette County Commission

nise A. Scalph

TELEPHONE: (304) 574-4290 FAX: (304) 574-4255



2015Program.indd 3 9/23/2015 6:36:21 AM



Mayor Recorder Superintendent Town Attorney

Dennis Hanson Zenda Vance Bill Lanham Carl Harris



Council Members: Stanley Boyd Sharon Cruikshank Frank Hindson Okey Skidmore Lori Tabit

125 NORTH COURT STREET P.O. BOX 298 FAYETTEVILLE, WV 25840 (304) 574-0101 (304) 574-0910 Fax

Create West Virginia,

It is my honor to welcome your organization and all participants to the upcoming conference being held in Fayetteville.

Fayetteville has evolved over the years from a bedroom community to a thriving small community. Our historical district has a mixture of business and restaurants.

Outdoor adventures abound in the surrounding areas and act as a draw for new people to visit our community.

The town of Fayetteville will work to make this a successful conference. What more could be expected from the original Coolest Small Town designation.

With best regards,

Donnis Hanso

Dennis Hanson

Mayor - Town of Fayetteville



BUILDING **BRIDGES**

TO THE NEW ECONOMY



TABLE OF CONTENTS

Welcome from Fayette County Commission
Denise Scalph, President

- 2 Message from Town of Fayetteville Dennis Hanson, Mayor
- 4 On Location in Fayetteville Conference Whereabouts
- 5 Agenda Overview

The Big Picture

- 6 Keynote Speakers
 Key Insights
- 7 Ignite Show Speakers Innovative Thinking
- **8 What's Happening**Agenda Thursday through Saturday
- **22 Winner Takes All!** Entrepreneurship Cafe
- **23 Thank You** 2015 Sponsors
- 24 Catch the Shuttle Shuttle Details

WI-FI COURTESY OF



CHARGING STATIONS AND GENERATOR POWER COURTESY OF





WHO? WHAT? WHERE?



REGISTRATION, FOOD, KEYNOTES, EXHIBITS

LOCATION: 200 W MAPLE

LEADER: CREATE WEST VIRGINIA



DIVERSITY TRACK

LOCATION: FAYETTEVILLE UNITED METHODIST CHURCH FRIENDSHIP HALL

LEADER: FAIRNESS WV



EDUCATION TRACK

LOCATION: AMERICAN LEGION

LEADER: EDVENTURE



ENTREPRRENEURSHIP TRACK

LOCATION: TOWN HALL

LEADER: GENERATION WEST VIRGINIA



QUALITY OF PLACE TRACK

LOCATION: PIES & PINTS LEADER: CREATE FAYETTEVILLE



TECHNOLOGY TRACK

LOCATION: FAYETTEVILLE BAPTIST CHURCH FELLOWSHIP HALL

LEADER: AGILEAG



POP UP SHOPS

FAYETTE THEATER & CATHEDRAL CAFE

THURSDAY:

9:00 AM to 1:00 PM 2:30 PM to 3:00 PM

4:30 PM to 5:00 PM

8:00 PM to 10:00 PM

FRIDAY:

11:30 AM to 1:00 PM

2:30 PM to 6:30 PM

8:00 PM to 10:00 PM

SATURDAY:

9:00 AM to 12:00 PM

204 W MAPLE AVE

THURSDAY:

4:30 PM to 6:30 PM

FRIDAY:

11:00 AM to 6:00 PM



THURSDAY, SEPT 24

9 AM-12 PM Check-In & Registration

12:00 PM Opening Ceremony

1:00 PM Breakout Session 1

3:00 PM Breakout Session 2

5:00 PM Official Welcome

6:00 PM Dinner

7:00 PM Pia Mancini

8:00 PM Music Crawl or Showing

of After Coal

10:00 PM Jam Session

FRIDAY, SEPT 25

7:00 AM Run, Yoga, or Ride

7:30 AM Light Breakfast

8:30 AM Bill Habicht

10:00 AM Breakout Session 3

11:45 AM Lunch On Your Own

1:00 PM Breakout Session 4

3:00 PM Adventure Activities

6:30 PM Dinner & E-ship Cafe

7:00 PM The Ignite Show

8:00 PM Qiet Outdoor Concert

10:00 PM Jam Session

SATURDAY, SEPT 26

7:30 AM Fayetteville Farmers'

Market

8:00 AM **Birding and Nature**

Experience

9:00 AM Yoga or Market Day

10:00 AM Adventure Activities or

Workshop

Agenda Overview - 5

KEYNOTE SPEAKERS





Pia Mancini

(

After a disappointing brush with traditional political parties in Argentina, Mancini helped launch Democracy OS, an open-source mobile platform designed to provide Argentine citizens with immediate input into the legislative process. To promote it, she helped found the Partido de la Red, a new party running candidates committed to legislate only as directed by constituents using online tools for participation.

Her political goal is to make a "democracy of the 21st century" that would result in greater impact of citizens in politics, notably through new technologies, with the Internet as the main element.

Her TED talk, How to Upgrade Democracy for the Modern Era, garnered over a million views. She is currently involved in efforts to port the DemocracyOS system to a number of different countries, via a number of different political organisations.

