



Seeds for Growth

Plant a seed. Grow your business

Sept. 29 | 5:30-7:30 PM

**South Euclid Community Center
1370 Victory Drive**

Welcome to Seeds for Growth, an evening of resources, connections and inspiration for South Euclid's entrepreneurs and small-business community.

Seeds for Growth Program



5:30 p.m. | Taste of South Euclid, Resource Fair

Connect with business resource partners, fellow entrepreneurs, and community leaders while enjoying samples from local South Euclid businesses.

6 p.m. | Welcome & Opening Remarks

One South Euclid • City of South Euclid • Huntington Bank • Heights-Hillcrest Regional Chamber of Commerce

6:10 p.m. | Ignite Small Business: Preparing for Financial Capital

A moderated discussion focused on preparing your business for funding, including credit, cash flow, financial documentation, business planning, lender expectations, and communicating your capital needs.

6:40 p.m. | Seeds for Growth Pitch Competition

Meet our three finalists as they pitch their businesses before a panel of judges for the opportunity to receive business growth awards.

7:10 p.m. | Networking & Judges Deliberation

Continue exploring the Resource Fair, connect with participating organizations, and enjoy another Taste of South Euclid sample while the judges deliberate.

7:25 p.m. | Pitch Competition Awards

First Place — \$1,000

Second Place — \$750

Third Place — \$500

7:30 p.m. | Closing Remarks



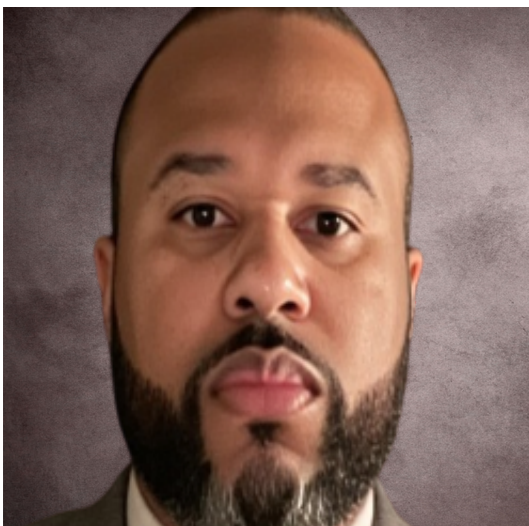
Ignite Small Business Panel Discussion

Moderator: Roshonda Smith



Roshonda Smith is a senior vice president and business engagement director at Huntington National Bank. She leads initiatives that expand access to capital for small businesses, particularly those in underserved and underbanked communities. Her work brings together corporate strategy, public policy and community engagement to support sustainable economic development.

Panelist: Brandon Tufts



Brandon Tufts is vice president and general branch manager of Huntington National Bank's Oakwood Commons branch in South Euclid. With more than 15 years of banking experience, he leads branch operations, team performance and customer engagement. A Kent State University graduate, Brandon also volunteers with community financial literacy programs.



Ignite Small Business Panel Discussion

Panelist: Vaughn Johnson



Vaughn Johnson is deputy director of economic development and leads the Office of Small Business for Cuyahoga County. He has more than 25 years of experience in banking, economic development and small-business strategy. Throughout his career, Vaughn and his teams have supported more than 2,000 small businesses and helped deliver more than \$3 billion into the U.S. economy.

Panelist: Brittany Webb



Brittany Webb is the founder and owner of Sightsee In CLE, a Cleveland-based trolley tour company. The company offers engaging experiences

highlighting the city's history, culture, neighborhoods and attractions. Through Sightsee In CLE, Brittany has transformed her passion for Cleveland into a growing business that creates memorable experiences for visitors and residents alike.



Ignite Small Business Panel Discussion

Panelist: Erika Pearl



Erika Pearl is the owner and manager of Compass Beauty Bar. A licensed esthetician and state-certified esthetics instructor, she is passionate about enhancing each client's natural beauty through personalized treatments and services. Her work combines professional expertise with an individualized approach to skin care and beauty.



