



APRIL 27, 2018

CREATIVE ENTREPRENEUR'S CONFERENCE

THE PAJAMA FACTORY, WILLIAMSPORT, PA



PRESENTED BY



PA WILDS CENTER
FOR ENTREPRENEURSHIP

EVENT AGENDA APRIL 27, 2018

Network with other Pennsylvania Wilds creative entrepreneurs, and learn practical skills and best practices in topic areas ranging from marketing, to wholesaling, capitalizing on PA's booming outdoor recreation economy, utilizing the PA Wilds Design Guide in your business, to getting the most out of your Wilds Cooperative of Pennsylvania membership and more!

8:30 – 9:00 Registration

9:00 – 10:00 Welcome and Breakouts by Member Type/Industry

10:00 – 10:45 Session 1: Capitalizing on PA's Booming Outdoor Recreation Economy

10:45 – 11:00 BREAK

11:00 – 11:45 Session 2: Unifying Your Community with the PA Wilds Design Guide OR Pajama Factory Tour

12:00 – 1:00 Keynote Luncheon

1:00 – 1:45 Session 3: Marketing Across Digital Platforms and Within Four Walls

1:45 – 2:00 BREAK

2:00 – 2:45 Session 4: Producing for Wholesale OR Pajama Factory Tour

2:45 – 3:00 Closing Remarks

3:00 – 3:45 Pajama Factory Tour

SPONSORED BY



SESSION 1 - CAPITALIZING ON PA'S BOOMING OUTDOOR RECREATION ECONOMY

10:00 – 10:45 AM

Did you know that PA currently ranks 5th in the nation for Outdoor Recreation spending? Is your business capitalizing on this \$646 billion dollar opportunity? The potential economic impact of this industry has yet to be realized in Pennsylvania! This session will look into how businesses that are not directly involved in outdoor recreation activities can capitalize on the outdoor recreation economy.

Moderator: Meredith Hill, Director, Pennsylvania Wilds PA Department of Conservation and Natural Resources
Panelists: Bill Brock, Straub Beer; Miranda Putt, Country Squirrel Outfitters; Robbie Cross, Equinox LTD.

SESSION 2 - UNIFYING YOUR COMMUNITY WITH THE PA WILDS DESIGN GUIDE

11:00 – 11:45 AM

How would you describe your community's character? Does your business fit into the aesthetic of your town? Looking for a way to unify community projects? The PA Wilds Design Guide for Community Character Stewardship, an award winning planning document, is a comprehensive resource for building and maintaining community character through thoughtful approaches to materials, design and more. This session will help you determine if your community, or business, is using the Design Guide to its fullest potential. Panelists will also be able to discuss funding opportunities.

Moderator: Kim Wheeler, Deputy Director of Planning, County of Lycoming
Panelists: Matt Serio, Pennsylvania Council on the Arts; Matt Schauer, Entrepreneur/Developer, James Feath, RLA, Senior Landscape Architect, and Land Development Project Manager, Herbert, Rowland & Grubic Inc.

KEYNOTE LUNCHEON – DEMYSTIFYING ENTREPRENEURSHIP

12:00 – 1:00 PM

Boxed lunches will be provided.

PA Wilds Center Executive Director Tataboline Enos will host a panel of regional entrepreneurs to reflect on and discuss what it means to be an entrepreneur. Panelists will include Joe Lanich, owner Laughing Owl Press, Deb Adams, owner, Gateway Lodge, David Kahley, President and CEO, The Progress Fund, and Scott Dunkelberger, Executive Deputy Secretary, Department of Community and Economic Development.

The session will cover how entrepreneurs face failures, successes and everything in between. There will be time for audience questions.

Underwritten in part by: The Progress Fund

SESSION 3 - MARKETING ACROSS DIGITAL PLATFORMS AND WITHIN FOUR WALLS

1:00 – 1:45 PM

It's a digital social age – but you still have a brick-and-mortar location. How do you navigate between digital marketing and traditional print and in-store marketing? Are there any tried-and-true techniques to balancing marketing efforts? This panel will examine both aspects of marketing and touch on strategies to improve marketing overall.

Moderator: Kristin Marconi, Communications Director, PA Wilds Center
Panelists: Greg O'Loughlin, Swell; Amanda DePrins, Zippo; Mollie Kinney, Zippo; Piper VanOrd, Allegheny Outfitters; Jason Fink, Lycoming County Visitors Bureau; John Schlimm, Author

SESSION 4 - PRODUCING FOR WHOLESALE

2:00 – 2:45 PM

Are you looking to expand your production to include wholesale opportunities? Are there prospects in the region that will warrant the switch? Is your product right for wholesale? What are the tools and resources available for this type of production? What are the benefits? This panel of creative entrepreneurs will speak about their own experiences, provide suggestions, and discuss the tools available to members of the Wilds Cooperative of Pennsylvania.

Moderator: Abbi Peters, Managing Director, PA Wilds Center
Panelists: Karl Fisher, Alabaster Coffee; Charles Hughes and Rowan Rose, Hughes Pottery; Richie Smith, Xtreme Wear

PAJAMA FACTORY TOURS (THROUGHOUT THE DAY)

11:00 AM, 2:00 PM and 3:00 PM

Construction of The Pajama Factory complex began in 1883 and continued through 1919. The building, originally built by Lycoming Rubber Company – a subsidiary of the U.S. Rubber Company, has been repurposed for many industries. In the 1930s, the Weldon Pajama Company began leasing a small portion of the building and, in 1951, purchased the building. By the mid-1950s, the complex is said to have housed the largest pajama factory in the world. Weldon Pajama Company closed in 1979, but the complex has continued to be utilized by entrepreneurs in the community. Current owners Mark and Susie Winkelman purchased the historic complex in 2008 with the vision of developing a creative community space. It is now home to a vibrant community of makers and creatives, with studio rooms, public establishments and more! Take a tour to learn about the history and visit some of the businesses and creative makers now calling this space home.