Bill Habicht

Habicht is an entrepreneurial pastor and community organizer at Davis Community Church in northern California. Bill works to help faith communities, cities, businesses and average citizens tap into their creativecognitive surplus to seek the "Common Good" together. Since arriving in Davis in 2005, he has helped to birth programs such as the Interfaith Rotating Winter Shelter, involving over 1,700 volunteers, 40+ organizations and operates on a budget of less than \$9,000/yr; the Pollinate Davis Coworking Space, providing shared, affordable work space for entrepreneurs, freelancers, code writers and other members of the creative class: and Mosaic Tea & Coffee, a job training & placement program for adults with disabilities that is grounded in a pay-itforward gift economy.

Bill uses the "Common Good" as the framing narrative for his work, bringing the haves and have-nots together from across sectors to achieve tremendous social impact. He has worked for the Virginia Interfaith Center for Public Policy, the New Orleans Police Department, Virginia Supportive Housing and as a development worker in Ghana, West Africa.

6 · Keynote Speakers



Everyone around here has an opinion on what this place needs, but few of us get to share that opinion from the stage to a captive live (and streaming) audience. What's an adventure sports entrepreneur, graphic artist, lawyer, fisherman, builder, and business consultant have in common? They all have five minutes to tell us what's on their minds. Join us for six powerful, provocative, short presentations from six spirited people who promise to "enlighten us, but make it quick."



DAVE ARNOLD Adventures on the Gorge, Wild Rock



REBECCA KIMMONS Create WV, Katalyst Development Strategies, Bare Bones



BRIAN D. PROFFIT CTC Technology & Energy



STEPHANIE TYREE West Virginia Community Development Hub



MARK WOLFE
Mark Wolfe Design,
The REAL w/ Mark Wolfe
and Steve Adams



THOM WORLLEDGE Smalmart, agileAg

Īgnīte Show Speakers

THURSDAY, SEPTEMBER 24, 2015

8:00 AM 9:00 AM 9:00 AM-12:00 PM 12:00 PM-12:45 PM Exhibitor Set-Up
Exhibit Hall Opens
Check-In and Registration; Grab & Go Lunch
Opening Remarks | Innovation 101

Create WV Awards
Concierge

12:45 PM-1:00 PM 1:00 PM-2:30 PM Transition
Breakout Session 1

More Than Paint By Numbers: Art and Diversity in West Virginia

As West Virginians work toward making their hometowns thrive, many of the most successful find value in the link between culture and the economy. In this conversation, arts leaders discuss the role of the arts in driving diversity and building a foundation for inclusivity in West Virginia.



Panel: Tim Ward, Director & Founder of Appalachian Queer Film Festival; Alissa Novoselick, Executive Director, Tamarack Artisan Foundation; Crystal Good, Social Media Senator and Affrilachian Poet;

Moderator: Bill Lynch, Entertainment Reporter, Charleston Gazette-Mail.

Augmented Reality in the Classroom



Amber Ravenscroft, Program Coordinator, The EdVenture Group

Startup: Stop Talking and Start It!

From idea to execution, kickstart your new business idea with thoughts from successful entrepreneurs. Interact with a diverse panel of business owners who provide tips, tricks and tools to get your business off the ground and running immediately. Hear about new business startups and from established owners about their path to success. Stop talking! Start doing!

Panel: Ben Blake, Co-Founder, AgileAg, Technical Business Consultant; Mike Costello, Founder & Printmaker, Printed Appalachia; Jason Koegler, Co-Founder & Co-Owner, Weelunk.com; Chris Wood, Co-Founder & Executive Director, LGBT Technology Partnership and Institute; Moderator: Joseph Kapp, Entrepreneur in Residence, Eastern West Virginia Community Technical College.

We're Badass: You Can Be, Too!: Fueling the Fire in Your Community.

Listen to Fayetteville's "movers-and-shakers" describe A Day in the Life and learn what it's like for them to succeed in a rural community. This session provides attendees with an opportunity to ask local experts, "How do I duplicate your success in my town?"



Panel: Oscar Aguilar, Chef, Mackie's Biergarten; Maura Kistler, Co-Owner, Water Stone Outdoors; Shane Groves, Teacher, Fayette County Schools & Pro Kayaker, Wave Sport; Wendy Bayes, Owner, Cathedral Cafe; Ginger Danz, President, Fayetteville Arts Coalition; Andrew Adkins, Songwriter/Musician/Luthier, The Wild Rumpus

Moderator: Brad Scott, Sales Representative, Altamira Sales

Affordable Broadband Options NOW, and Why Your Community Can't Connect A knock-out diverse group of telecom providers, politicians, and hungry start-ups dish on the biz of broadband in WV. You've heard rumors about why your community doesn't have the broadband connectivity you want or need, but are they true? Stop speculating and join an all-star panel of pros who will tell us why things are the way they are, and how they could be. Expect enlightening discussion around best available technologies, the business basics of big and small telecom, the politics of broadband, and learn about get-'er-done solutions that just might work to make WV the most connected state in the nation.

Facilitator: Brian Proffit, Senior Director of Strategic Business Development, CTC Technology & Energy

8 · Program Schedule

Transition **Breakout Session 2**

Notes From the Gay Mafia: Examining the Landscape for LGBT Civil Rights in West Virginia



Andrew Schneider, Executive Director, Fairness West Virginia, the statewide Lesbian, Gay, Bisexual, and Transgender advocacy organization, discusses the state of equality in West Virginia as well as the value of diversity, inclusion, and acceptance in the new economy.

