

**Speaker Biographies**

*Region 3 All-Hands Meeting*

March 27, 2019

The Prizery, South Boston, Virginia

**Alphabetical Order**

**KRISTA BOERRIGTER**

**Human Resource Manager, Axxor, NA**

<https://www.axxor.eu/paginas/home3/>

Krista Boerrigter is the HR Manager for Axxor NA, located in Ringgold, VA. Her work is to not only maintain a successful workforce for Axxor, but also to partner with area manufacturers in order to ensure that the region focuses on developing and maintaining a capable workforce for present and future needs. These are joint initiatives between industry leaders, the DP-Chamber and the IALR.

Two initiatives of which Krista is proud to promote are 1) EXCITE – a summer enrichment program for area middle and high school teachers and 2) an industrial maintenance technician apprenticeship program. Both programs kicked off in 2018. In addition to her insights as HR Manager, she also has first hand experience with small business ownership, as her husband Robert is co-owner of Axxor. The two actively lead their North American manufacturing operation, which began in 2011.

Krista graduated Magna Cum Laude from the University of Georgia with a B.S. in Education, specializing in Math, and obtained her M.B.A. with a concentration in HR, also from the University of Georgia. Since obtaining these degrees, she has been active in numerous leadership roles for 30+ years in the various states in which she has resided. Her greatest passion is that of supporting her community in being “great today and better tomorrow”.

Prior to moving to Danville in 2014, Robert, Krista and their 3 children resided in Louisville, KY. Krista presently serves as Vice President of the Danville Science Center Foundation and is a member of several community organizations. She is excited to be part of a community that extends its Southern hospitality to newcomers, embraces change, has a fantastic vision for the future, and addresses potential roadblocks by bringing decision makers together around the table, whether they be from the city or county, private or public sector. She is proud to call Danville HOME.

### **DR. JULIE BROWN**

**Director of Advanced Learning, Institute for Advanced Learning and Research**

<https://www.ialr.org/>

Dr. Brown currently serves as the Director of Advanced Learning at the Institute for Advanced Learning and Research in Danville, VA. She is responsible for providing high-quality programs that build the region's STEM capacity and support lifelong learning. Dr. Brown also provides management services to the Dan River Region Collaborative, a regional partnership dedicated to working with employers to address workforce needs while moving individual employees to high-skill, high-wage situations. She is currently the Project Director for the Dan River Year AmeriCorps program. She has over twenty years of experience in education, working for a public research university, two community colleges, and regional K-12 districts. Dr. Brown has extensive experience in federal grant reporting, program development, and fiscal accountability. Julie earned her bachelor's degree from UVA, her Master's from Longwood University, and her Ph.D. from ODU.

Dr. Brown serves on numerous Boards including Smart Beginnings Danville Pittsylvania, the West Piedmont Workforce Development Board, the Danville Pittsylvania Community Services Board and Virginia Advanced Study Strategies. In her spare time, Julie, along with her family, own and operate 2 Witches Winery & Brewing Company in Danville, VA.

### **BETH DEATHERAGE**

**Vice-President, Momenta**

<https://momenta.agency/>

Beth Deatherage has eighteen years of experience in sales and marketing and began her career at HD Web Studio (now Momenta) in 2010. Momenta is a marketing and website development firm located in Martinsville and Danville, VA.

Beth is also the lead business coach for SmartStart, an entrepreneurial training program offered by the Martinsville-Henry County Economic Development Corporation. Beth works as an adjunct faculty member at Patrick Henry Community College and a guest lecturer. Beth covers a range of topics related to business plan development, branding, strength marketing, messaging, and online marketing.

Beth received a Bachelor's of Art in Political Science from Virginia Polytechnic Institute and State University (Virginia Tech). She earned a Master's Degree in Business Administration from Averett University.

Beth is a board member for the Southern Piedmont Technology Council, CHILL and the Rocky Mount Rotary Club.

