PittJohnstown

makers PREMIER

PITTTch Fest

CONNECT • CREATE • SHARE • COMPETE

May 28, 2015
Pitt-Johnstown Wellness Center
11 a.m. - 8 p.m.

@pitt_startup  #PITTTchFest
MAKERS PREMIER EXHIBITS OPEN (Examples of exhibits) 11 a.m. – 8 p.m.
- Wood & Clay Sculptures (Demo)
- Hand carved bats, Stained Glass (Demo)
- Repurposed Metals
- Recycled Jewelry and Fibers
- Pottery
- Repurposed Light Fixtures and Furniture
- Hand-built off road vehicle

Forest Hills, Johnstown, Richland, & Windber High Schools
High School Projects presenting:
- Robotics
- 3-D Modeling & Printing
- STEM projects
- Culinary Projects (and more!)

SPROUT SPACE – CHILDREN’S Experimental Learning Center 11 a.m. – 3 p.m.
with Imagination Playground, Legos, K’Nex

PITTch Fest SEMI-FINALISTS ANNOUNCED Noon from the below applicants:
- AbiliLife
- Allegheny Underground
- The Carbon Freight Company
- FrankWest
- G Wizz
- Healthponics
- Invisible Robotics
- The Monroe
- Never Dead
- My New Leaf
- PieceMaker Technologies, Inc.
- Simple Car Wash
- Squiggle Chair
- Summer Smiles Honey Farm
- Swiver
- WITHU
- Wrivo

GOOGLE I/O EXTENDED at Pitt-Johnstown 12:30 p.m.

PITTCH FEST SEMI-FINALS Pitches begin 1 p.m.
(Hall of Fame Room – Sports Center)

LIVE MUSIC & WHITEHORSE BEER AND B&L WINE 3 p.m.
Music by Songworks, Denise Baldwin, Ian Jeffreys, George Byich, Tim Dabbs

PITTch Fest Finalist and Audience Favorite AWARD ANNOUNCEMENT 6 p.m.
A Showcase of creativity, innovation, artistry and “Do It Yourself” – a pipeline for our local economy. You’ll see engineers & programmers standing next to a blacksmith who is repurposing scrap metal into furniture.

A Competition to help turn great ideas into local businesses with investment prizes of more than $10,000. Competitors are a mix of student teams from Pitt, Penn State, Bucknell, CMU, and IUP as well as non-student community startups.

And it’s a Celebration for the community!

- See INNOVATIONS from our high schools, universities and neighborhoods
- SHOP for unique, hand-made items, and LEARN from our Makers
- Taste ARTISAN FOOD, while listening to a lineup of LOCAL MUSIC and sampling local CRAFT BEER and WINE
- An opportunity to actively engage in helping a startup by participating in the voting process.
MEET THE
PITCh CONTESTANTS

AbiliLife | COURTNEY WILLIAMSON
AbiliLife engineered Calibrace, a back brace specifically designed for the 9 million Parkinson's disease patients worldwide with balance and postural instability. The brace is the first of its kind to provide adequate comfort and support for Parkinson's patients.

Allegheny Underground | DANIEL KLEIN
This is an event curation app for the city of Johnstown to bring the city added revenue and to get the citizens of Johnstown to go out and enjoy the beautiful place in which they live.

The Carbon Freight Company | GLENN PHILEN
We are developing light weight air cargo containers that remove significant weight from the aircraft. This reduces fuel consumption and allows the aircraft to carry more cargo.

FrankWest | WEST SHEPHERD
FrankWest is a fully operating e-commerce based men's clothing company founded in 2014 by three sophomore students from Bucknell University.

G Wizz | JUSTIN LYNN
Our concept is to serve a nutritious peanut butter treat from a pressurized push can. Cheeze Whiz would be the best comparison at the moment.

Healthponics | TROY SCHALL
We generate sustainable ecosystems without soil for garden enthusiasts who are looking for the most efficient way to grow plants and herbs, but there is a twist. Our gardens run themselves or through your mobile app.