Andrew Schneider, Executive Director, Fairness West Virginia

Entrepreneurship Education at Any Age



Everyone has a MILLION DOLLAR idea, but how many ever go for it? This interactive workshop will open your mind on how to take that first step-figuring out how to figure it out, whether you are a school student, parent or community member. Learn to engage your community in getting an idea off the ground.

Susie Huggins, Project Director, After School Explorers, Preston County Schools & 21st Century **Community Learning Center**

Social Entrepreneurship: Leading the Change We Want to See

Working as a social entrepreneur can be hugely fulfilling - and uniquely challenging. Social entrepreneurs need to balance business and social goals to succeed, often working in extremely challenging environments with limited resources. Hear from our impact-driven panelists about how to lead the change you want to see.



Panel: Stephen Smith, Director, West Virginia Healthy Kids and Families Coalition; Kent Spellman, Founder & Executive Director, West Virginia Community Development Hub; Cathy Wallace, Executive Director, Child Law Services; Chris Wood, Co-Founder & Executive Director, LGBT **Technology Partnership and Institute**

Moderator: Natalie Roper, Executive Director, Generation West Virginia

What Environmental Stewardship Can Do for Your Community: Witnessing Economic Growth via West Virginia's Bountiful Natural Resources.

to preserve the environment and the impact that this investment has had on our tourism economy.



Panel: George Santucci, President, New River Conservancy; Bobbi Bower, Executive Director, West Virginia Professional River Outfitters; Trish Kicklighter, Superintendent, New River Gorge National River; Beth Wheatley, Director of External Affairs, West Virginia Nature Conservancy; Anthony Duncan, Mid Atlantic Region Director, International Mountain Bicycling Association

Moderator: Brad Scott, Sales Representative, Altamira Sales

Thom's New Economy Main Street Shopping Experience, Featuring Telepresence



Robots and Other New-Fangled Things
First there was the store sign, then the Website, Amazon, and social media. What could possibly be next in the quest to attract customers to your store? How can rural shops compete? Introducing Smalmart. Learn how Thom's Smalmart initiative could affordably revolutionize shopping for any size store, in any location. See first-hand how telepresence robotics and good old-fashioned customer service can encourage shoppers to shop in or visit your store. Some of the same concepts are applicable to tourism, telemedicine, distance education, manufacturing, and other industry sectors.

Thom Worlledge, Architect, Inventor, Technologist and Founder, Smalmart, Co-Founder, AgileAg

4:30 PM - 5:00 PM

Transition

5:00 PM- 6:00 PM

Welcome to Fayetteville | Hospitality & Networking [Music from the New River Youth Symphony] Major General Hoyer, Adjutant General of West Virginia Dennis Hanson, Mayor of Fayetteville Denise Scalph, Favette County Commissioner

Woody Thrasher, The Thrasher Group Shawn Means, Lafayette Flats

Program Schedule · 9









Create WV Awards



Designing an Operating System for Democracy: Can a Mobile App Disrupt Politics-as-Usual in the Mountain State?

Dinner Keynote: Pia Mancini

Dinner designed by Joy Marr, served by the Fayetteville Rotary Club

8:00 PM 8:00 PM-10:00 PM Exhibit Hall Closes

Music Crawl--Open to the Public

8:00 PM-10:00 PM 10:00 PM-12:00 AM After Coal (Documentary)--Open to the Public

Jam Session- Instruments/Voices Welcome

THURSDAY ACTIVITY DETAILS

8:00 PM-10:00 PM **Music Crawl**Organized by Poetry, Prose, and Plainsong
Free and Open to the Public
Downtown Favetteville



The Arts and Music Crawl in Fayetteville will be set up to complement the Create WV Conference. Local businesses will be staying open in the evening, providing local musicians and artists an opportunity to display their works and an area for people to socialize and network after conference hours.

Production team member $\mbox{Dr.}$ Pat Beaver will be with us to discuss the film and lead discussion.

10:00 PM-12:00 AM **Evening Jam**Free and Open to the Public
The Grove @ Secret Sandwich Society



8:00 PM-10:00 PM After Coal (Documentary)
Free and Open to the Public
Fayetteville United Methodist Church Sanctuary

A project of the Center for Appalachian Studies at Appalachian State University. Sponsored by The Southern Appalachian Labor School, the Southern Documentary Fund, the Chorus Foundation, the West Virginia Humanities Council, and United States Artists.

What happens when fossil fuels run out? How do communities and cultures survive? After Coal profiles inspiring individuals who are building a new future in the coalfields of eastern Kentucky and South Wales. This hour long documentary invites viewers to the front lines of the transition away from fossil fuels. The stories of coalfield residents who must abandon traditional livelihoods resonate with viewers who face dramatically changing economies.

10 · Program Schedule

Special thanks to the

diverse businesses, community-based organizations and individuals in the New River Gorge Region for unprecedented teamwork, financial and inkind sponsorship, and for opening your community to all of us as together we learn, share, and plan for innovation based economic transformation around the state. And major props go to the town of Fayetteville for allowing Create WV to share its geographic coordinates for 72 hours during Gauley Season. We are grateful for your hospitality, and for the chance to see this world-class mountain town at its best.





SYNOPSIS

Release: 2016

Run Time: 56 minutes Director: Tom Hansell

What happens when fossil fuels run out? How do communities and cultures

survive?

After Coal profiles inspiring individuals who are building a new future in the coalfields of eastern Kentucky and South Wales. This hour long documentary invites viewers to the front lines of the transition away from fossil fuels. The stories of coalfield residents who must abandon traditional livelihoods resonate with viewers who face dramatically changing economies.

