



WEST VIRGINIA STATE UNIVERSITY

2018

College of Business and Social Sciences Business, Economics & Government Summit

Energizing Economic Development

KEYNOTE SPEAKERS



Woody Thrasher

Cabinet Secretary

WV Department of Commerce



Anne Blankenship

Executive Director

WV Oil and Natural Gas Association



Dr. Geoffrey Cousins

Surgeon

Entrepreneur, Massage Envy

20 TOTAL SPEAKERS AND TOPICS

Regional Economic Developments, Marketing, Client Services, Budgeting, Credit Access, Entrepreneurship, New Employee Skillsets, Municipalities, Oil and Gas Industry Logistics, Legislative Updates, Tourism, Recreation, Human Resources, Environmental Protection, Accounting, Career Transitions, Lobbying, Insurance, Networking, and Health Impacts on Business

March 26th – 28th

Erickson Alumni Center

MONDAY - MARCH 26TH

5:30 PM

Woody Thrasher / Cabinet Secretary of the West Virginia Department of Commerce / State of West Virginia
The Changing Economic Landscape in West Virginia — An overview of recent economic developments in West Virginia, including the economic impact of the oil and gas sector and business relationships with China

6:00 PM – RECEPTION

TUESDAY - MARCH 27TH

9:30 – 10:00 AM

Dominique Ranieri / Director of Marketing / Yeager Airport
Flying into the Yeager Airport — How marketing a regional airport supports economic development

10:00 – 10:30 AM

Jenelle Arthur / Senior Account Executive / Charles Ryan Associates
Marketing — The intricacies of providing marketing support for large clients

10:30 AM - 11:00 AM

BREAK

11:00 – 11:30 AM

David Hardy / Cabinet Secretary of the West Virginia Department of Revenue / State of West Virginia
Budgeting in State Government — An overview of the budgeting process and reflections on the 2018 legislative session

11:30 AM - 12:00 PM

John Jackson / Executive Director / Consumer Credit Counseling Services of the Mid-Ohio Valley
Credit and the College Student — How your actions as a college student impact your credit and future

12:00 – 2:00 PM

BREAK

2:00 – 2:30 PM

Frances Brooks / CEO / BrooAlexa Construction
Entrepreneurship — Travel the journey from a trophy company to an award-winning construction company

2:30 – 3:00 PM

Sandy Maharaj / Director of Career Services and Cooperative Education / WVSU
From Student to Employee — Tips on the skillsets you need to successfully transition from student to employee

3:00 – 4:00 PM

BREAK

4:00 – 4:30 PM

Mavery Davis / Director of Finance / West Virginia Department of Veterans Assistance
Persevering in Opposition — When life knocks you down, fall on your back. If you can look up, you can get up.

4:30 – 5:00 PM

Doug Douglass / Land Manager / Reserve Oil and Gas, Inc.
Oil and Gas — A session on how gas wells work and the safety aspects that surround operational gas wells

5:00 – 5:30 PM

RECEPTION

5:30 PM

Anne Blankenship / Executive Director / WV Oil and Natural Gas Association
Oil and Gas Economic and Legislative Update — An overview of recent legislation known as co-tenancy and the economic impact on the oil and gas sector West Virginia

WEDNESDAY – MARCH 28TH

9:30 – 10:00 AM

Bill Lanham / Town Superintendent / Town of Fayetteville, WV
Outdoor Tourism – How outdoor river adventures led Fayetteville, WV to be named “Best River Town 2013”

10:00 – 10:30 AM

Ben Salango / Attorney & Commissioner / Kanawha County Commission
Economic Development Through Recreation – Explore economic benefits of Shawnee Multi-Sport Park Complex

10:30 AM - 11:00 AM

Debbie Hart / Director of Equity Programs and Title IX Coordinator / Marshall University
Human Resources – Title IX’s importance in addressing gender-based discrimination, harassment, and violence

11:00 AM– 1:00 PM

BREAK

1:00 – 1:30 PM

Dr. Terry Polen / Ombudsman / WV Department of Environmental Protection
Oil and Gas Environmental Considerations – Background and status of issues involved with Oil and Gas lifting

1:30 – 2:00 PM

Marie Long / Senior Manager / Suttle & Stalnaker Certified Public Accountants
Accounting for Energy Extraction – Discussion of accounting issues associated with mineral based resource entities

2:00 – 2:30 PM

BREAK

2:30 – 3:00 PM

Avon Cobourne / Director / YMCA of Kanawha Valley
From Student Athlete to Business Professional – Learn how to transfer athletic discipline skills to successful work characteristics

3:00 – 3:30 PM

Tom Susman / Owner / TSG Solution
Lobbyist – An overview of client services in the areas of lobbying, public relations, and strategic planning

3:30 – 4:00 PM

BREAK

4:00 – 4:30 PM

Allan McVey / Insurance Commissioner / West Virginia Office of the Insurance Commissioner
Insurance – An informational session on the “ins and outs” of insurance and how the insurance market works

4:30 – 5:00 PM

Chris Ferro / Vice President of Economic Development / Charleston Area Alliance
The Role of Networking – How membership in professional groups and organizations can positively impact business

5:00 – 5:30 PM

RECEPTION

5:30 PM

Dr. Geoffrey Cousins / Surgeon and Entrepreneur / Massage Envy
Medicine and Business – An overview of becoming a physician and entrepreneur as well as how the opioid crisis impacts economic progress and development within the West Virginia region

West Virginia State University was founded under the provisions of the Second Morrill Act of 1890 as the West Virginia Colored Institute, one of 19 land-grant institutions authorized by Congress and designated by the states to provide for the education of black citizens in agriculture and the mechanical arts. West Virginia was one of the states that maintained segregated educational systems at that time.

From 1891 to 1915, the original Institute offered the equivalent of a high school education, vocational training, and teacher preparation. In 1915, the West Virginia Collegiate Institute began to offer college degrees. Under the leadership of President John W. Davis, the academic program was expanded and new buildings were constructed, and in 1927, the Institution was accredited by the North Central Association; in 1929, it became West Virginia State College. Over the next decades, WVSC became recognized as one of the leading public institutions of higher education for African-Americans.

In 1954, the United States Supreme Court gave its historic decision outlawing school segregation. The consequence of this decision for West Virginia State College was a rapid transition to an integrated institution serving a predominantly white, commuting, and older student population. Enrollment quadrupled during the following decades.

Meanwhile, by a decision of the West Virginia Board of Education, WVSC was compelled to surrender land-grant status, the only one of the 1890 institutions to do so. Only after a 12-year effort was the college's land-grant status fully restored, in 2001 by an act of Congress.

In 2004, the West Virginia Legislature approved WVSC's transition to University status, and today WVSU offers 22 bachelor's degrees and four master's degrees. With a rich history, and promising future, WVSU is positioned to become the most student-centered research and teaching, land-grant university in West Virginia, and beyond.

<http://www.wvstateu.edu/>

(304) 766-3000

THANK YOU FOR ATTENDING!



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