Invisible Robotics | ERIC DANZIGER
We are developing a hearing device that enables users to hear multiple voices clearly in loud, crowded environments. This device discretely attaches to your smartphone and gives users complete control of their audio environment.

The Monroe | CLAIRE LETTS
The Monroe is an innovation designed to give women confidence while wearing what makes them feel beautiful. It is a weighted skirt allowing women to feel fashionable, yet still classy and comfortable without worrying about any wardrobe malfunctions.
**Never Dead | BEAU GENES**

The idea is to develop and test a cell phone charger that relies on thermal energy to generate an electric charge.

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**My New Leaf | RYAN BRANNON**

Our app, called “My New Leaf,” utilizes a gamified design with a rewards-based approach that is intended to engage a digitally wired generation. Our program draws heavily on evidence-based research from professionals in the addiction field and applicable elements of game theory.

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**PieceMaker Technologies, Inc. | ARDEN ROSENBLATT**

PieceMaker offers retailer automated, easy-to-use systems for creating personalized products on-demand.

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**Simple Car Wash | TAYLOR MITCHAM**

We are a waterless car cleaning service that comes directly to you. This means wash your car wherever while you do whatever.

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**Squiggle Chair | SHIRLEY AMATO**

The Squiggle Chair aids parents in washing and rinsing their child’s hair. No more screaming and crying kids and less stress for both parent and child.

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**Summer Smiles Honey Farm | DARCI SANNER**

Summer Smiles Honey Farm is the only Certified Naturally Grown, sustainable honey bee farm within the Laurel Highlands.

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**Swiver | SHANNA SILVERMAN**

An online platform for students to buy, sell and save within their local college communities. This business model is inherently social, bringing college peers and local businesses together, making it an exceptional channel through which students can earn an alternative source of income and businesses can engage with local students.

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**WITHU | ALICE STANTON**

The business concept is a fashionable handbag that is also a re-usable shopping bag providing its user with several options for carrying anything that would traditionally be carried in a bag or purse. The product has components that are machine washable and able to be cleaned with soap and water or household cleaners.

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**Wrivo, LLC | DAVE LUCIEW**

Wristocat - a modern take on wrist support in the form of a cat to chase the computer mouse. Wristocat is an expertly designed product that provides full mobility, ergonomic comfort, companion apps and therapeutic options, that makes working on a computer easier and more enjoyable, without impacting performance or altering established work habits.
Vote for your favorite idea and help launch a new business!

http://bit.do/pitchfest15

Thank you GapVax, Inc. for sponsoring the **Audience Favorite Awards** to the idea receiving the highest number of **LIKES**.
Outdoor Vendors
70 Bridget’s Birds & Pottery
72 Stern Stained Glass
73 State of Mined

34 Corson Painted Furniture
35 Corson Painted Furniture
36 Keystone Bats
37 IronWoodARTifacts
38 IronWoodARTifacts
39 FH TSA
40 FH Wood Technology
41 JHS Computer Repair
42 JHS Culinary
43 JHS Empty Bowls
44 Knits and Scraps
45 Clay by Annie
46 Stuffed Linens
47 Clementine
48 Autumn House Farm & Fiber
49 Cutting Board Kingdom
50 Cutting Board Kingdom
51 Peaced Together
52 Peaced Together
53 Carving by Jan Anthony Golden
54 365 Inspired Art
55 Julie Wohl Creations
56 Kreatons by KASEY
57 Scrap Shark
58 Autumn House Farm & Fiber
59 GapVax
60 B&L Winery
61 Craft Beer
62 Yogasong
63 Bottleworks
64 FH Stem
65 FH Stem
66 FH Stem
67 FH Stem
68 Creator Square
69 JARI
The generous support of our sponsors helps fund the $10,000 PITTch Fest awards.
DONNA MICHELE BAXTER  
CEO/Founder of Soul Pitt Media

Donna spends her time promoting the Soulful side of Western PA and empowering minority entrepreneurs with technology and encouraging people to “Get Online or Get Left Behind!” Additionally, she serves as a business speaker and digital consultant and is on a mission to educate minority and women business owners on the power of the Internet. Donna helps businesses look good by creating eye-catching advertisements, websites, logos, and other branding tools. Out of her passion for Pittsburgh, this former rap artist turned internet Tech Diva has gone from “Rhymer to Digital Designer” and transformed a hobby into a six-figure business which includes an award winning community website, print magazine, and internet podcast radio show that attracts many corporate and small business advertisers.

