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## **MARQUEE leadership Graduates from National SBA T.H.R.I.V.E. Program** *Local business President Completes Prestigious Executive-Level Training*

**YOUNGSTOWN** – Aundrea Cika Heschmeyer, President and Owner of [MARQUEE Creatives LLC](#), a Youngstown-based experiential marketing agency, has successfully graduated from the [U.S. Small Business Administration's \(SBA\) T.H.R.I.V.E. 2024 Emerging Leaders Reimagined](#). This seven-month, MBA-equivalent training series is designed to accelerate the growth of select small businesses in their first decade of operation. Heschmeyer was among 24 business owners chosen for the Cleveland Cohort, with 20 ultimately completing the program—making it one of the most successful T.H.R.I.V.E. cohorts in the country.

The in-person graduation ceremony occurred at the SBA Cleveland District Office. Family, friends, and community members gathered to celebrate this milestone in the large auditorium and adjoining conference room. The ceremony featured acknowledgments from **Jasmine Lastery-Butler, MBA, SHRM-CP, representing Congresswoman Shontel Brown's Office (OH-11), and Max Kovacs of U.S. Senator Bernie Moreno's Office (OH)**, both of whom offered congratulatory resolutions and words of encouragement.



“This entire experience has been transformative, both for me and our team at MARQUEE,” said Heschmeyer. “I am honored to be part of such a strong cohort and grateful to our SBA THRIVE Cleveland Cohort Coach Felicia Townsend Ivey, who generously shared her expertise. Going forward, I’m eager to implement the growth strategies we’ve developed and contribute to our region’s business success.”

T.H.R.I.V.E., an acronym for Train, Hope, Rise, Innovate, Venture, and Elevate, is an executive-level training series designed to help high-potential small businesses realize their growth plans. Each graduate completes a capstone three-year strategic growth plan, outlining a clear vision, goals, and strategies for sustained expansion. With the Cleveland Cohort’s high graduation rate, the SBA Cleveland District Office recognizes these business owners as trailblazers for economic development in Northeast Ohio.

As the only Youngstown-area company to complete the 2024 cohort, MARQUEE Creatives LLC continues to elevate its commitment to experiential marketing and creative strategies. The agency’s participation in this intensive program underscores its drive to grow and support innovative marketing solutions for businesses, government organizations, and nonprofits across the Mahoning Valley and beyond.

### **About MARQUEE**

Founded in 2005, MARQUEE is an experiential marketing agency based in Youngstown, Ohio. The 11-member firm specializes in strategic marketing and inspired events for clients who are passionate about their mission and goals. The company’s services include public relations, graphic design, web design, digital marketing, nonprofit fundraising, and event management. As an Ohio-certified Minority Business Enterprise (MBE), Woman-Owned Business (WBE), and Economically Disadvantaged Business Enterprise (EDBE), MARQUEE is committed to fostering diversity and excellence in the marketing industry. For more information, please visit [www.marqueecreatives.com](#)

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