



THE CITY CLUB OF CLEVELAND
A CITADEL OF FREE SPEECH



SchoolOne Executive Vice President and Co-Founder Michelle Tomallo was one of four members of a panel featuring Cleveland's emerging female entrepreneurs. The presentation, held at the historic City Club of Cleveland, was the second in a series of "Cleveland 2.0" dialogues focused on uncovering the city's emerging personalities, rising industries, and emerging issues.

Moderated by Michael DeAloia, Practice Leader of LNE Group, the panel also featured Ellie Chalko, Leslie Carruthers, and Kim Hist. The panelists covered a wide range of issues and topics, including how they got their start, how they funded their businesses, and the best advice they received along the way. Tomallo said, "It was

an honor to be on the panel and share experiences about growing our company. We've had an interesting road—starting during the tech bubble bust and now weathering this financial crisis. It was quite inspiring to hear from the panel and attendees who had rich insights about risks and rewards and lessons learned. Despite the market, there's always a sense of optimism with entrepreneurs."

The Cleveland 2.0 series will feature four more panel discussions through the fall of 2010. The next presentation will include members of the fashion industry, followed by a panel from the culinary community to discuss Cleveland's national recognition and buzz.

For more information about the series or the City Club, visit www.cityclub.org.



Cleveland 2.0

**Emerging Female
Entrepreneurship**

March 25, 2010

Speakers include:

Michelle Tomallo
Executive Vice President & Co-Founder
FIT Technologies

Ellie Chalko
Executive Vice President & COO
Cynergies Solutions Group

Leslie Carruthers
President & Founder
The Search Guru

Kim Hist
Sprout Connections

Moderated by: Michael DeAloia