**ROSS FICKENSCHER****Founder, Ballad Brewing**

<https://www.balladbrewing.com/about/>

Ross launched Ballad Brewing with Garrett Shifflett, not only due to their shared appreciation of delicious craft beers, but also because of their love for Danville. As a real estate developer, Ross has long recognized the promise and potential that our city's River District holds. At a time when many investors were walking away, he began revamping historic buildings in Danville and transforming them into places that hundreds of people now proudly call home.

As a founder, Ross focuses on managing Ballad's financial and operational analytics. Prior to his work in real estate and brewing, he earned a bachelor's degree in mining engineering from Virginia Tech. Today, Ross combines his precision-driven education with his business acumen to help Ballad begin its journey on the right foot.

**KEITH HARKINS****Vice-President, Workforce Development and Continuing Education****Southside Virginia Community College**

<http://southside.edu/continuing-educationworkforce-development>

Keith Harkins is the Vice President of Workforce Development and Continuing Education for Southside Virginia Community College. Keith has been with SVCC since 2015. Prior to his service at SVCC, he was the Executive Director of Virginia Technical Institute; and Assistant Professor of Human Services, and Coordinator of Workforce Development at Central Virginia Community College.

Outside of education, he has owned several businesses including a Ford Dealership, a Finance Company, and a vehicle warranty company. He has also worked as an IT/Customer Service consultant for the automotive industry. His first career was as a Training Coordinator for Psychiatric Hospitals.

Keith currently serves on the Commonwealth Regional Commission, Region 8 Workforce Investment Board, and is the chair of the Credential Completion and Employment Committee for the Virginia Community College System's Workforce Advisory Council.

He lives on a small farm in Rustburg, VA with his wife, two daughters, and four dogs.

**BRANDON HENNESSY****Business Analyst, Longwood Small Business Development Center**

<https://sbdc-longwood.com/contact-us/>

SBDC Business Analyst Brandon Hennessey sees every new business as a work in progress. It's not just a figure of speech for Hennessey — he started his career as an art teacher. Hennessey, who has a degree in visual art, painting and drawing with a concentration in education, later received a Master of Business Administration degree from Longwood University.

"I taught art in the Prince Edward school system," Hennessey says. "During my second year of teaching, I had students who needed help with chemistry and calculus, so after they finished their art projects, I'd help them." Hennessey discovered that while he had technical expertise in art, his mind was more attuned to math. Hennessey took a position at Longwood SBDC where he currently serves as business analyst.

"I work on a wealth of things for SBDC clients seeking to open a business or are an existing business in the Central Virginia region," he says. "More often than not, these clients need help with financing or capital to start a business. My specialty is to help them figure out how to finance a business and also develop a business plan."

**LIN HITE****Director, Longwood Small Business Development Center**

<https://sbdc-longwood.com/contact-us/>

Lin Hite is a man who enjoys his work. "I haven't had a bad day," Hite said of the last year and a half he's served as South Boston's Small Business Development Center (SBDC) director. "At SBDC we look out for our clients — everyone pitches in to help with special problems or concerns." Hite, who grew up in a family business, understands those concerns.

"In business I've seen the good, the bad and the ugly," he said. "If I feel a business idea isn't right I'll say so. I don't want to see anyone lose a life savings." Acquiring capital, Hite is quick to point out, is the major challenge for a new business. SBDC not only help entrepreneurs develop a solid business plan, they offer advice where to find alternative lending. "A lot of what we do is educate," Hite said.

Hite knows something about that field as well. After leaving the family business he taught Business and Marketing Education for 13 years in Mecklenburg County Public Schools.

"It all comes together at SBDC," he said. "We hold workshops and seminars on a variety of business topics." Hite also leads a Peer-to-Peer group where existing businesses owners can discuss common concerns. His advice to aspiring business owners is simple — do your research.