Viewers meet ex-miners using theater to rebuild community infrastructure, women who moved from supporting striking miners to creating their own future, and young people striving to stay in their home communities. Music plays a major role in this documentary essay, linking the two regions and providing cultural continuity that sustains communities through rapid change.



2015Program.indd 13 (a) 9/23/2015 6:37:04 AM



7:00 AM

7:30 AM-8:30 AM 8:30 AM- 9:45 AM Morning Run [Meet at NPS Trailhead at Fayetteville Town Park] Morning Yoga [Meet at Kula Yoga] Morning Bike Ride [Meet at New River Bikes]

Light breakfast provided by Cathedral Cafe

Create WV Awards

Crowdsourced Placemaking and the Common Good Morning Keynote: Bill Habicht

10:00 AM-11:30 AM

Breakout Session 3

Breaking the Political Glass Ceiling in the Mountain State: A Conversation on the Gender Gap in Political Ambition

Women are severely underrepresented in elected office in West Virginia. This panel examines the ramifications of underrepresentation and what can be done in West Virginia to overcome the political gender gap.

Panel: Martha Walker, Former head of West Virginia Division of Health and Human Resources & Former State Senator from Kanawha County; Natalie Tennant, West Virginia Secretary of State

Moderator: Shauna Johnson, Assistant News Director, Metro News Radio Network & Co-Host, Metro News Morning News

Entrepreneurship Education – K-12, Every Student, Every Year!

Much has been said about entrepreneurship and the millennials, but what about Generation Z and earlier? We can't wait until college to tell young West Virginians about entrepreneurship. In West Virginia we have the opportunity to light the entrepreneurial spark in our K-12 students. Some schools have already started. Find out how our schools can lead us to a more entrepreneurial culture!

Gene Coulson, Executive Director, Consortium For Entrepreneurship Education

From Startup to Grown Up: Growing Your Business

Get out of startup mode and grow your business. Come learn from those who have taken their business to the next level. Get advice and support as you think about moving from startup to grown up.

Panel:Jamie Dickenson, Founder & Owner, Jamie Dickenson LLC; Julie Hewett, Founder & Owner, JulNet; Jason Koegler, Co-Founder & Co-Owner, Weelunk.com; Pat Strader, Founder & Owner, Digital Relativity; Chris Wallace, Founder & Owner, Brand Yourself

Moderator: Joe Carlucci, Small Business Coach, New River Gorge Regional Development Authority

West Virginia is One Hot Mess: Learning How to Foster Positive Change.

National news coverage rarely speaks of anything positive here. How can we accept this (or should we)? What will it take to get West Virginians fired up? Join the discussion about what car be done to foster civic engagement in our communities and overcome negative stereotypes.

Panel: David Sibray, Publisher, West Virginia Explorer & Board Member, Preservation Alliance of West Virginia; Tijah Bumgarner, Filmmaker, Simple Story Productions, LLC

Moderator: Holly Clark, Founder, Create Fayetteville

Next Generation Broadband Infrastructure: YOU Write the Middle-Mile Playbook

Empower your communities to develop the infrastructure needed to serve as a building block for economic development, improved education and state of the art healthcare. This workshop forum focuses on moving talk from big ideas to action planning and implementation with Middle-Mile partnership as the first component. Learn about creative financing and engagement models and ways for communities to leverage funding sources from Rural Utilities Services, Healthcare Connect, Connected America Fund, Appalachian Regional Technologies grants and E-Rate.

Facilitator: Brian Proffit, Senior Director of Strategic Business Development, CTC Technology & Energy

MIDAI, SEI TEMBER 21, 2







Transition

Lunch on Your Own

Dine-and-dash at any of the following Fayetteville-area restaurants. They've set up a Create WV Express Line! [Cathedral Cafe, Vandal's Kitchen, Gumbo's, Pies & Pints, Secret Sandwich Society. Mackie's Biergarten!

1:00 PM-2:30 PM

Breakout Session 4

Examining a Rigged System: A Hard Look at Juvenile Justice in West Virginia A panel of experts discuss the impacts of racial disparities on West Virginia youth in the juvenile justice system.



Panel: Alicia Mascioli; Assistant to the Director, Juvenile Justice Commission, West Virginia Supreme Court of Appeals; Joanna Tabit, Judge, Thirteenth Judicial Circuit Court; Denny Dodson, Deputy Director, West Virginia Division of Juvenile Services; Moderator: Rev. Matthew Watts, Pastor, Grace Bible Church in Charleston, WV.

The Flipped Classroom

"The Flipped Classroom" will explores this innovative teaching model and how it is being implemented into classrooms today. An overview of "flipping" will be shared as well tools and resources for educators who are interested in exploring this exciting concept!

Jennifer Hornyak, Director of Instructional Technology, Diocese of Wheeling-Charleston



Startup Communities: Making Your Town a Hub for Innovation

Innovative communities are thriving communities. What can we do to support entrepreneurs in all phases of idea and business development? Hear from community experts that have been able to foster a culture of entrepreneurship and take back ideas to make your own community a hub for innovation

Panel: Joe Brouse, Director of Existing Business Retention & Expansion, New River Gorge Regional Development Authority; Joe Carlucci, Small Business Coach, New River Gorge Regional Development Authority; Rob Hinton, Executive Director, Upshur County Development Authority; Katie Ickes, President, VisAbility, LLC; Moderator: Dr. Carrie White, Professor of Business Law and Entrepreneurship & Director of Center for Entrepreneurship, West Liberty University



We Don't Work Here: Tackling Difficulty in Maintaining Gainful Employment in West Virginia

Let's face it, finding a job in West Virginia isn't always easy. If this is a problem you're facing, it doesn't necessarily mean you have to leave. During this session, understand how our panelists have found a way to make it work by choosing to live here, but work for a company located elsewhere.



