



Innovation Team

FINAL REPORT

Rethink Innovation. You hold the *KEY*. **January 18 - Innovation Program Day**

Anna Fierro, Nolan Hamilton, Eboni Harrington, Juan Vega,
Jonathan Watts, Quina Weber-Shirk
Advisors: Mike Chittum, Jessie Coffman, Aaron Shearer

Summary

On January 18, we brought together innovative organizations in the fields of technology, the workforce, the arts, entrepreneurship, and small business. Through questions-answer sessions and activities, attendees engaged our presenters. We encouraged attendees to find ways to collaborate with the presenters and to think about how they themselves can unlock the community's potential for creativity and innovation.

Goals and Objectives

Our goals are to ...

1. Convince attendees that they hold the key to unlock the creative and innovative potential of the community.
2. Encourage attendees to find ways to collaborate with our innovative presenters.

Our objectives are to ...

1. **Educate:** innovation is not just about technology
2. **Inform:** innovators work in youth development, entrepreneurship, technology, the arts, the workforce, and in any other field you can imagine
3. **Present an Opportunity:** you, as community leaders, can collaborate with local innovators
4. **Connect:** we will connect you with innovative organizations
5. **Generate excitement:** by sharing ideas and collaborating with innovative organizations, you can become part of the **KEY** that unlocks the community's potential!

Agenda

Location: Burton Center for Arts & Technology, 1760 Roanoke Blvd, Salem, VA 24153

Time	Schedule	Confirmed Presenter
8:00	Arrival, coffee and breakfast (30 min)	Quina Weber-Shirk

8:30	Welcome, Goals & Objectives (15 min)	Quina Weber-Shirk
8:45	Innovation at Burton (15 min)	Christian Kish , Principal Burton Center for Arts & Technology
9:00	Tour of Burton (60-90 min)	Christian Kish , Principal Burton Center for Arts & Technology
10:00	Break (15 min)	Quina Weber-Shirk
10:15	Innovation Activity (15-30 min)	Nolan Hamilton
10:45	Innovation in Talent Development (60 min)	Kathy Ferguson , Virginia Western Career and Corporate Training
11:45	Lunch (45 min)	Greg Fuller , Sir Vegaani
12:30	Innovation in the Arts (30 min)	Tyler Lyon , Grandin Theater Film Lab
1:00	Post-presentation activity (30 min)	Anna Fierro
1:30	Innovation in Entrepreneurship (30 min)	Kathy Deacon , The Advancement Foundation
2:00	Post-presentation activity (30 min)	Juan Vega
2:30	Break (15 min)	Quina Weber-Shirk, snacks & coffee
2:45	Roanoke's Innovation Ecosystem (45 min)	1. Brad Boettcher , Innovation Coordinator, Roanoke City Economic Development 2. Erin Burcham , President of Verge and Executive Director of Roanoke-Blacksburg Technology Council
3:30	Innovation to Support Small Businesses (30 min)	Beth Pusha , Southeast Rural Community Assistance Project, Inc. (SERCAP)
4:00	Post-presentation activity (30 min)	Juan Vega
4:30	Call to Action, Adjournment	Quina Weber-Shirk

Photographs – see three attached pages

Finances – see one attached page