**DOUG JUANARENA**

**Serial Entrepreneur; Member, GO Virginia State Board**

<https://www.apex.vt.edu/team/doug-juanarena/>

<https://www.valleysinnovation.org/>

Doug Juanarena is a serial entrepreneur responsible for developing and commercializing a variety of technologies and companies over his career. Mr. Juanarena was employed at the NASA Langley Research Center in the field of sensor and instrumentation development. In 1978, he left NASA to form Pressure Systems Incorporated focused on commercializing sensing instrumentation based on the technology he developed while at NASA. During his career he has been CEO & founder of three technology startups. Since 2000 he has been an angel investor and mentor to a number to technology startups helping founders to raise growth capital and to consummate strategic partnerships and exits.

Mr. Juanarena has also served on the board of numerous civic and community organizations based in Hampton Roads, Blacksburg and the Commonwealth of Virginia. He has been actively involved in educational advisory boards at Virginia Tech, Christopher Newport and Radford universities. In 2014 he was inducted into the Academy of Engineering Excellence at Virginia Tech. Mr. Juanarena is the holder of three U.S. patents and earned his Bachelor's degree in Electrical Engineering from Virginia Tech.

**RANDY LAIL**

**Business Consultant**

**Chairman, Mid-Atlantic Broadband Communities Corporation**

<https://mbc-va.com/leadership/>

Randy Lail is an independent consultant and retired CFO of Peebles Inc. and COO of the Peebles Division of Stage Stores. He has experience in the retail, banking and service sectors. A graduate of Central Senior High School in Lunenburg County, his civic experience is continuous and deep. He is currently the Chairman of the Board of the Mid-Atlantic Broadband Communities Corporation headquartered in South Boston, VA and Benchmark Community Bank headquartered in Kenbridge, VA. He also serves as a member of the Board of Directors of another for-profit corporation as well as other non-profit civic organizations. Randy is a graduate of Virginia Tech and lives with his wife, Mitzi, in Lunenburg County. He has two children, Heidi L. Hertz of Richmond and Cory R. Lail of Charlotte, NC.

**CHARLES MAJORS**

**Chairman of the Board, American National Bank & Trust Company, American National Bankshares, Inc.**

**Chairman, Region 3 GO Virginia Council**

<https://www.amnb.com/>

[www.govirginia3.org](http://www.govirginia3.org)

Charles Majors is Chairman of the Board of American National Bank & Trust Company and its holding company, American National Bankshares Inc. He served, at various times from 1993 through 2014, as President, Chief Executive Officer and Executive Chairman of the Bank and the holding company. With assets totaling approximately \$1.6 billion, the Bank is headquartered in Danville, Virginia, and has 25 offices in southern and central Virginia and north central North Carolina. American National Bankshares Inc. is listed on the NASDAQ Global Select Market under the symbol AMNB.

Prior to becoming president of the Bank, Mr. Majors was the senior partner of a law firm in Danville, specializing in banking, business and commercial real estate law. He is a graduate of Auburn University and the University Of Virginia Law School. In 2002, he was awarded an honorary Doctor of Humanities degree from Averett University. Mr. Majors served as the 2013 Chairman of the Community Depository Institutions Advisory Council for the Federal Reserve Board of Governors. He is a past chairman of the Virginia Bankers Association and the Virginia Economic Development Partnership.

Mr. Majors also served as chairman of the Danville School Board, chairman of the Board of Trustees of Averett University, chairman of the Danville Regional Foundation and Vice Chairman of Smart Beginnings Danville Pittsylvania. He currently serves as chairman of the Future of the Piedmont Foundation. He is a board member of the Institute for Advanced Learning & Research and Mid-Atlantic Broadband Communities Corporation. He received the 2013 Citizenship Award from the Danville Kiwanis Club.