Finalists

Pitch Competition

New Business:

Wildflower Healing and Ecotherapy

Entrepreneur: Natalie Bryan

Wildflower Healing and Ecotherapy provides inclusive, trauma-informed mental health services that integrate traditional therapy with ecotherapy, animal-assisted interventions and outdoor sessions to support healing and personal growth.

Existing Business:

You Can Teach Your Tot

Entrepreneur: Lauren Green

You Can Teach Your Tot provides parents and caregivers with hands-on learning tools, videos and activities that help young children build early literacy, math and fine motor skills through play.

Community Impact/Social Enterprise:

Power of 3 Foundation

Entrepreneur: Laquetta Washington

The Power of 3 Foundation supports Greater Cleveland children and families by providing school essentials, connecting families with critical assistance and hosting community resource events.



Judges

Pitch Competition

Judge: Brandon Tufts



Brandon Tufts is vice president and general branch manager of Huntington National Bank's Oakwood Commons branch in South Euclid. With more than 15 years of banking experience, he leads branch operations, team performance and customer engagement. A Kent State University graduate, Brandon also volunteers with community financial literacy programs.

Judge: Callie Cripps



Callie Cripps is executive director of Shaker Heights Development Corporation, where she leads economic development, real estate, placemaking and community investment initiatives. She also serves as treasurer and a board member of One South Euclid. In addition, Callie is a Planning and Zoning Commission member for Mayfield Village.



Judges

Pitch Competition

Judge: Michael Love



Michael Love is the City of South Euclid's planning and development director, overseeing commercial and residential development, housing policy, zoning, and business attraction and retention. He has worked for the City since 2008. A lifelong South Euclid resident, Michael holds a Master of Public Administration in city management from Cleveland State University.



Participants

Resource Fair

Cuyahoga County Department of Development and Office of Small Business

Helps entrepreneurs start and grow their businesses by connecting them with personalized guidance, financing, technical assistance and other business resources.

ECDI Women's Business Center

Helps entrepreneurs start and grow their businesses through no-cost coaching, business-plan assistance, training and access to funding resources.

Goldman Sachs 10,000 Small Businesses

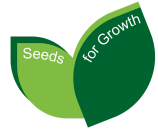
Helps established entrepreneurs grow their businesses and create jobs through no-cost business education, access to capital and business support services.

Greater Cleveland Works

Helps local employers find, train and retain qualified workers while connecting them with workforce-development services, funding and other employment resources.

U.S. Small Business Administration

Helps entrepreneurs start, grow and strengthen their businesses through funding programs, counseling, federal contracting assistance and connections to local lenders and business-support organizations.



Participants

Resource Fair

Ohio Department of Development, Minority Business Assistance Center

Helps minority-owned and disadvantaged businesses grow through no-cost consulting, technical and financial assistance, access to capital, certification support and help securing contracting opportunities.

Cleveland Business Mentors

Helps aspiring and established entrepreneurs strengthen and grow their businesses through free, personalized guidance from experienced business leaders.

JumpStart

Helps entrepreneurs and small-business owners grow through personalized advising, business education, funding opportunities and connections to valuable resources and professional networks.

Starting Point

Helps child care and out-of-school-time providers start and grow their businesses through free training, coaching, technical assistance and staff recruitment, while helping employers connect their workers with child care resources.



Participants

Taste of South Euclid

Chelo's Kitchen

Serving handmade Uruguayan mini empanadas filled with savory seasoned beef or ham and melted cheese.

4 Bistro and Wine Bar

Serving samples of creamy penne pasta tossed in homemade Alfredo sauce, with your choice of chicken, salmon or vegetables.

Desi Mama

Serving authentic Indian favorites, including tender chicken momo dumplings and crisp, savory vegetable samosas.

2 You Wines

Serving refreshing handcrafted mocktails.

Thank you to our sponsors!

