



ENTREPRENEURSHIP WEEK 2021

Adapting in a Changing Business Landscape

All events virtual

MARCH 23RD – MARCH 26TH

Entrepreneurship Week is a collaboration of the Kutztown University College of Business, the Entrepreneurial Leadership Center (ELC), the KU Small Business Development Center (SBDC) and the Northeast Berks Chamber of Commerce. This event includes workshops, panels and presentations that provide students and the local community with insight, strategies and tools from experts to launch or boost their business.

FULL SCHEDULE

Tuesday - March 23

11:00 am

Keynote Speaker, Jack Gulati

<https://kutztown.zoom.us/j/9829539735>

Wednesday - March 24

10:00 am

Student Entrepreneurial Marketplace

www.kutztown.edu/EntrepreneurshipWeek

12:00 pm

Women's Panel

<https://kutztown.zoom.us/j/98495563897>

Thursday - March 25

11:00 am

Student Entrepreneurial Panel

<https://kutztown.zoom.us/j/99295953661>

2:00 pm

Small Business Development Center

<https://kutztown.zoom.us/j/2112264736>

Friday - March 26

9:00 am

Family Business Panel

<https://kutztown.zoom.us/j/962952594241>



TUESDAY MARCH 23

KEYNOTE SPEAKER, JACK GULATI

11:00 am



Serial Entrepreneur

Jack Gulati has owned forty-four companies worldwide during his career as an entrepreneur and is the current owner of the Allen Americans, an ECHL hockey team. In his book "Serial Entrepreneur, Balancing Business and Family for True Wealth and Happiness," he illustrates his life story, his business successes and failures, his philanthropic endeavors, spiritual beliefs, and lessons learned during his lifetime.

WEDNESDAY MARCH 24

STUDENT ENTREPRENEURIAL MARKETPLACE

10:00 am

The Student Marketplace is a showcase of businesses run by KU students and recent alumni. It will feature products and services owned and operated by the students entrepreneurs. All transactions are done directly with the businesses.



Yvonne Kanyi
Beauty Square
beautysquareke.com

Based in Nairobi, Kenya, Beauty Square offers skincare and cosmetic services such as consultations, facials and body treatments as well as skincare and cosmetic products. Beauty Square aims to serve the Kenya and East Africa markets largely ignored by the major skincare and cosmetic brands.



Katelyn Wehr
Knees Up Events
www.kneesupevents.com

Knees Up Events offers wedding and event planning for the day you will never forget so that you and all of your guests can focus on what is really important: celebrating!



Quaddriyah Rivers
Kingdom Lashes
www.facebook.com/KingdomLashes
www.instagram.com/KingdomLashes/

Kingdom Lashes, the only 3D mink lash company that will have you feeling like royalty. Wear your crown accordingly and purchase your lashes and be crowned a goddess!



Lauren Ardie
Lauren's Graphics
laurenardie.space/Index.html

Lauren's Graphics is a freelance business for design services. Services include web design, logo design, word marks, business cards, posters, illustrations, and branding. Lauren speaks both English and Spanish fluently.



Amber Steet
Steel's Eats & More
Linktr.ee/ambersteet

After graduating from Kutztown University in 2019 with a Bachelor of Science in Special Education Studies focusing on visual impairment, Amber Steet moved to Alabama. One year later, June 2020, Amber opened her own business, Steel's Eats & More. Steel represents different companies with many different product offerings. Her main specialty is food, which includes snacks, drinks, and entrees. Steel's Eats & More has them all and is ready to serve you!



Laquan Drago
All for my people

Laquan Drago, 19-year-old Kutztown University freshman from Philadelphia. A young black man that loves building relationships with different individuals, loves learning about business, or anything that can build upon his character as a person. He is a graphic designer, photographer, and entrepreneur with his own clothing line called "All for my people."

WOMEN'S PANEL

12:00 pm

Four women entrepreneurs from four different industries share their stories of achieving success through adaptability.

Moderated by Ms. Lori Donotrio-Galley



Dena Breslin
Mindset Coach, Author & Speaker
Denab Coaching

Dena Breslin, Denab Coaching, is a Mindset Coach, Author, and Speaker. For 25 years, Dena Breslin's passion has been sales success, leadership development, and mindset transformation. A former physician assistant in gastroenterology, Breslin continues to advocate for and educate on holistic health and wellness.