**LAUREN MATHENA****Director of Economic Development and Community Engagement, Mid-Atlantic Broadband**

<https://mbc-va.com/leadership/>

Lauren Mathena recently joined the MBC team as Director of Economic Development and Community Engagement. In this position she plays a key role in furthering MBC's economic development and community outreach by coordinating foreign direct investment and domestic business recruitment resources and working directly with regional and local stakeholders to support MBC's mission. Lauren holds a BSE from the University of Virginia and an MHA from Virginia Commonwealth University. In 2011, she completed a Certificate of Entrepreneurship from the University Of Virginia School of Continuing & Professional Studies. A Southern Virginia native and George Washington High School graduate, Lauren had the opportunity to return to her hometown of Danville seven years ago. Lauren is the co-founder of the IdeaFest Business Pitch Competition in Danville, where entrepreneurs have the opportunity to pitch their start-up ideas for the chance to win money to help them start their business. She also currently serves as the Board President of the Danville Science Center Foundation.

**CONNIE NYHOLM****CEO, Owner VIRginia International Raceway**

[www.virnow.com](http://www.virnow.com)

Connie Nyholm is Owner and CEO of VIRginia International Raceway, known as America's Motorsport Resort. A born entrepreneur, Nyholm invested in the track in 1998 with a partner and has been dedicated to growing VIR using the values of hard work and communication she learned from her dad growing up in Martinsville ever since. Now the majority owner, she has taken VIR from near abandonment 20 years ago to one of the top six road courses in North America, as recognized by Car & Driver. Nyholm has transformed VIR into not only one of the most challenging tracks anywhere, but a one-of-a-kind racing facility and resort that attracts business to the region and includes onsite lodging, dining, shooting, karting, spa, industrial park and more. Leveraging her love of Virginia and business expertise, Nyholm currently serves as a member on the board of the Institute of Advanced Learning and Research, the Virginia Chamber of Commerce, and is President of the Roadracing Industry Council. She is a past member of the Virginia Tobacco Indemnification and Community Revitalization Commission, the Richmond Federal Reserve's Community Investment Council, the Launch Place Board, Virginia FIRST Foundation, and the SoVa Motion Advisory Board. Nyholm graduated from the College of William & Mary in 1981 with a BA in Economics. To learn more about Nyholm and VIR, visit [www.virnow.com](http://www.virnow.com).

**NANCY POOL****Retired Executive, Halifax Chamber of Commerce**

A graduate of Princess Ann College and the U.S. Chamber's Institute for Organization Management at the University of Georgia, Nancy Pool devoted her professional career of over 35 years to the Halifax County Chamber of Commerce. She received numerous honors throughout her career including being named "Woman of the Year" in 2002 by the American Business Woman's Association, and she was presented the "2004 Community Service Award" by the Halifax County Medical Society. Prior to her retirement, Pool was lauded for her distinguished career with the County chamber and was recognized by the Virginia Association of Chamber of Commerce Executives (VACCE) when then presented her with the Lifetime Achievement Award during their annual meeting. The award honors a colleague who, throughout his or her career, has made significant contributions to the advancement of the chamber profession as well as VACCE.

During Pool's time as president, she witnessed and took part in growing membership, the creation of the advocacy group Halifax Forward, the chamber gaining accreditation through the U.S. Chamber of Commerce, the implementation of programs such as Leadership Halifax County, the creation and continuation of the Virginia Cantaloupe Festival, hosting Business After Hours and introducing members of the community to one another creating networking opportunities. Nancy currently serves as a team member of The RiverLink Group in support of the Region 3 GO Virginia Council.



**JEREMY SATTERFIELD****TechSpark Community Engagement Manager, Microsoft**

<https://news.microsoft.com/techspark/>

Jeremy Satterfield is the Microsoft TechSpark Community Engagement Manager for Boydton, Virginia. He is a lifelong resident of Southern Virginia, having completed his K-12 education in Halifax County and obtained his bachelor's degree at Longwood University. He spent three years teaching high school marketing courses at Bluestone High School in Mecklenburg County immediately after college. While education wasn't his chosen field, he learned quite a bit about the education process from the other side of the desk. After leaving the education field, Jeremy went to work with the local community-owned not-for-profit hospital as its community outreach representative. After six years he left healthcare to take a new position for Mid-Atlantic Broadband, a growing middle-mile provider in Southern Virginia. His time in rural healthcare and telecommunications shed light on the disparities between rural and urban communities. One of the most impactful programs he has worked with was the Homework Gap Initiative, a TV white space pilot project currently underway in southern Virginia that helps bring connectivity to students in unserved and underserved areas.