Originally from Johnstown PA, Donna holds a BA degree in Media Communications from the University of Pittsburgh and a Master of Education in Instructional Technology. She is also the current President for the Pittsburgh chapter of the National Association of Women Business Owners. Visit the website that started it all at TheSoulPitt.com.

TYSON COOK  
Somerset Trust VP Lender

KEVIN COPPERSMITH  
CEO, Aptima Ventures

Kevin is an investor and startup executive, and brings a background of M&A finance, technology and IP development, and operational acumen to venture investing. He is the CEO of Aptima Ventures, a Boston-based innovation firm that creates, builds, and invests in emerging technology companies. Aptima Ventures is focused on technologies that combine cutting-edge analytical and computational techniques with deep scientific expertise in how people think, decide, learn, and interact.

Previously, Kevin was CEO of Sync Think, a Boston-based venture-backed neuroscience medical technology company working with the U.S. Military to diagnose mild traumatic brain injury, concussion, fatigue, and other neurological conditions. Kevin is an active board member and advisor for several startup ventures in the health/wellness, medical technology, learning and training, geo-technical, and food and beverage industries. Kevin previously spent 6 years as an investment banker in New York City at Merrill Lynch and then at Deutsche Bank, where he structured mergers, acquisitions, joint ventures, divestitures, minority investments and leveraged buyouts, and was involved in various corporate finance advisory assignments.

MALCOLM HANDELSMAN  
Managing Director, Do-It-Right

30+ years of financial and operations experience in public and private companies. Malcolm is a lifelong entrepreneur and has both started and managed businesses.
After college, Malcolm obtained his MBA from the University of Pittsburgh and began his career in the corporate world, working for National Intergroup as an Auditor and at Mellon Bank in their Real Estate Finance Department. During this time he also obtained his CPA certification. In 1986 Malcolm started Gram & Gramps Children’s store, catering to children and grandparents-selling toys and clothing—and was a household name in the Pittsburgh market for over 20 years. In 2010, he was recruited by Morgan Stanley to become a Financial Advisor, but realized his heart was in the business and entrepreneurial world. In the fall of 2011 he started Do It Right, helping Entrepreneurs and Early Stage companies understand the methods and processes needed to grow a successful business, and helping them raise the necessary capital to grow their business. He has worked with several start-up companies over the last two years helping them realize their dream. His key strengths include financial management, strategic planning, marketing, revenue and business modeling, and business development, working primarily with technology and consumer product companies.

LYNN HOCKER
President, Whispering Creek
Lynn, Principal, provides the leadership and creative thrust of Whispering Creek from offices in Bedford County, Pennsylvania. With more than 27 years’ experience, she has worked in a diverse business and industrial environment, including regional, national and international organizations with both union and non-union employees. This, in combination with his formal education, including an advanced degree in management, gives him the insight to recognize the issues and develop the candid, honest assessments and solutions needed in business today. Lynn’s programs are developing Whispering Creek into a recognized leadership position.

MIKE KOVATICH
President and COO, MDR Global Systems
Mike is President of legacy media transfer and preservation company Media Xchange Services. He is also the COO of Windber-based MDR Global Systems, a cancer research and diagnostic laboratory. Mike has served on multiple community boards and is currently working on a platform for the improved promotion of events and recreation in the Johnstown region.

WILLIAM LOCHER
Senior Vice President/Corporate Banking Division, Somerset Trust Company
In addition to his duties as Vice President of the Corporate Banking Division, Bill serves as an Executive Officer and member of the Board Credit, Officer Credit, Strategic Planning and ALCO Committees. An alum of Saint Francis University and ABA Stonier Graduate School of Banking, Bill graduated with distinction and had his thesis “Equipment Leasing Opportunities within a Community Bank” published and accepted into permanent libraries of the American Bankers Association in Washington D.C. and Harvard Business School.

