

## MEDIA RELEASE

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### **New “I|E Series on Granby” on April 5, 2019 Fosters Innovation and Entrepreneurship**

NORFOLK, Va. – (March 20, 2019) – The “I|E Series on Granby” is a collaborative effort among several organizations to foster entrepreneurship and the exchange of innovative ideas in Hampton Roads. The inaugural event takes place April 5, 2019 on Granby Street in Downtown Norfolk. It begins at 1:00PM and continues through Norfolk’s “First Fridays” street party that evening. The goal of the I|E Series is to convene, educate, and build awareness of the growing momentum and vibrancy within the regional entrepreneurial ecosystem.

The event includes a presentation by Google, three educational workshops by regional and statewide experts, as well as product demonstrations and hands-on activities. Panel participants will share their knowledge of regional resources in areas key to the success of startups, such as online sales, digital marketing, and finding critical capital to grow your business. Startup founders in the video game and creative markets will describe their entrepreneurial journey and share advice on how to succeed in Hampton Roads.

“We believe there’s benefit in collaborating to generate additional capacity for entrepreneurship,” said Chris Shelton, executive director of StartWheel. “By leveraging our collective strengths, audiences, and resources, we can cross-promote high impact events under a singular brand, I|E Series.”

The I|E Series initiative marks a new era of collaboration among entrepreneurial support organizations in the region, each of which does incredible work to promote economic development through entrepreneurship and new venture creation. By working together, these programs will have a greater impact and overall reach.

“Old Dominion University is excited to be a lead partner in the I|E Series”, said Nancy Grden, executive director of Old Dominion University’s Strome Entrepreneurial Center and Entrepreneurship Initiatives. “Events like this one are catalysts for entrepreneurship, and it is a strong commentary on Hampton Roads that so many partnering organizations are readily involved.”

“We believe every business owner has an entrepreneurial spirit,” commented Kylie Ross Sibert, vice president of corporate communications at Retail Alliance. “Any collaboration that provides accessibility to showcase, educate, and inspire these innovators and entrepreneurs will only help them succeed and, in turn, strengthen our local economy.”

Participants include Old Dominion University’s Institute for Innovation & Entrepreneurship, Tidewater Community College, Norfolk State University, StartWheel, Retail Alliance, 757 Angels, 757 Accelerate, SCORE Hampton Roads, PixelFest, Percolator. These organizations

have a significant presence in the Granby Street corridor of Downtown Norfolk, which has a natural density of startups, small businesses and entrepreneurial resource centers.

IJE Series on Granby will run from 1pm to 8pm on April 5, 2019. The event is free, but registration is required to ensure sufficient seating. For more information and to register, visit [https://startwheel.org/ie\\_granby](https://startwheel.org/ie_granby).

## Friday, April 5

1:00PM – 2:30PM

### **“Reach Customers Online with Google”**

Presenter: Randi Penfil, Google-supported Trainer

Venue: Granby Theater

3:00PM – 4:15PM

Break Out Sessions

Venue: TCC Roper Performing Arts Center

### **“Selling Your Vision”**

*A panel about branding, selling and storytelling*

Presented by SCORE Hampton Roads

Panelists:

- Mike Ives, VP business development at Hampton Roads Communication Technologies
- Elizabeth Duncan-Hawker, president of Red Hawk Strategic Solutions
- Martin Joseph, founder & CEO of 360IT Partners
- Chad Stenzel, CEO of Sandler Training Tidewater-Hampton Roads

### **“Effective & Affordable Digital Marketing”**

*A panel of digital marketing experts*

Presented by Retail Alliance

Moderated by Erik Olson, founder & CEO of Array Digital

Panelists:

- Max Greenhood, founder & president of RocketBike Digital Agency
- Lauren Smith, marketing coordinator at One Hour Heating & Cooling
- Lauren Shoff, director of Digital & Social Media at Otto Design + Marketing
- William Warford, digital sales director at VistaGraphics, Inc.
- Occasio Gee, marketing manager at Liberty Tax

### **“Entrepreneurship in the Arts: Keys to Success”**

*A panel of artist entrepreneurs*

Presented by Percolator and ODU Institute for Innovation & Entrepreneurship

Moderated by Jerry Cronin, director of ODU TempO Business Creation

Panelists:

- Asa Jackson, visual artist
- Roosevelt Harrell, III aka "Bink", Grammy winning hip hop producer
- Jimmy Olivero, owner & chief pilot at Lyfted Media
- Paul Lasakow, executive director of TCC Roper Performing Arts Center

4:30 – 5:30 pm

**“Scaling Up: Ideation to Growth“**

*A panel of experts in starting, funding, and scaling ventures*

Presented by StartWheel, 757 Angels, 757 Accelerate, and ODU Institute for Innovation & Entrepreneurship

Moderated by Nancy Grden, executive director of ODU Strome Entrepreneurial Center

Venue: Roper Theater

Panelists:

- Monique Adams, executive director of 757 Angels
- Scott Tolleson, managing director of NRV
- Evans McMillion, executive director of 757 Accelerate
- Bob Smith, director of SBDC's Innovation Commercialization Assistance Program (ICAP)
- Marty Kaszubowski, senior executive of ODU Institute for Innovation & Entrepreneurship

5:30PM – 8:00PM

**First Fridays & Video Game Demo**

*An opportunity to play locally-made video games and engage with developers*

Presented by PixelFest and Downtown Norfolk Council

Venue: 300 Block Granby Street

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**About I|E Series on Granby**

I|E Series on Granby is a collective of events celebrating, showcasing, educating, and inspiring innovators and entrepreneurs in Hampton Roads. Participants include Old Dominion University's Institute for Innovation & Entrepreneurship, Tidewater Community College, StartWheel, Retail Alliance, 757 Angels, 757 Accelerate, SCORE Hampton Roads, PixelFest, Percolator.