Panel: Phil Townsend, Software Engineer, Thermopylae Sciences + Technology; Brad Scott, Sales Representative, Altamira Sales; Rebecca Lindsey, Managing Editor for News & Features, Climate. gov; Brian Bridgewater, In-Lieu Fee Program Coordinator, West Virginia Department of Environmental Protection

Moderator: Holly Clark, Founder, Create Fayetteville

Speed Pitch Tech Fantasy Meet-Up: Where People with Great Ideas Meet People Who Can Make Them Happen



This is a "speed pitch" session where people with ideas for solving all kinds of problems talk directly to techies and funders who can make things happen. You don't have to know how to code to have a great idea for a mobile app, gadget, game or hack. Explain what you're thinking (or need) in a speedy pitch and you may just leave this session with a team and a funding plan to make it happen. Business folks, social entrepreneurs, techies of all stripes, funders, and big idea people welcome.

Facilitated by AgileAg and Friends with Connections and Skills

3:00 PM-6:00 PM

Field Trip Activities

Zip Line [Meet at ACE Adventure Resort at 3:15 PM]

Stand Up Paddleboarding [Meet at Adventures on the Gorge at 3:15 PM]

Bridge Walk [Meet at Memorial Building]

Rock Climbing/Rappel trip [Meet at Water Stone Outdoors]

Historic Fayetteville Walking and Art Tour [Meet on the steps of the County Courthouse]

Program Schedule · 13



Endless Wall Trail Guided Hike [Meet at Water Stone Outdoors] Fayetteville Bike Ride [Meet at New River Bikes]

5:00 PM Fayetteville High School Homecoming Parade

This is a great local tradition: wave "hello!"

6:00 PM- 6:30 PM Transition

6:30 PM-8:00 PM ____ Dinner, Entrepreneurship Cafe and Ignite WV Showcase

Dinner designed by Joy Marr, served by Generation New River Gorge

8:00 PM Outdoor Concert: Qiet--Open to the Public [Fayette County Courthouse Lawn]
10:00 PM- 12:00 AM Jam Session- Instruments/Voices Welcome [The Grove @ Secret Sandwich Society]

FRIDAY ACTIVITY DETAILS

Morning Activities:

7:00 AM **Morning Run**Led by Active Southern WV
Meet at NPS Trailhead at Fayetteville Town Park

7:00 AM **Morning Yoga**

Sponsored by Kula Yoga Studio Drop-ins welcome

Cost \$10 Meet at Kula

7:00 AM Morning Bike Ride

Bring your own bike or rent one for \$35 Meet at New River Bikes

Field Trip Options:

3:00 PM-6:00 PM **Zip** Line Trip

Sponsored by ACE Adventure Resort

Must be at least 100 lbs and no more than 250 lbs

Cost \$66

Meet at ACE Adventure Resort Canopy Barn

ACE's hands-free Zip Line Canopy Tour allows thrill-seekers to soar up to 120 ft. off the ground above the breathtaking New River Gorge. With a trip length of about three hours, our Guinness World Record holding tour offers dual zip lines for side-by-side zipping, views of the historic town of Thurmond, two suspended sky bridges, topped off by a 55-foot leap-of-faith we call The Plunge.

14 · Program Schedule

3:00 PM-6:00 PM **Fayetteville Town Bike Tour** Bring your own bike or rent one for \$35

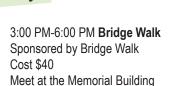
> Cost \$50 Meet at New River Bikes

3:00 PM-6:00 PM Stand-Up Paddle-Boarding

Sponsored by ACE Adventure Resort, Adventures on the Gorge, and Active Southern WV Cost \$55 Meet at Adventures on the

Gorge

This rapidly growing sport has evolved from ocean wave surfing by putting a paddle in the participant's hands, which helps increase mobility and balance. SUP gives you a unique vantage point of the water and shore line, and you'll be amazed at the ease of paddling and the quick learning curve.



running

The tours are 2-3 hours in length. After checking in at our headquarters, Bridge Walk participants will be shuttled to the Canyon Rim Visitor's Center on the North side of the Bridge. A short path leads to the Bridge where visitors will enter the catwalk in the midst of the massive iron structure.

The catwalk is 24" wide with a substantial railing. Before

biking

•

beginning the tour, guests will be securely fastened onto a safety cable making it impossible to fall from the bridge during a Bridge Walk tour. Participants will walk the entire 3,030 foot length of the bridge and then ascend a trail to road level where they will be shuttled back to the Bridge Walk headquarters. Bridge tours move along at a leisurely pace and there is plenty of time to stop for photos, and to discuss features of the Bridge, Gorge and Park with your guide.

3:00 PM-6:00 PM Rock Climbing/ Rappel Trip Sponsored by New River Climbing Cost \$50 Meet at Water Stone Outdoors



Rappel from the top of a 100 foot cliff with the New River Gorge Bridge as the backdrop. No previous experience is reguired. New River Climbing's AMGA Certified guides will give you all the instruction. coaching and equipment you will need to check this off vour bucket list! of Fayetteville, as well as tour local art studios and see the art inside the beautiful historic district buildings.

