

NORTHWEST MISSOURI STATE UNIVERSITY

PRESENTS THE 2016 NEW VENTURE

# PITCH

COMPETITION



**NORTHWEST**  
MISSOURI STATE UNIVERSITY

**FRIDAY, APRIL 15**



## EVENT SCHEDULE

7:45–8:15 a.m.	Judges' Meeting	First Ladies' Dining Room
7:45–8:15 a.m.	Registration	Hallway, 3rd Floor
8:15–8:20 a.m.	Break	
8:20–8:35 a.m.	Opening Session <i>All participants and judges will attend</i>	Boardroom
8:35–8:40 a.m.	Break	
8:40–9:30 a.m.	Elevator Pitches	Boardroom
9:30–9:40 a.m.	Break	
9:40–10:40 a.m.	New Venture Exhibits	Tower View Room Alumni Dining Room Meeting Rooms A-E
10:40–11:10 a.m.	Break	
11:10–11:45 a.m.	Keynote <i>Northwest Alumnus, Annie Brock</i>	Ballroom
11:45 a.m.–12:45 p.m.	Lunch	Ballroom
12:45–1:00 p.m.	Break	
1:00–3:00 p.m.	Finals	Boardroom
3:00–3:15 p.m.	Break	
3:15–3:30 p.m.	Awards <i>Announce Winners</i>	Boardroom

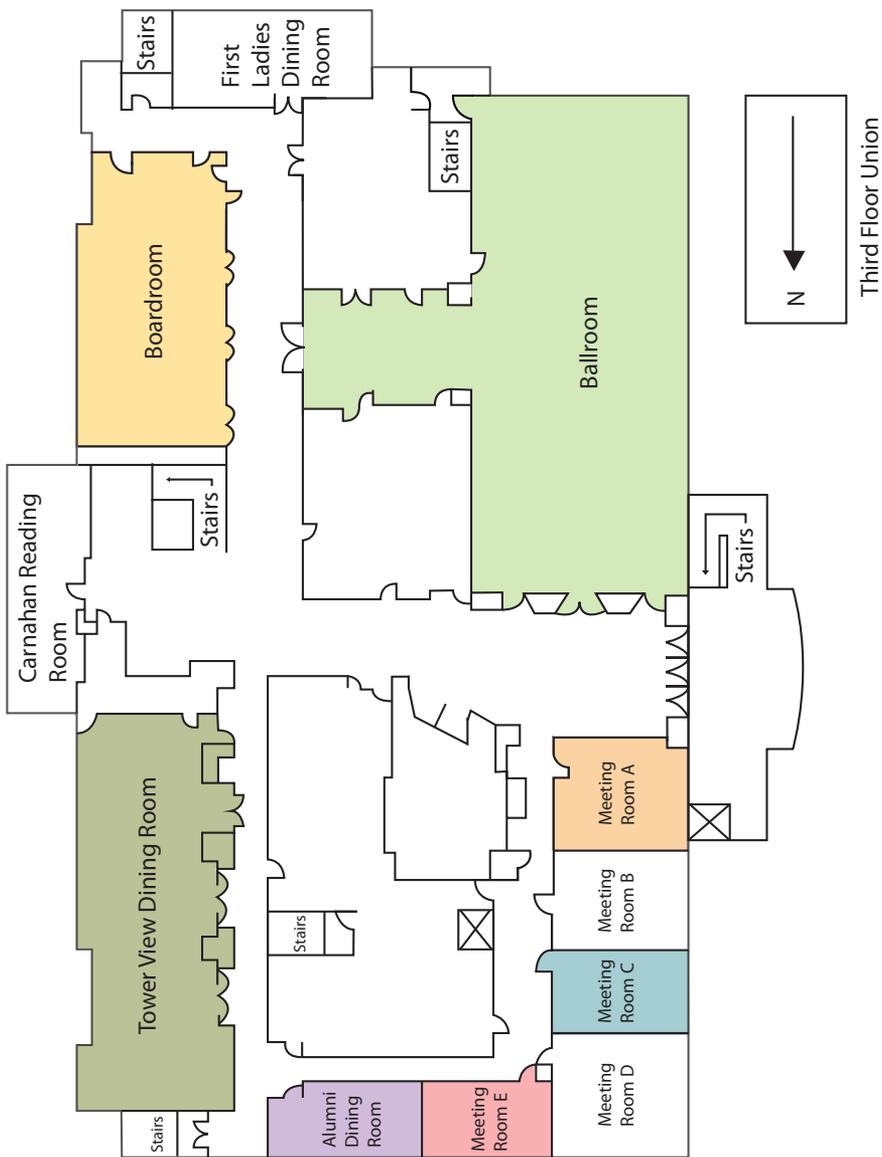
*Tours of the Dean L. Hubbard Center for Innovation and Entrepreneurship (CIE) to follow for interested attendees.*

# J.W. JONES STUDENT UNION



## NORTHWEST

MISSOURI STATE UNIVERSITY





# ANNIE BROCK

## KEYNOTE SPEAKER

### **Vice President of Managed Services DataBank Kansas City, Missouri**

Annie Brock is a native of Omaha, Nebraska and has made her home in Overland Park, Kansas for the past 18 years. Brock studied at Northwest Missouri State University in Maryville, Missouri and earned degrees in Government and Journalism. She has also earned her MBA from Baker University in Baldwin City, Kansas.

