



Yavapai
COLLEGE

ALUMNI BUSINESS SUMMIT
THURSDAY, SEPTEMBER 21, 2023

AGENDA

9:00 AM – 9:05 AM Welcome

9:05 AM – 9:50 AM Business Marketing Panel

Kellie Worthen – Founder and Owner, District 86: The Importance of Marketing Fluidity

Henry Ebarb – CEO and Founder, Eightfold Technologies: Using Marketing Technology

Break 10 minutes

10:00 AM – 10:50 AM Lender Panel

Lori Simmons – Arizona Capital Source

Gerald Tarling - Desert Financial

Julia Ruttle - National Bank of Arizona

Break 10 minutes

11:00 AM – 11:30 AM Alumni Business Owner Panel

Breeanya Hinkel - Owner/Publisher, Prescott Woman Magazine

Emil Molin - Owner, Cove Mesa Vineyard

Aileen Casillas - Owner, Florian Floral

Blayne Soriano - Owner, Ten27 Crossfit

11:30 AM – 11:40 AM Overview of SBDC Services

11:40 AM – 12:00 PM Closing and Networking



Business Marketing Panel



Kellie Worthen – Founder/Owner - District 86

Kellie Worthen is a Prescott Native who attended YC back in 2013. She is the owner and founder of District 86, a Marketing company that specializes in Interior Photography and small business Website Design. In addition to serving incredible clients since 2019, she has partnered with and photographed for 'Dorn Homes', 'The Joshua Tree House Tucson', 'Classic Hotels and Resorts', the 'Arizona Grand Resort and Spa' and others.

District 86 has been featured in 'Prescott Women's Magazine', 'Voyage Phoenix' and 'Homes & Land', to name a few. Kelly has spoken and been a Sponsor for the 'Moms in Real Estate' and 'Girl Educate Yourself Summit'.

And has expanded offerings to include one-on-one Coaching through a new Course Suite, teaching female creatives how to capture and edit their interior photos.



Henry Ebarb – CEO & Founder - Eightfold Technologies

A veteran in the digital marketing and web technology development industry for over a decade, Henry Ebarb is the CEO and Founder of Eightfold. A leading marketing & technology company that helps clients build enterprise technology - apps, ecommerce products, and websites.

Educated at Thunderbird School of Global Management, with degrees from Northern Arizona University, Henry is largely a self-taught technologist when it comes to code, SEO, digital content, and various marketing tactics that generate results. An experienced startup executive with several businesses achieving explosive growth and profitability, Henry has worked with many Fortune 500 companies.

Lending Panel



Lori Simmons – Arizona Capital Source

Lori Simmons brings Arizona Capital Source over 30 years of commercial underwriting, lending, and relationship management experience. She managed commercial banking relationships for two large banks, a community bank, and a Tucson non-profit organization.

Lori has been a public-school board member, Booster Club and PTO President, and Economic Development Council Treasurer, and Founding member of the Verde Valley VVREO. Lori is a volunteer for Project Mom at U of A, a Community Foodbank volunteer, and a member of CREW and CCIM. Lori is married and has three grown sons she is very proud of.

Lori received her degree in Finance from Northern Arizona University and spent much of her professional career in Northern Arizona. She enjoys educating clients and helping them achieve their business growth goals.



Gerald Tarling – Desert Financial

Gerry Tarling is an Arizona native and a Prescott Valley resident with his wife Christine since 2009. Gerry has been a financial professional for 13 years focusing on helping his members understand their banking options.

Prior to focusing on local business needs Gerry supported, managed, and staffed numerous banks throughout Arizona before accepting the Business Development Officer role with Desert Financial Credit Union.

With his banking management background, he understands the behind-the-scenes obstacles our local businesses face and helps businesses navigate through them in an ever-changing banking environment.

