



FOR IMMEDIATE RELEASE
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Eastern WV CTC announces Tina Metzger as the Executive Director of the New Biz Launchpad

Eastern West Virginia Community & Technical College and the Institute of Rural Entrepreneurship and Economic Development (IREED) are pleased to announce Tina Metzger as the Executive Director of the New Biz Launchpad. The New Biz Launchpad, a project of Eastern's Foundation, develops entrepreneurial opportunities for the Potomac Highlands' six counties including Hardy, Grant, Tucker, Mineral, Hampshire, and Pendleton.

"As a single mom, growing up in Mathias, and as an entrepreneur, few people understand better the challenges and opportunities for rural entrepreneurship in our region than Ms. Metzger," said Dr. Chuck Terrell, President of Eastern.

"Growing up in Hardy County, I have watched as young people in our region (along with greater West Virginia) see few opportunities and move out of the state," said Tina Metzger. "I was one of those people who moved away to find more opportunity, however, I moved back in 2001. As the Executive Director, I hope to assist our region in exploring the rewards and opportunities a path of entrepreneurship can provide. I look forward to developing a future where Appalachia is a region known for innovation, collaboration, employment, and resiliency."

Started in 2015, the New Biz Launchpad has engaged more than 4,000 students across the Potomac Highlands to encourage them to think about opportunities that may come from starting a new business. The Launchpad has also worked across the region with hundreds of new and existing businesses to provide complimentary workshops, coaching, mentoring, and an Annual AG Tech Showcase.

"As the Executive Director of the New Biz Launchpad, Ms. Metzger brings a significant entrepreneurial and business experience from non-profits to the private sector," said Joe Kapp, Entrepreneur-In-Residence at Eastern.

With her own entrepreneurial venture, Attic Books and Promotions, Ms. Metzger, coordinated an array of authors, booksellers, and resellers to market products online and specialized in rare, out of print books, vintage magazines, and ephemera. In addition, Ms. Metzger has worked for many years in the nonprofit sector as well as an HR Manager. Ms. Metzger holds a Bachelor's Degree in Business from Bridgewater College and a Master of Science Degree in Human Resources from Towson State University.

In 2016, the Launchpad started Skybrook LLC - a student-run store to give our region's students a firsthand learning opportunity on entrepreneurship, where students can learn the mechanics of starting and running a business. The New Biz Launchpad was created to spur local, regional and West Virginia-wide entrepreneurship education.

Since 2014 the team has brought in more than \$3.5 million in grant funding to support entrepreneurship in the Potomac Highlands and West Virginia more broadly. The importance of working together cannot be stressed enough in all of our entrepreneurial endeavors. If you are interested learning about our regional workshops, in starting a business, or would like to attend our monthly Ag Action meeting, please contact Tina Metzger at 304-897-2007 or tina.metzger@easternwv.edu or www.facebook.com/NewBizLaunchpad

For more information about Eastern's financial aid opportunities, programs of study, workforce training and community education and events, call toll free: [877-982-2322](tel:877-982-2322); or check the College's website: "www.easternwv.edu". Serving the residents of Grant, Hampshire, Hardy, Mineral, Pendleton and Tucker counties, and fully accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, Eastern West Virginia Community and Technical College is a comprehensive and equal opportunity community and technical college bringing the resources and assets of education that works to the families, communities and employers of the Potomac Highlands. Eastern's service district comprises 3,200 square miles over six counties in the rural Potomac Highlands of eastern West Virginia. Eastern is dedicated to the mission of providing accessible and affordable educational opportunities for academic as well as entrepreneur education and assistance for the Potomac Highlands Regional community.