Breslin is a Certified High-Performance Coach. Her practice includes one-on-one sessions, Rewrite Your Mind Workshops, and Leadership Keynotes. She is a coauthor of two women empowerment anthologies, as well as a contributor to Forbes Coaching Council. Breslin believes your best life begins in your mind.



Jennifer Lau
Owner
Farmhouse Flowers

Jennifer Lau, Farmhouse Flowers, is the owner and lead floral designer at a small floral design studio in Kutztown, PA. Lau has completed courses at Longwood Gardens Floral Design Program, one of the Northeast's most respected floral design programs. Previously, Lau worked for over 20 years as a Medical Social Worker. She graduated with a BA in Psychology from Albright College and a Master's in Social Work from New York University.



Talia McKinney
Real Estate Salesperson
The Serhant Team NYC

Talia McKinney, a licensed Real Estate Salesperson, is a member of Ryan Serhant's Team from Bravo's Million Dollar Listing NYC, also a Wall Street Journal Top 5 Sales Teams Nationwide 2015-2019. A licensed Real Estate Salesperson and a top agent on THE SERHANT TEAM of Nest Seekers International, McKinney believes that success is built upon the strength of the relationship. It is this belief that guides her in every interaction she has with her clients, and it is her innate ability to form these connections that allows both her and her clients to succeed in an oftentimes capricious New York real estate market.

Born and raised in Pennsylvania, McKinney was recruited to run track at Kutztown University and went on to help her team become State Champions. After graduating, she moved to New York City. Along with her remarkable athletic background, she brought with her a degree in Communications and Public Relations. During her first few years in the city, she explored careers in fashion, public relations, event planning, and hospitality.

Yet, despite her time in those industries, real estate was something that had always drawn her in. Today, having already spent years compiling a long record of listings and sales, McKinney continues to be excited by the challenges and relationships that real estate has to offer. She has used her experience from previous jobs to connect with her clients on a personal level that puts them at ease throughout the entire process of buying, selling, or investing in a home. Her thoroughness, attentiveness, and commitment distinguish her from typical agents. The relationship is what matters most to her, as she knows that the relationship is the bellwether for overall success and satisfaction.



Amy J. Miller, Esquire
Managing Partner
Miller Thielen, P.C.

Amy J. Miller, Esquire, Miller Thielen, P.C., is a Lehigh Valley native who graduated from Moravian College with a double major in Criminal Justice and Spanish. Miller attended Widener University School of Law, graduating cum laude in 2009. She has practiced in Berks and Lehigh Counties since 2011. Her primary areas of practice are Family Law and Estate preparation and probate. She is a member of both the Berks and Lehigh County Bar Associations, as well as the Lower Macungie Township Planning Commission. She has also served as an Attorney Advisor for the Fleetwood High School Mock Trial team. Miller is a Managing Partner at Miller Thielen, P.C. in Fleetwood, PA.

THURSDAY MARCH 25

STUDENT ENTREPRENEURIAL PANEL

11:00 am

Meet student innovators who are in the process of bringing creative new ideas to life. Panelists will discuss their experiences and provide insight and advice.

Moderated by John Steller, Director of KU SBDC

Madelin Holm
Social Media Intern
Kutztown University Small Business Development Center

Madelin Holm, 21, Social Media Intern at the Kutztown University Small Business Development Center, Senior Communication Studies Major with minors in Social Media Theory & Strategy and Entrepreneurship. Graduating in May, 2021 as a member of Phi Kappa Phi, NSLS, and Tau Sigma.

Yvonne Kanyi
Beauty Square
beautysquareke.com

Based in Nairobi, Kenya, Beauty Square offers skincare and cosmetic services such as consultations, facials and body treatments as well as skincare and cosmetic products. Beauty Square aims to serve the Kenya and East Africa markets largely ignored by the major skincare and cosmetic brands.

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McKayla Grundahl
Social Media Marketing Intern

McKayla Grundahl, senior at Kutztown University and graduating May, 2021 with a degree in Social Media Theory and Strategy and with two minors, Public Relations and Communication Studies. Grundahl is currently working in different industries as a Social Media Marketing Intern. She looks forward to her future career in content creation and digital marketing.

Laquan Drago
All for my people

Laquan Drago, 19-year-old Kutztown University freshman from Philadelphia. A young black man that loves building relationships with different individuals, loves learning about business, or anything that can build upon his character as a person. He is a graphic designer, photographer, and entrepreneur with his own clothing line called "All for my people."