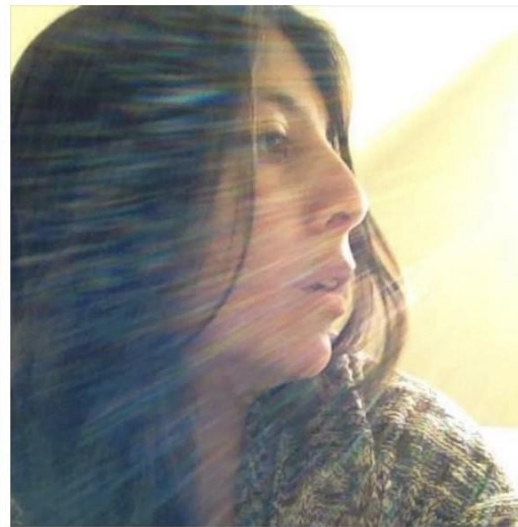


Julia Ruttle – Vice President, Northern Bank of Arizona

A results-driven financial leader with 35 years' experience impacting profitability and growth for established financial services institutions, Julia is a relationship builder adept at promoting customer service excellence to drive exponential sales growth and revenue expansion.

An innovative problem solver with advanced knowledge of the complete mortgage, lot, and construction loan process, Julia is a servant leader who has served on many community boards both past and present.

Alumni Owned Business Panel:



Aileen Casillas – Owner/Designer Florian Floral

A mom, an entrepreneur, and a former Firefighter/EMT, Aileen brings experience in floral design from a variety of regions in California (San Diego, Del Mar), Illinois (Naperville, West Dundee), and Arizona. During her time within fire and emergency services, she demonstrated a keen sense in observation and providing a compassionate listener to her crew and her patients.

Aileen studied design, art, graphic design, and color theory. She is a 2007 Floral Design Institute Graduate, Certified Firefighter I/II, EMT 2013 from Yavapai College AAS Fire Science 2015, Yavapai College Certificate Fire Service Officer/Manager 2015.

Aileen has been recognized in Prescott Woman Magazine, awarded by Yavapai College as the 2019 Alumni of the Year, and most recently had the honor and privilege of working on parade

floats as a Rose Parade Florist for the 2020 Tournament of Roses Parade and has continued since then.



Emil Molin - Owner/President Cove Mesa Vineyard

Born out of a passion for exceptional wine, Cove Mesa Vineyard emerged on the Arizona wine scene in 2020. Located in the heart of the Verde Valley, Cove Mesa is an ultra-premium winery focused on small production wines using grapes from the best Arizona vineyards. Cove Mesa's mission as a family-owned winery is "producing high quality, elegant wines inspired by passion, and artfully crafted in the old-world style to showcase their unique terroir."

Emil is a business and community leader with extensive wine industry experience. He is a Board member on several community boards such as: Verde Valley Wine Consortium, Yavapai County Farm Bureau, American Society of Enology and Viticulture, and the Arizona

Association Wine Growers among others. He has an AAS in Viticulture and Enology, from Yavapai College and a BA and JD, from Indiana University.



Blayne Soriano – Owner Ten27 CrossFit & Private Chef Meal Prep Service

Blayne is the Founder and Owner of Ten27 Cross Fit and Private Chef Meal Prep. She grew up in Yavapai County and has a passion and love for helping people starting with the foundation of their lives - health and wellness. After a career in the art world, and spending many years living abroad in Mexico, Blayne moved back to Prescott where she continued to focus on the health and wellness industry. She is the YC 2022 Alumna of the Year, and a force of change in these ever-evolving times. Blayne continues to work hard at helping others, through volunteering and giving back to the community.



Breeanya Hinkel is the Owner/Publisher of Prescott Woman Magazine.

After studying graphic design at Yavapai College, she went on to have a career in both print and website design. Bree started as a graphic designer in 1999 at age of 19 in Minot, ND at the Minot Daily News and then returned to her hometown Prescott, AZ, and worked in print design at EMI PrintWorks before starting my own company, BJH Designs, and working at Prescott Woman Magazine.

She purchased Prescott Woman Magazine in 2018. Bree credits Yavapai College as the steppingstone to her success. Her favorite part about education at Yavapai College is the lifelong connections she made with both students and teachers,

and loves living in a small community where she gets to revisit these connections on a peer level all these years later.