JESPER NIELSEN
Co-Owner and CEO of Croyle-Nielsen Therapeutic Associates, Inc.
Jesper started his business with his wife Amy M. (Croyle) Nielsen in 2013, providing
behavioral health, psychological testing and counseling services to people in the tri-county area. Prior to becoming an entrepreneur, Jesper spent years honing his business skills rising through the ranks of a large local business, being groomed for executive leadership. Here, Jesper held the position of Director of Strategic Planning for several years. During that time, Jesper was responsible for overseeing the operations of several departments in addition to being responsible for crafting the strategic plan for the company and overseeing the business development efforts, as well as serving as the company representative to the Johnstown Regional Partnership and serving as a Govt. Affairs Committee Member of the PA Assn. for Mutual Insurance Companies (PAMIC).

Jesper describes himself as a social entrepreneur, focusing on using innovation and the efficiencies of business to improve lives and build strong, sustainable communities. Jesper is passionate about economic development and is involved in several economic development and charitable efforts in the area, including the Pitt-Johnstown shark tank, Entrepreneurial Alchemy, serving as a Goodwill Goodguides Mentor, serving on the board of Goodwill Industries of the Conemaugh Valley, as well as serving on the board of the Somerset Lion's Club. “I only have so much time in my day, so I want to make sure that my efforts have as big of an impact for as many people in the area as possible,” Jesper said of his community involvement.

**JOHN POLACEK**

*Chief Operating Officer of JWF Defense Systems and JWF Industries*

JWF is a full-service, process-based, metal fabrication and metal processing contract manufacturer located in Johnstown, PA. He has been with the company since 2007. Prior to joining JWF, John was Vice President and General Manager of the Defense Solutions Group at BAE SYSTEMS – IT.

Prior to BAE SYSTEMS, John was a partner and Vice President for Operations at Unitec Digital Systems where he was responsible for the day to day technical and business management of Unitec’s defense and commercial business base. Prior to BAE SYSTEMS, John was with Quest Research Corp for 12 years. He was the Assistant Vice President for Business Development and Director for a wide range of Department of Defense (DoD) and Intelligence Agencies customers.

John also served in the United States Marine Corps as an Electronics Intelligence (ELINT) Analyst. He earned a Bachelor of Science Degree in Business Management with high honors from the University of Phoenix.

**ERNEST L. PETERSEN, III**

*Vice President/Chief Administrative Officer, Manager of the Diversified Services Division, AmeriServ Financial Bank*

Ernie comes from AmeriServ Financial Bank’s Commercial Lending Department. In his ten years with AmeriServ Trust and Financial Service Company, Ernie has been involved in upgrading the knowledge and productivity of all the administrative staff at Ameriserv Trust including the receipt of advanced, professional designations, management and mitigation of risk; and the sales process, including both growth of assets under administration and management. Additionally, he serves as the
AmeriServ Trust’s marketing liaison and is the representative to the AmeriServ Sales Leaders team.

His education includes a B. A. Degree from Washington and Jefferson College. He is a graduate of real estate appraisal classes from the Appraisal Institute, and he has completed advanced lending and risk management classes with the Risk Management Association and the Fiduciary Education Foundation. Mr. Petersen serves the community in many ways. He is the Chairman of the Finance Committee for the Sandyvale Memorial Association where he started the Sandyvale Wine Experience; a wine dinner and wine festival to support the organization. He serves on the Valley Pike Manor Board of Directors as Vice President. He is on the artist advisory committee of the Venue of Merging Arts. He is the former President of the Board of the Christian Home of Johnstown, Elder of the Westmont Presbyterian Church and Deacon.