SMALL BUSINESS DEVELOPMENT CENTER

- Achieving Agility Amid Ambiguity

- a focus on retail in a post-covid world

2:00 pm

Learn the value and importance of strategic planning in a rapidly changing world.

John Dever
Business Consultant
KU SBDC

John is a seasoned leader and manager, experienced in both B2B and D2C business sectors. Prior to joining the KU SBDC as Business Consultant, John had most recently provided leadership and management direction for a B2B organization in the service sector, achieving over 100% growth in sales and client portfolio in three year period. For fifteen-plus years prior to that engagement, John lead a men's sportswear design/manufacturing/marketing organization to five time participant in Inc. Magazine's Inner City 100 list, recognizing the company as one of the fastest growing inner-city companies in the U.S.A. John has also served as management consultant, having worked with multiple small to mid-sized companies in both B2B and D2C sectors, as well as not-for-profit organizations, in developing strategically focused and successful initiatives.

FRIDAY MARCH 26

FAMILY BUSINESS PANEL

9:00 am

Owners of family businesses share their expertise and offer advice on finding opportunities in changing times and within their own unique business structure.

Moderated by Dr. Anne Carroll, Dean of KU College of Business

Barry Schlouch
President
Schlouch Incorporated

Barry L. Schlouch is Founder and President of Schlouch Incorporated (SI), a 285 person site design and heavy civil construction firm headquartered in Bladensburg. The firm provides total site preparation services throughout Eastern Pennsylvania and surrounding states. It was ranked number one among large companies by the Best Places to Work in Pennsylvania in 2000. Their web site is www.schlouch.com.

Barry is author of the book "Excellence in Construction" and is a popular speaker at corporate meetings, trade shows, and conferences.

Before founding SI in 1983, Barry was vice-president of Rubright Construction, Inc. in Shoemakersville, Pennsylvania. Earlier, he held survey and crew positions with Robert Ludgate & Associates of Reading and J.E. Brenehan Contracting Engineers of Philadelphia.

A member of the Young Presidents Organization, Barry has participated for 13 years in the Executive Education Program designed for that group by Harvard University and has achieved alumni status. He also attended Penn State University and Lehigh County Community College and completed a two-year Executive Leadership Program at the Wharton Business School.

Barry achieved Certified Equipment Manager (CEM) status with the Association of Equipment Management Professionals (AEMP) in 2006 and Safety Trained Supervisor of Construction (STSC) status through the Board of Safety Professionals in 2016.

Missy Wilson
Co-Owner & Manager
Setter Ridge Vineyards

Missy Wilson is co-owner in Setter Ridge Vineyards LLC with her four siblings and parents. Growing up in rural Berks County and going to college at Bucknell University in rural Lewisburg led her to move to the Washington DC area after graduation with her BS in Mathematics. After four years working in an accounting department, she moved back to Kutztown to help in the daily operation of then-named Blair Vineyards. In the time since, Blair Vineyards had expanded and opened a new tasting room just north of Kutztown. Now growing over 30 acres of grapes, they are working their way to becoming an Estate Grown winery. Blair Vineyards rebranded its wines under a new label of Setter Ridge Vineyards a few years ago. Setter Ridge Vineyards has been an active member of the Northeast Berks Chamber since 2010.

Jamey Maack
President
Industrial Metal Plating

Jamey Maack is president and co-owner of Industrial Metal Plating, an aluminum finishing company located in Reading. Jamey is a graduate of Elon University, where he received a Bachelor of Science in Business Administration degree.

After graduation, Jamey relocated to Reading, where he began learning the family business from the ground up. That eventually led to him becoming president in August of 2009. He modernized the plant technologically, added new LEAN production processes, and implemented the current business practices. Industrial Metal Plating is a successful family business that currently employs 60 people.

SPECIAL THANKS

Kutztown University Foundation

Northeast Berks Chamber of Commerce
Lori Donotrio-Galley

Small Business Development Center
John Steller

College of Business
Dr. Anne Carroll
Dr. Paige Brookins
Ms. Kim O'Neill
Stacey Gambler
Sydney Burgess
Kaitlyn Dinan
Annie Kitchell
Hannah Styer
Lia Tsvetanova

Information Technology
Tyler Schwab