3:00 PM-6:00 Endless Wall Trail Guided Hike Free

Led by Maura Kistler of Water Stone Outdoor Meet at Water Stone Outdoors

The Endless hiking trail is one of the region's most popular trails. Its breathtaking views of the endless unbroken cliff line overlookina the New River

Gorae



makes this a must see.

This trail is not far from the Canyon Rim Visitor Center, off of Edmond Road. Park at the Nuttall Trailhead parking area. This mostly easy trail loop is around 3 miles (with 0.5 mile on the road from Fern Creek Trailhead to Nuttall Trailhead).

3:00 PM-6:00 PM Historic Fayetteville Walking and Art Tour

Free
Organized by
the Fayetteville Arts
Coalition, in
partnership
with the
Fayetteville
Historical
Society, and
Clio

Join us as we explore Fayetteville using Clio, a free



art tour

history app created at Marshall University. Derek Trowbridge, its creator, will be with us to explain how to use the app to see the rich layers of history all around us. We'll learn about the architectural and place-based history

Evening Activities:

8:00 PM-10:00 PM **Outdoor Concert: Qiet** Fayette County Courthouse Lawn

The greatest music you've never heard of!

10:00 PM-12:00 AM **Evening Jam** The Grove @ Secret Sandwich Society





7:30 AM-12:00 PM Fayetteville Farmers' Market [Visitor's Center Parking Lot]

8.00 AM Birding and Nature Experience [New River Birding and Nature Center, Wolf Creek Park]

9:00 AM-3:00 PM Fayetteville Market Day [Janutlo Park, behind the Visitor's Center]

9:00 AM Morning Yoga [Kula Yoga Studio]

9:30, 10:00, & 10:30 AM TreeTops Zip Line Canopy Tour [Adventures on the Gorge]

10:00 AM Rafting-Lower Gauley [Adventures on the Gorge]

10:00 AM Tour of Summit Bechtel Family Scout Reserve

10:00 AM **Workshops**

Creative Juices [ACE Adventure Resort]

Most Likely to Succeed Movie--Open to the Public [Fayetteville United Methodist Church]

Business Model Canvas [Fayetteville Baptist Church Fellowship Hall]

"Keyfinder" Room Escape [American Legion]

Eddy Out: Continuing Conversations [The Grove @ Secret Sandwich Society]

10:30 AM Paint Creek Trail Tour [Meet on steps of Fayette County Courthouse]

11:00, 1:00 PM, & 4:00 PM Bridge Walk [Bridge Walk]

> 12:00 PM Rafting- Rapid Run, Lower New [ACE Adventure Resort]

SATURDAY ACTIVITY DETAILS

7:30 AM Fayetteville Farmers' Market Visitor's Center Parking Lot

9:00 AM-3:00 PM **Fayetteville Market**

Artisans' Market held in Janatulo Park. behind the Visitor's Center

9:00 AM Yoga Sponsored by Kula Cost \$10 Drop-ins welcome Meet at Kula Yoga Studio

Workshops 10:00 AM- 12:00 PM Creative Juices

Sponsored by the Fayetteville Arts Coalition \$35

Let the professionals lead you through a guided painting experience while you enjoy getting your juices flowing... creative and otherwise! BYOB; No artistic

16 · Program Schedule



market day

experience or ability necessary; you will be amazed at what you can create! Held at ACE Adventure Resort.

10:00 AM Business Model Canvas

Sponsored by Boost Small Business Held in Fayetteville Baptist Church Fellowship Hall

Learn how to get your big ideas on paper. in ways that partners, funders and others will understand. This at-a-glance business planning document is a must for entrepreneurs. It's a great tool for creating flexible business models that are actually usable! Join us for this hands-on demonstration and troubleshooting session--show us vour canvas!



10:00 AM "Keyfinder" Room Escape

Free

Led by veteran room escapist and professional life-liver Tiana Dixon Held in the American Legion

You step into the room and let its contents fill your eyes. The door gives a booming click as it is locked behind you, and the game begins. It's a race against time while you and your team scrutinize the space from top to



bottom, searching for clues and keys to discover the final key that will set you free from the sealed room. Room-escape games are sweeping the world because they are entertaining, but it's not only fun and games. From participating in one to designing your own, room-escapes can also be used as a tool to engage and strengthen a sense of community. Participate in this room escape and learn how to facilitate your own!

10:00 AM Eddy Out: Continuing Conversations

Free

The Grove @ Secret Sandwich Society

A dedicated space to meet up and continue the great conversations you got into over the week! This location, The Grove, is a bar/lounge, with wifi and comfortable seating. Come network, finish planning, or start new discussions and action plans!

10:00 AM Most Likely to Succeed (Documentary)

Free and Open to the Public Sponsored by the Consortium for Entrepreneurship Education

For most of the last century, entry-level jobs were plentiful, and college was an affordable path to a fulfilling career. That world no longer exists. The feature-length documentary Most Likely to Succeed examines the history of education, revealing the growing shortcomings of our school model in todayis innovative world. Directed by acclaimed documentarian Greg Whiteley, the film has been named "among the best edu-documentaries ever produced" by Education Week, and called a "smart and engaging look at education in the 21st century" by The Hollywood Reporter. Film Threat stated that "this film should be a required course for all parents and educators." Most Likely To Succeed is an official selection of many of the nation's top film festivals, including the prestigious 2015 Sundance Film Festival and Tribeca Film Festival

Gene Coulson, the Executive Director of the Consortium for Entrepreneurship Education, will lead discussion on the film after its screening.