**BEN SAUR**  
**CEO, Target Pipeline**  
Ben has been an entrepreneur with a focus on IT and software development from an early age. He has over 9 years of experience starting his own companies and working with other high growth enterprises. Ben got his B.S. from Rensselaer Polytechnic Institute (RPI) and then started his career at Ernst & Young as an IT auditor. He then received his MBA from Babson College where he received the student entrepreneur award in 2010. Most recently Ben has been the COO of UMF Medical in Richland. Currently, as CEO of Target Pipeline, Ben has developed a medical sales CRM system for independent sales representative networks. In his free time, Ben enjoys being outdoors and spending time with his wife, Elise, and daughter, Lydia.

**ERIC SILVER**  
**Principal, Alt-Capital**  
Eric is a 3-time entrepreneur and the Principal of Alt-Capital, a syndicated angel investment fund. Eric has worked for McKinsey, as the CMO and CFO of ModCloth, and has served on the board of Rent Jungle, Shoefitr, and WebKite. Eric is currently working as an Entrepreneur in Residence at the University of Pittsburgh and is studying the impact of entrepreneurship on society as a doctoral candidate at Carnegie Mellon University where he earned his MBA. Previously, Eric worked as a pre-school teacher and Peace Corps Volunteer in Armenia.
**365 inspire(d) art | KIM WILLIAMS**
This is a year-long project to create one individual piece of inspired art daily then exhibit all as a single entity. Most pieces are on 8”x8”x1.5” gallery wrapped canvasses and are mixed media, collage or paint. This is a sampling to show how the pieces will fit together.

**Autumn House Farm & Fiber Works | HARRIET KNOX**
Autumn House Farm is a 3rd generation family farm and the oldest cottage woolen mill in Pa. For the past 36 years we have been bringing Fiber to Fashion with our classic yarn and garments. Visit us as we spin and knit. Shop with us for gorgeous yarn.

**Bridget’s Birds & Pottery | BRIDGET MAYAK**
I make ART out of clay. My functional pottery and whimsical animals are created from a variety of clays, glazes, and firing processes. My garden art is sculptural, and made from metal, concrete, clay and found objects.

**Carvings & Sculpture of Jan Anthony Golden | JAN A. GOLDEN (TONY G)**
A collection of wood carvings and clay works by Jan Golden. Jan studied and apprenticed with German master carver and Sculptor Georg Keilhofer.

**Clay by Annie | ANNIE VIDUNAS**
I have been sculpting using polymer clay since I was 12. Each year I have added new items to my repertoire. I make both people and animals, including, mermaids, elves, fairies, and zoo animals.

**Clementine | ALISA BARNHART**
Handmade, beaded couture jewelry, created one piece at a time.

**Corson Painted Furniture | KEN CORSON**
Refurbished furniture hand painted with beautiful landscape and natural themes.

**Cutting Board Kingdom | JOE RODKEY**
Hand crafted Pennsylvania hardwood cutting boards. Your ideas + Our Boards = Fantastic Products.

**IronWoodARTifacts | JOE HENSEL**
I create one-of-a-kind assemblages from industrial artifacts. The central components used are wooden foundry patterns, produced in the Cambria Iron Works dating back to the mid-1800s. I provide copies of the Plant records for each one.
Jacobs Ornamental Iron | J. ANDREW JACOBS
Hand-forged and fabricated steel objects from ornamental ironworker, J. Andrew Jacobs.

Julie Wohl Creations | JULIE WOHL
Julie Wohl is a mixed media artist and maker of fine art dolls. Her work is whimsical and rich, with an emphasis on bright color, large shapes and interesting textures.

Keystone Bats | LUKE TROTZ
Tired of paying hundreds of dollars for wooden baseball bats? Keystone Bats offers quality bats, at an affordable price, and they are customized to your player! Hit a home-run and send your player to the plate with a personal touch.

Knits and Scraps | ALEXA KLINE
Hand knit items for children and adults.

Kreations by Kasey | DORREEN HAGENS (KASEY)
Photography Services Print Orders, Custom Matting and Framing, Light Photo Restoration.

Laurel Highlands Alpacas | JULIE FOLLANSBEE
Raw fiber, hand dyed, spun, felted crafted items made from Pa grown alpacas.

Peaced Together | CHRISA VERHOVSEK
Handmade vintage jewelry and gifts made from vintage skeleton keys, hardware, watch pieces and buttons! Finding ways to repurpose old things into beautiful works of art is what I love to do! Door knob wine stoppers, window chalkboards, and more!!!

