



THURSDAY, NOVEMBER 6, 2025
WKU INNOVATION CAMPUS
Hosted by CREATE

AGENDA

7:45 - 8:15 am	Connect & Fuel Up - Registration, Expo Open, Light Breakfast, Networking <i>Sponsored by Kerrick Bachert PSC</i>
8:15 - 8:25 am	Opening Remarks Buddy Steen & Kerrick Bachert
8:25 - 8:45 am	Speaker 1 Jeremy Jacobs, UnDesked
8:45 - 9:10 am	Small Business Sparks • Jenny Jacobs Defying Dementia • Kahlil Garmon MoneyBot • Sarah Coots Distance Assistants • Chris Mathew WellGenie
9:10 - 9:40 am	Entrepreneurial Landscape in KY: Resources and Trends Sam Ford and Buddy Steen
9:40 - 9:55 am	Caffeine + Connections: Explore Resources & Ask Experts <i>Sponsored by DKI Sky Restoration</i> • Coffee Break 1-on-1 time with the expo experts.
10:00 - 10:40 am	Breakout 1 See Back
10:45 - 11:25 am	Breakout 2 See Back
11:25 - 11:45 am	Lunch & Expo <i>Sponsored by Pinnacle Bank</i>
11:45 - Noon	CREATE Harry Erskine & Sam Ford
Noon - 1:00 pm	Working Lunch with Keynote Speaker Tyler Jury - <i>Clayton and Crume</i>
1:00 pm	Closing Remarks & Door Prizes

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SPONSORS





SMALL BUSINESS SUMMIT ◇ BGKY

Name <<NAME>>

Breakout 1 <<Breakout 1>>

Lunch <<Lunch>>

Breakout 2 <<Breakout2>>

BREAKOUT SESSIONS 1



HR 101 - I HAVE EMPLOYEES NOW WHAT?
Breanna Stephens - B.Stephens HR
Stupp Fiber Area



CONTENT IS KING - MARKETING & BRANDING
Andrew Swanson - Forerunner
Room 118



CUSTOMER ENGAGEMENT, SERVICE EXCELLENCE & DISNEY
Ron Rhodes - WKU Associate Professor Finance
Room 129



ARE YOU PREPARED FOR DISASTER?
Harry Erskine & Miller Slaughter
RTC & Community Ventures
Room 104

BREAKOUT SESSIONS 2



KY SMALL BUSINESS DEVELOPMENT CENTER
Brittanie Dawson - SBDC Business Coach
Room 118



THE USE OF AI IN SMALL BUSINESSES
Rob Wilson - Keller Schoeder / RTC
Stupp Fiber Area



THE BUILDING BLOCKS OF GREAT PRODUCTS
JD Thomason & Elissa Wyne
Regional Tech Council
Room 104



FINANCE CLARITY FOR GROWTH
David Bell & Eric Hicklin
Pinnacle Banck
Room 129

RESOURCE VENDORS

Please take a few moments to walk around and visit our resource vendors during the break today.

B.Stephens HR Consulting
Booked and Balanced Bookkeeping
Bowling Green Area Chamber of Commerce
Community Ventures
Defying Dementia
DispoTech
Edgetrack Solutions
Fan Stand
Forerunner

Grantibly / Coachibly
Keeping It Bookkeeping, LLC
Keller Schroeder
Kentucky APEX Accelerator
Kerrick Bachert PSC
Payroll Vault
Regional Tech Council
Small Business Development Center
SKY Restoration DK1
StuppFiber

UnDesked
WBKO