8:00 AM Adventure Activities Birding and Nature Experience

Sponsored by New River Birding and Nature Festival

Cost \$10

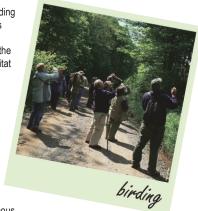
Meet at the New River Birding and Nature Center at Wolf Creek Park just outside of Fayetteville off Route 16.

Low key, fun, addicting!

Yep all three apply to our birding and nature walks here at The New River Birding and Nature Center, located at Wolf Creek Park

We will be banding birds as well as watching them and looking at the plants and habitat that surrounds

We offer a very relaxed experience that caters to everyone from the "First Timer" to those that claim the infamous "Bird Nerd" status.



No special equipment is needed, but if you have binoculars, by all means, bring them. We have several pairs of binoculars and spotting scopes, we will share.

We will be walking in the woods, on a board walk and along nature trails so you will want to dress appropriately. The charge of \$10.00 per person will go to the Fayette County Education Fund and support our Leadership Fayette County high school program. (Ask us to tell you more about this!)

10:00 AM **Saturday Rafting- Lower Gauley**, Sponsored by Adventures on the Gorge Cost \$134

Meet at Adventures on the Gorge

Gauley Season is a limited time fun-for-all in West Virginia! Experience it on the Lower Gauley here.

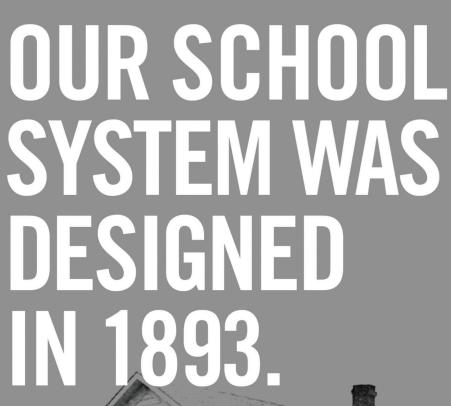
The Lower Gauley is a long run—17 miles—and though there are a few pools for relaxing and swimming, most of that length is spent in whitewater, with much of it class III-V. Though it doesn't pack quite the punch as the Upper Gauley in terms of technique and steely nerves needed, this river section should not be underestimated. It is the most advanced river section that we feel is appropriate for first-time rafters. We recommend that participants have experience with rafting before trying this trip. Should be able to swim.

9:30, 10:00, and 10:30 AM Saturday TreeTops Zip Line Canopy Tour

Cost \$87

Sponsored by Adventures on the Gorge Meet at AOTG 20 minutes before your assigned trip time. Turn right into the Mill Creek Campus and meet at building #8.

Program Schedule · 17



•



SEPTEMBER 26 @ 10:00 A.M.

FAYETTEVILLE UNITED METHODIST CHURCH | FAYETTEVILLE, WV



Experience Adventures on the Gorge's world-class TreeTops Zip Line Canopy Tour through the endangered hemlock forests of the New River Gorge, West Virginia. With seven zip lines, four skybridges and a rappel, you'll get a bird's eye view of the forest below as you zip across Mill Creek and visit places inaccessible any other way. Note: Weight restrictions of 90-260 pounds do apply.

10:30 AM Saturday Paint Creek Trail Tour

Cost \$10

Sponsored by the Paint Creek Scenic Trails Association

Meet on the steps of the Fayette County Courthouse to board the passenger van.

Let the Paint Creek Scenic Trails Association take you on a journey down an old and storied road to learn about life along beautiful Paint Creek from the people who call it home. Come get a sneak peek of the Paint Creek Audio History Tour, which officially launches next spring and is part of an effort to capitalize on heritage tourism resources in Fayette County. The tour delivers audio stories (think short podcasts) and travel information to visitors via the i-Treks mobile app. Come hear the stories, find out how your town or attraction can develop a similar project, and take a relaxed drive along Paint Creek, a waterway stretching from its headwaters near Tamarack to the town of Pratt along the Kanawha River. Topics include Native American history, coal camp life, environmental crisis and renewal, the coal mine wars, and more. Project director Catherine Moore of Beauty Mountain Studio and members of the Paint Creek Scenic Trails Association will lead the tour. A mobile device is required; please bring earphones if you have them. Tour time is approximately 1.5 hours. Limit 13 people.



$10{:}00\ \mathsf{AM}$ Saturday Tour of the Summit Bechtel Family Scout Reserve

Cost \$25

11 AM, 1 PM, 4 PM **Bridge Walk** Cost \$40

The tours are 2-3 hours in length. After checking in at our headquarters, Bridge Walk participants will be shuttled to the Canyon Rim Visitor's Center on the North side of the Bridge. A short path leads to the Bridge where visitors will enter the catwalk in the midst of the massive iron structure.

The catwalk is 24" wide with a substantial railing. Before beginning the tour, guests will be securely fastened onto a safety cable making it impossible to fall from the bridge during a Bridge Walk tour. Participants will walk the entire

3,030 foot length of the bridge and then ascend a trail to road level where they will be

shuttled back to the Bridge Walk headquarters. Bridge tours move along at a leisurely pace and there is plenty of time to stop for photos, and to discuss features of the Bridge, Gorge and Park with your guide. Check in at Bridge Walk.