Scrap Shark | DIANA SHARK
Plasma-cutting artist. Repurposed scrap metal into art and useful household items.

State of Mined | COLLIN HUGHES
State of Mined is a free form contemporary technique I developed using only organic materials, including precious gems and minerals as well as assorted copper wires to create a modern design of wire-wrapping jewelry.
Steven Stern Stained Glass Images | STEVEN STERN
I have taken my improvisational approach to watercolors and slowed it down just enough to make imaginative stained glass portraits of urbanscapes and outdoor scenes, and abstract imagery.

Stuffed Linens | SUSAN FIELD
Charming Pillows created from antique & vintage linens, using mytreasures or yours. Repurposed antique hardware jewelry that is edgy and fun.

Woodrich | RAFFAELLE COLONE
The shape of every piece of Woodrich live-edge furniture is dictated by the shape of the wood from which it comes. Every log, every slab, and every piece has been salvaged from trees that would have otherwise been destroyed. At Woodrich, we have the tools to make use of every log; whether it’s an urban ‘rescue’ or simply too big for other mills to handle. Woodrich is nestled in the heart of the Pennsylvanian Appalachians: historic hardwood capitol of the world. We aim to give each piece a second life so that you can enjoy it for the rest of yours. American Grown. American Made. Always unique.

YogaSong | RACHEL ALLEN
YogaSong. Merging Music, Yoga and Community: Healing our Community by Bringing Trauma Informed Holistic Healing to Underserved Populations
FOREST HILLS
Robotics
Nicholas Borelli
Shane Dell
Garrett Varner
Jesse Naugle
Cheyenne Helsel
Corey Walkowski

Coding/Computer emulator/entrepreneur
Kelsey Josephson
Natalya Teno
Delaney Seese
Nathan Long

K’Nex STEM Design
Connor Wysocki
Libby Dobbins
Karlie Ondrejik
Christopher Ramirez
Ian Dobbins
Dylan Wechtenhiser
Samantha Heilmann
Eva Spangler
Bryce Connor
Tyler Kulback
Josie Wehner
Claire Bawiec
Lydia Roman

JOHNSTOWN
Vex Robotics
Alex Zidik
Karen Haggerty

PC and Mobile Repair
Zyaire Malik El Shabazz
Dalton Knipple
Josh Mikeasky

Culinary Arts
Christina Miller
Dajaun Harris
Travis Taresco

JHS Key Club Empty Bowl Project
Kaylee Neff
Cassidi Kabler
Kayla Leventry
Emily Wood

RICHLAND
Technology Student Association
Aditi Sridhar
Sheridyn Pawcio
Katlyn Yeager

Portable Centrifuge
Students created a working centrifuge that runs on a rechargeable battery
Cody Orlovsky
Nick Redcliff
David Buck

Video Production
Award-winning video production
Brittney Lybarger

Loop Station
Student-created loop station layers sounds to create music
Julius Eckroth

MaxBox Protector
Student created casing system to protect iMac monitors
Kassidy Orr

WINDBER
K-12 STEAM Program
The Windber Area School District has a one of a kind preK-12 Technology and Engineering program. Students implement the Engineering Design Process at all levels. They get a unique hands-on approach that provides a foundation, and as they continue throughout middle and high school, prepare them for life after high school. Students also compete in the Technology Student Association, BotsIQ and VEX robotics, FIRST Lego League, PA Computer Fair, and other STEM related events.
Trenten Bunk
Ryan Wright
Veta Piscatella
Marideth Tokarsky
Ryan Pudliner
John Shuster
THANK YOU!

Makers Premier and PITTch Fest would like to thank the following people who volunteered their time and talents to make this event a success:

Rosemary Pawlowski
Diana Shark
Norman Ed
Andy Lasky
Pitt-Johnstown Conference Services
Pitt-Johnstown IT Services
Travis Stouffer
Kaitlin Torquato
Nick Roth
Pitt-Johnstown Staff Volunteers