



THURSDAY, NOVEMBER 7, 2024
 WKU INNOVATION CAMPUS

AGENDA

8:00 - 8:30 am	Registration, Expo Open, Light Breakfast, Networking <i>Sponsored by - Kerrick Bachert</i>
8:30 - 8:45 am	Opening Remarks
8:45 - 9:15 am	Digital Transformation: Your Launchpad for Innovation & AI..... Rob Wilson <i>Regional Tech Council</i>
9:15 - 9:45 am	Problem Solving Greg Coker <i>Ky Center For Leadership</i>
9:45 - 10:05 am	Expo & Coffee Break <i>Sponsored by - Tony Rhoades State Farm</i>
10:05 - 10:45 am	Panels 1. Marketing For Small Business Panel Discussion <ul style="list-style-type: none"> ● Video Andrew Swanson - <i>Forerunner</i> ● Social Media Hillary Rickel - <i>Inked Brands</i> ● Website David Downing - <i>Yellowberri</i>
10:45 - 11:25 am	2. Business Fundamentals Panel Discussion <ul style="list-style-type: none"> ● Fiance and Tax Services Michael Elmore - <i>Elmore Financial</i> ● Loans for Entrepreneurs Miller Slaughter - <i>Community Venture</i> ● HR Bree Stephens - <i>B.Stephens HR Consulting</i> ● Developing a Global Strategy Brian Miller - <i>U.S. Dept. of Commerce, Int. Trade Administration</i>
11:30 - 12:10 pm	Breakout Sessions (choose 1) <ul style="list-style-type: none"> ● All About SBDC Resource Brittanie Dawson - <i>SBDC</i> ● Funding Resources for StartUps..... Lisa Bajorinas - <i>KY Innovation</i> ● Cybersecurty For Small Business Harry Erskin
12:15 - 12:45 pm	Lunch & Abound Mark Ford - <i>Abound</i>
12:45 - 1:30 pm	Working Lunch with Keynote Speaker..... Spence Sheldon - <i>Donatos Pizza</i> <i>Sponsored by - Abound & WBKO</i>
1:30 pm	Closing Remarks

SPONSORS





BREAKOUT SESSIONS

Join 1 of the 3 breakout sessions to learn more about business development, cybersecurity or funding opportunities.



KY SMALL BUSINESS DEVELOPMENT CENTER RESOURCES

Brittanie Dawson - Business Coach

Brittanie will cover the crucial steps to starting a business in KY, and all of the resources available through the local Small Business Development Center.

The Kentucky SBDC in Bowling Green provides one-on-one business coaching at no cost to existing and potential entrepreneurs in South Central Kentucky. This center also meets the educational needs of the local small business community by offering a variety of low cost training programs taught by industry experts and qualified SBDC Coaches.



CYBERSECURITY - CORNERSTONE INFORMATION SYSTEMS, INC.

Harry Erskine - Cybersecurity Analyst

In this breakout you will learn how to navigate the business www and how to keep your business safe on the Internet.

Harry Erskine is a seasoned cybersecurity expert with over 15 years of experience. After serving in the U.S. Navy and working as a Cybersecurity Engineer with the NSA, Harry took on the role of Information Security Manager for RE/MAX Holdings. Currently, as the Cybersecurity Analyst at Cornerstone Information Systems, he helps businesses navigate the ever-evolving landscape of cybersecurity. Harry holds certifications like CASP+, SEC+, and a Master's in Cybersecurity Management and is currently pursuing a Doctorate in Cybersecurity. He combines deep technical expertise with a personable, hands-on approach. Outside of work, he enjoys spending time with his family, gaming, and exploring the scenic beauty of Kentucky.



Kentucky Innovation Hubs - Funding Your StartUp

Lisa Bajorinas - Executive Director KY Innovation Hubs & KSTC

Although customer revenue is the ideal way to fund your startup, in this session Lisa will delve into non-dilutive funding, debt-based funding, and equity funding to help grow your business. She will offer strategies and specific resources to help you obtain each of these funding types.

Since 2022, Lisa has been the executive director of Kentucky's six Innovation Hubs with Kentucky Science & Technology Corp. (KSTC) – a nonprofit, private company providing entrepreneurship and innovation programming throughout Kentucky. In this capacity she leads the directors of six collaborative innovation centers that

provide coaching, connections, resources, and programs for tech founders of early-stage companies (startups). Together they are responsible for building out Kentucky's entrepreneurial ecosystem and contributing to the growth of Kentucky's tech economy.

In 2020 Lisa started her own business, Lisa Bajorinas LLC, focused on startup and community building helping innovation-driven, technology-based companies, using lean startup methodology, for the purpose of assisting entrepreneurs with customer acquisition, capital access, talent attraction and key strategic introductions. In addition to her full-time role at KSTC, she is contracted through her LLC to direct the Vogt Invention & Innovation Awards tech accelerator program providing grant funding, coaching, mentorship, and business programs to early-stage startups with the ability to scale quickly.