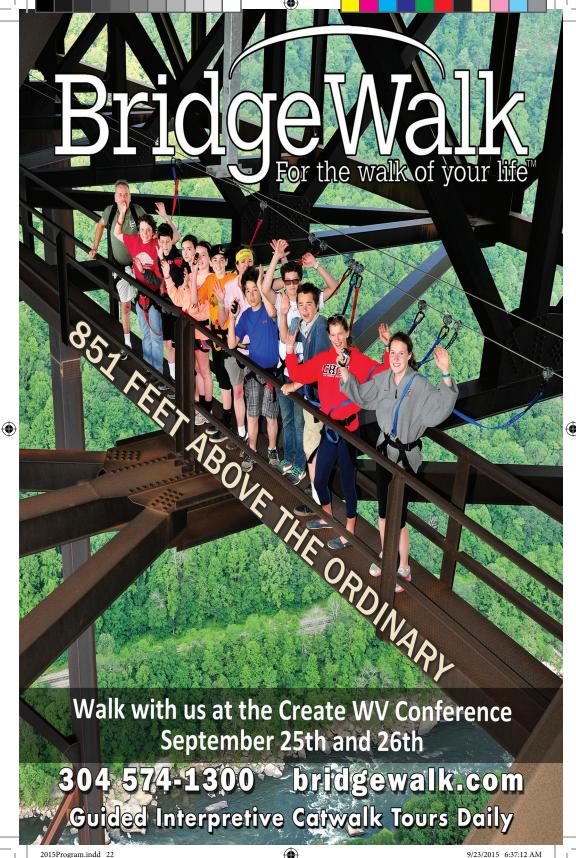
12:00 PM Saturday Rafting- Rapid Run, Lower New

Sponsored by ACE Adventure Resort

Cost \$80

Meet at ACE: 12 PM check-in with 1 PM departure

This fun trip has 20 Class II-IV+ roller-coaster rapids; wild coal town history and gorgeous views. Length--8 miles (Half day); no meal provided.





THE ENTREPRENEURSHIP CAFE YOU determine the \$5000 winner!

Imagine hearing an idea so good, you stuff \$5000 in the pocket of that person pitching, and tell them to go for it. One of four businesses will walk away from dinner with \$5000 Friday night. The dinner audience will have the final say as they cast their votes in real time to choose the winner of this year's statewide business pitch contest.

The competition is organized and managed this year by the region's Valley Ventures Entrepreneurship Café, in partnership with New River Community and Technical College and Greenbrier Valley Economic Development Authority and VisAbility, LLC. The \$5000 prize is seed capital to be used to test business assumptions and develop key infrastructure that could benefit communities, grow opportunity, perhaps serve as a model project for other communities seeking to create an entrepreneurial culture.

Lillian Graning of the New River Gorge Regional Development Authority (NRGRDA) will serve as Mistress of Ceremonies for the competition.

The finalists, in alphabetical order:

Hawk Knob Cidery and Meadery is the first cidery in the state and one of three meaderies.

Richwood's Solar City is a community endeavor spearheaded by the Richwood Chamber of Commerce and inspired by the 2013 Create WV Conference, which powered their Main Street with solar energy and brought experts into assess the town's viability for renewable energy tax credits and solar power.

Sunset Berry and Produce Farm, owned by the Gilkerson family in Alderson, has clientele including schools, restaurants, a grocery store, and a network of backyard farmers supplying food for her CSA.

Vandal's Kitchen is a small cafe restaurant providing affordable dishes with responsibly sourced ingredients and community space for educational programming.



Thanks to the NRGRDA for sponsoring this year's entrepreneurship competition, and thanks to Vision Shared for sponsoring the registration of our finalists. We appreciate your generosity!



22 · Entrepreneurship Cafe



THANK YOU TO OUR SPONSORS











































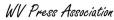






























SHUTTLE INFO

Please patiently expect a shuttle to pick passengers up approximately every 20 minutes from the following locations throughout the conference.

Wal-Mart (near Wendy's), Quality Inn and Comfort Inn

Thursday 10:30 AM-12:30 PM Thursday 8:00 PM-9:00 PM Friday 7:30 AM-9:00 AM

Friday 2:45 PM-3:30 PM Friday 5:45 PM-6:45 PM

Friday 8:00 PM-9:00 PM

Early arrival in downtown Fayetteville is welcomed by shops and restaurants. Local businesses are looking forward to sharing a cup of coffee with you, and chatting you up about what they do in the Ville. But parking is extremely limited in this small town of almost 3000 people--and we promised not to complicate things further with a couple hundred more vehicles. Parking problems caused by our conference will not be cool. Please help us keep our local hosts happy during their busiest tourist season. Please, please, comply with our parking directions.



E.L. Robinson Engineering offers a full range of civil engineering services, from planning and analysis to design-build and implementation. We promise to collaborate with our clients to produce projects that are of superior quality, on time, and on or under budget.



ESTABLISHED EXPERIENCE. PROVEN PERFORMANCE.

www.elrobinsonengineering.com

5088 Washington Street West Charleston, West Virginia 25313 P: 304.776.7473



theady@wvpress.org ssmith@wvpress.org

2015Program.indd 26 9/23/2015 6:37:17 AM



2015Program.indd 27 9/23/2015 6:37:17 AM

(