Jeremy is the father of three: Kylie, 14, Kameron, 11 and Layne, 8, who are all enrolled in Halifax County Public Schools where his wife, Kristy, is a third-grade teacher. He is a coach for Kylie's travel softball team and Layne's recreation and travel baseball teams. Jeremy has had the opportunity to serve on various boards throughout the region, including chambers of commerce, IDA's, and educational foundations. He recently earned his certificate of Leadership from the Darden Business School at the University of Virginia.

**ROGER SCOTT****President, Eclipse Enterprises, Inc.**

<http://eclipsetools.com/>

Roger Scott is the President of Eclipse Enterprises, Inc. Representing the telecom, digital and logistics sectors, and the eastern portion of Region 3, Roger Scott is the founder and President of Eclipse Enterprises, Inc., a wholesale distributor of tools and accessories for the Electronics, Electrical, Security, Telecommunications and Data Communications markets.

Roger is a graduate of Nichols College in Dudley, Massachusetts, and holds an MBA Degree from Averett College. He currently serves on the Amelia County Board of Supervisors and is a Council member for the Region 3 GO Virginia Council.

**SHERYL D. SWINSON****Executive Director, Hull Springs Farm, Longwood University**<http://www.longwood.edu/hullspringsfarm/>

A resident of Farmville, Virginia and representing the higher education sector and the eastern portion of Region 3 as a Council member, Sherry Swinson is the Executive Director for Hull Springs Farm, a Longwood University property located in the Northern Neck of Virginia. Her previous career focused on the practice of economic development in southern and central Virginia at both the local and regional levels in county administration as well as economic development. Sherry is currently active in several civic roles, including the Southside Virginia Community College Foundation, the Bon Secours/St. Francis Medical Center Community Advisory Board, the Farmville Area Chamber of Commerce, the Friends of High Bridge Trail State Park, and the Farmville Womens' Leadership Network. Sherry holds a Bachelor's Degree in English from Longwood College; she is a graduate of the Virginia Institute for Economic Development; and she holds a Certification in Fundraising and Development from the University of Richmond School of Professional and Continuing Studies Institute on Philanthropy.

**ANN TAYLOR WRIGHT****Executive Director, Southern Virginia Food Hub**<http://www.southsidepdc.org/index.php/projects/mecklenburg-county/155-makers-market-southern-virginia-food-hub-project>

Over the past decade, Ann, a livestock farmer, has developed strong working relationships with many fellow farmers and food entrepreneurs. This is where the idea of a local Food Hub was born, from the mutual expressed need for such a facility among this group. Ann has spent the past five years working to solidify these partnerships and seek grant funding. With the help of the Southside Planning District and local government, she has written numerous grants, developed business and operational plans, and sought out strategic partnerships to see this project become a reality.

**LARRY TERRY**

**Director of the Weldon Cooper Center for Public Service at UVA and Lecturer of Public Policy**

<https://coopercenter.org/>

Larry Terry is the Executive Director of the Weldon Cooper Center for Public Service at the University of Virginia. Prior to joining UVA, Terry was the Director of the Urban SERCH Institute at the University of North Texas at Dallas. The Weldon Cooper Center for Public Service exists to inform public policy, deliver public service and develop and inspire public leaders. Faculty and staff at the center participate in the life of the University through joint academic appointments, teaching, research and other service to the mission of the University. Terry holds a PhD in public affairs from the University of Texas at Dallas, an MPA in public administration from San Diego State University, and a BA in black studies from the University of California, Santa Barbara.