



TNTrained: New Energy – New Year – New Workforce!

April 13-14, 2021 – 9:30-11:00 a.m. Central

Virtual via Zoom

Tuesday, April 13

- 9:30 a.m. Welcome and Opening Comments**
Dr. Carol Puryear
Center for Workforce Development
President, Tennessee College of Applied Technology Murfreesboro
Dr. Flora Tydings
Chancellor, Tennessee Board of Regents
- 9:40 a.m. Delivering Value: Customer Service in Higher Education**
Jesse Cole
Founder, Fans First Entertainment/Savannah Bananas
- 10:45 a.m. Closing Comments**

Wednesday, April 14

- 9:30 a.m. Welcome and Opening Comments**
Dr. Carol Puryear
Center for Workforce Development
President, Tennessee College of Applied Technology Murfreesboro
- 9:40 a.m. Best Practice: Navigating Credentials/PLA in Indiana's Higher Ed System**
Sue Griffith Smith
Vice President for Technology and Applied Science, Ivy Tech Community College
- 10:45 a.m. Closing Comments**



Jesse Cole

Founder, Fans First Entertainment



Jesse Cole is the founder of Fans First Entertainment and owner of the Savannah Bananas and master of customer experience.

Jesse believes that to be successful you need to stand out and be different. Customer experience is not about meeting the minimum requirement of average expectation. He is passionate about creating attention, loving your customers more than your product and going the extra mile to create an experience that turns customers into raving fans. Customers should tell relate to friends/colleagues that “You wouldn’t believe that amazing experience I had...”

Jesse’s teams have welcomed more than 1 million fans to their ballparks and have been featured on MSNBC, CNN and ESPN. Jesse has been featured on over 500 podcasts and is an in-demand keynote speaker all over the country sharing the Fans First Experience on how to stand out, be different and create raving fans of both customers and employees. If your business depends on customers, Jesse will help you turn them into fans!

In 2018, Fans First Entertainment made the INC 5000 list as one of the fastest growing companies in America. Cole’s teams have been awarded Organization of the Year, Entrepreneur of the Year, Business of the Year and have won three CPL Championships.

Jesse released his first book “Find Your Yellow Tux – How to Be Successful by Standing Out” in January 2018. The book launched #1 in three categories on Amazon and has been sold in 18 countries. Staying true to his mantra, “Whatever’s Normal, Do the Exact Opposite,” Cole launched the book with a World Book Tour....at Epcot.



Sue Griffith Smith

Vice President for Technology and Applied Science



Sue Griffith Smith is the Vice President for the Technology & Applied Sciences Division and Corporate Executive for Advanced Manufacturing at Ivy Tech Community College in Indianapolis, IN. Ms. Smith has been with Ivy Tech for over 25 years in various roles including Corporate College, Workforce Development, and now in the academic division.

Currently as vice president, Smith has statewide responsibility for and oversight of all Ivy Tech's technology and applied science degree programs. Smith is aligning the division statewide with industry needs by engaging corporate partners and stakeholders. She has a long history of helping Ivy Tech develop crosswalk (PLA) programs.

Smith has also represented Ivy Tech in state, national, and international manufacturing organizations. She participates in numerous national and international partnerships, serving as both a speaker and host. She has participated in numerous successful economic development visits in the US and abroad and participated in two delegations to study the German apprenticeship model.

Increasing international partnerships and relationships is one of her passions and she has developed two sister college partnerships in Wuxi, China and Huzhou, China.

Smith graduated from Indiana University with a bachelor's degree in journalism and associate degree in business. She later earned her master's degree from Antioch University - McGregor.

