

Cross Talks Panel of Entrepreneurs to Present on April 3 at Penn State Brandywine

Hockessin, DE (2/14/19)—Penn State Brandywine Boost, a program of the Invent Penn State initiative, is hosting a workshop called, “Starting a Business: What You Need to Know,” on Wednesday, April 3 from 11:30am to 1:30pm in the First Floor Lounge of the Tomezsko Building, on the campus in Media, PA. The Brandywine Boost program is under the direction of Dr. Margaret Bacheler, Ed.D., director of continuing education at Penn State Brandywine.

“In celebration of Penn State’s Start-Up Week, Penn State Brandywine is proud to host this complimentary event for the local community,” notes Bacheler. “We are grateful that the Cross Talks Team members will be able to share their entrepreneurship journeys with our audience. By sharing both start-up successes and failures, we hope to stimulate discussion on how best to support start-ups in our local community.”

“As a grateful recipient of a grant from the Penn State Brandywine Boost Program, Cross Talks and its leadership team are eager to share their knowledge, expertise, experiences, and insight with the university community as panelists at this Penn State Brandywine campus event,” says Soraya (Morgan) Gutman, Cross Talks chief executive officer and president.

Local entrepreneurs, all of whom are leaders within the Cross Talks organization, are the featured panelists. They will share their successes, as well as their failures, on launching a business during this Penn State Brandywine complimentary workshop on how to start a new venture. The speakers are as follows:

- **Jim Turner**, owner, Dunamis Marketing, Chester, Pennsylvania, “How to Build a Business Around Good Causes and Make a Profit”
- **Brooke Miles**, owner, Delaware ShoutOut, Newark, Delaware, “What Social Media is and What It is Not, and How to Know What Will Give You the Highest Return”
- **Johnny McCartin**, owner, Xero Media, King of Prussia, Pennsylvania, “How to Build Your Company on Market Demand and Evolve: From Website Design and SEO to Building Custom Restaurant Technology”
- **Ed Samuel**, owner, SamNova, Kennett Square, Pennsylvania, “How to Know What is the Best Fit for Your Unique Skills”

A Q&A session will follow the panel presentation, and light refreshments will be served. For more details, visit <https://brandywine.psu.edu/event/starting-business-what-you-need-know>. To reserve a seat, email Brandywine Continuing Education at mbw10@psu.edu.

Brandywine Boost at Penn State Brandywine offers advisory support to small- and medium-sized business owners and entrepreneurs in the region. This support may include one-on-one direct analysis and advising, interaction with Brandywine students in their courses, or workshops designed for larger groups. Areas of support may include accounting/bookkeeping, use of information management tools, marketing

research strategy, entrepreneurial start-ups, leadership, and much more. For more information, visit <https://brandywine.psu.edu/continuing-education/brandywine-boost>

Cross Talks is a think tank and networking professional development organization for entrepreneurs with a biblical perspective. Cross Talks, headquartered in Delaware, offers high-performing entrepreneurs and business owners on the cusp of growth the opportunity to meet, build working relationships, and interpret and incorporate lessons learned from passages in the Bible. Its purpose is to provide, connect, and educate entrepreneurs through a biblical worldview. The company offers unique monthly networking events that are open to individuals of any background or religion. The Cross Talks team is comprised of senior-level mentors with years of real-world experience. For more information, visit www.YourCrossTalks.com or email info@yourcrosstalks.com.

###

[PHOTOS ATTACHED SEPARATELY.]

CAPTIONS

Jim Turner, Dunamis Marketing, Chester, PA

Brooke Miles, Delaware ShoutOut, Newark, DE

Johnny McCartin, Xero Media, King of Prussia, PA

Ed Samuel, SamNova, Kennett Square, PA

Editorial contact: Donna Thompson,
973-476-2719 (cell) or donna@woodpeckerpress.com