



Contact:

Alex Panas

Communications and Development Manager

Wheeling Heritage

740-338-7633

apanas@wheelingheritage.org

Wheeling Heritage Will Host Women In Business Panel on March 31

WHEELING, W.Va. – March 23, 2022 – In celebration of Women’s History Month, Wheeling Heritage will host a panel discussion with three female entrepreneurs on Thursday, March 31 at 5:30 p.m. in the atrium of the Wheeling Artisan Center. The discussion will focus on the advantages, challenges and opportunities that come with being a female entrepreneur in Wheeling.

The panel will be moderated by Wheeling Heritage and feature three local business owners who are providing unique services to our community. The following entrepreneurs will be joining the discussion:

Emily Rouse, Owner of House of Rouse

Originally from West Virginia, Emily is a graduate of Virginia Commonwealth University, wielding dual degrees in Fashion Design and Business Administration. While studying and living in the historic city of Richmond, Virginia, she sewed her craft on both screen and stage in the Costume Department on PBS’s MERCY STREET and as the Costume Apprentice at Firehouse Theatre. Once in NYC, Emily broadened her horizons and immersed herself in every aspect of the fashion industry, gaining experience in wholesale, retail, design, distribution, and contracting. In August 2019, she established House of Rouse, LLC, her namesake womenswear fashion brand with a focus on prints designed in-house. Soon following in July 2020, Emily was excited to return to Wheeling and open Edgington Studio LLC, where collections for House of Rouse and other emerging designers are now produced.

Kellie Ahmad, Co-owner of Rust Belt Restoration

Kellie Ahmad is a restorationist and co-owner of a specialized restoration company. Kellie holds a Bachelor’s Degree in Arts obtained at George Mason University, where she majored in Art History and Anthropology, minoring in Women and Gender Studies. In 2016 Kellie moved to Wheeling, WV to attend Belmont College. In 2020 she completed her Associate’s in Building Preservation and Restoration. During their time in school, Kellie and her fellow student Maura Smith, determined that they would form Rust Belt Restoration LLC, to assist homeowners in the Ohio Valley, and beyond, with restoration services. Kellie’s artistic outlet is in restoring and creating stained glass windows of her own design. Kellie is also a stained glass workshop instructor at the Mother Jones Center for Resilient Community.

Rebecca Stahl, Owner of REStyle Consignment

A lifelong resident of the Ohio Valley, Rebecca has always had a passion for thrifty, smart shopping. She came to realize that consignment shopping was a great way for her to find quality, stylish clothing at



affordable price points. In 2018, at the age of 23, she made the decision to change her career path to pursue her passion and fulfill her dream of opening her own consignment shop. Her business is committed to being as eco-friendly as possible to reduce the environmental footprint of the fashion industry. The core principles of her business are to reduce, reuse and REStyle. Her consignment shop is located in the Centre Market Historic District, where she specializes in providing upscale, quality clothing and accessories to her customers.

“Wheeling has long been a home to innovation and industry, and today we see several successful young women who are forging their own paths and building unique businesses in our city,” said Alex Panas, Communications and Development Manager for Wheeling Heritage. “We hope that this discussion will help others gain an awareness and appreciation for these small businesses and potentially even inspire other women to consider starting their own small business.”

During the discussion, audience members will have an opportunity to ask questions to the panelists. Learn more about this event at wheelingheritage.org/event/women-business-panel-discussion.

About Wheeling Heritage

[Wheeling Heritage](https://wheelingheritage.org) is a catalyst for the revitalization of Wheeling. Through historic preservation, community development, and the arts, we help to tell Wheeling’s story and shape its future. We seek to improve the quality of life in Wheeling by preserving and investing in our city, collaborating with others, and engaging the citizens of Wheeling in our work.