In 1996, during Brock's final semester at Northwest Missouri State University, she was awarded an internship at the White House for the General Counsel to the President. While in Washington, DC Brock received a scholarship from the United States Chamber of Commerce to attend the 1996 Republican and Democratic conventions. After graduation, Brock joined the U.S. Department of State to work on the ALMA Project, which was a Y2K effort for the American Embassies. Brock returned to the Midwest in 1999 where she Co-Project Managed the Sprint World Headquarters Campus build out.

In 2006 Brock joined Arsalon Technologies, a Kansas City-based data center solutions company. During her tenure at Arsalon, Brock held several roles including the Vice President of Sales and Business Development. Brock made a significant contribution to the growth of the company, as revenues increased 598% under her sales leadership. In addition, Arsalon Technologies was listed three consecutive times as one of the top 10 fastest growing companies in Kansas City and was also a two-time candidate in Kansas City Chamber's Top 10 Small Businesses.

Brock joined DataBank through the 2014 acquisition of Arsalon Technologies where she held the role as General Manager of the Kansas City Market. Today Brock serves as the Vice President of Managed Services where she oversees the acquisition and sales process for prospects in all aspects of the company's Managed Services portfolio nationwide.

In 2011, Brock was honored as one of Kansas City's Rising Stars and in 2013, Brock was listed as one Ingram's Magazine 40 under Forty for her contributions in business and community involvement. Brock currently serves on the Board of the local AFCOM and 7X24 chapters.

In May 2014, Brock was one of 10 individuals to receive the Cadillac Lifetime Achievement award for her dedication and contribution to philanthropic efforts in Kansas City.

Brock's interest in philanthropy was sparked while she was conducting research for the Heritage Foundation in Washington, D.C. Brock was asked to interview founders and individuals in leadership roles in the 100 most effective non-profit organizations in the country. Brock was particularly inspired by interviews she conducted with Milliard Fuller, the founder of Habitat for Humanity and also by Kyle Zimmer, a Co-founder of First Book, a foundation that provides new books to children in need.

Brock strongly believes in giving back to the community and has been significantly involved in the Kansas City Autism Training Center (KcATC) a local non-profit that provides research-based intervention, training and education for children diagnosed with autism spectrum disorders. Brock served on the KcATC Board of Directors from May 2010 until the fall of 2014 helping the organization to raise over millions of dollars for the non-profit.

Several other local charities benefit from Brock's support. She has served as an active member of the Kansas City's Rotary Chapter 13. Brock has also raised money for Diabetes, ALS Association, and is currently serves on the board of the National Kidney Foundation.

Brock currently lives in Overland Park, Kansas with her husband Dwayne, her son Payton (12), and daughter Evelyn (2) Jack (5 months). In her leisure time, she enjoys reading, running and spending time with her family and friends.

2016

JUDGES



## ROGER BLACKWELL

JUDGE

**Retired Professor, Fisher College of Business  
The Ohio State University  
Columbus, Ohio**

Dr. Roger Blackwell began his entrepreneurial career at age 8, selling greeting cards while growing up in Maryville. By age 12, he was riding his bicycle on nearly every street in Maryville selling greeting cards, earning as much as the fathers of some of his school friends. From his boyhood earnings, at age 15, Roger loaned his parents the money to buy a new Buick, and at age 16, bought a rental property in Maryville, financed by Nodaway Valley Bank, selling it several years later to pay for graduate education. While a student at Horace Mann High School, Roger obtained a part-time job as janitor at KNIM Radio Station and later obtained his FCC First Class engineering license, allowing him to become Chief Engineer at KNIM while pursuing a history degree at NWMSU. After moving to Maryville from a farm near King City, his father obtained master's and doctoral degrees and became a professor at Northwest, where Dr. Dale J. Blackwell taught Accounting and Statistics for many years. Roger's first course in Statistics was taught by his father.

After receiving a Ph.D. from Northwestern University, Roger took a position as Assistant Professor at The Ohio State University where he taught forty years with appointments as Professor in the Fisher College of Business and the OSU College of Medicine. He was also Visiting Professor at Stanford University, the University of Washington (in e-commerce) and Cape Town University in South Africa. Since retiring at Ohio State, he continues to lecture on entrepreneurship topics in the Fisher College of Business, the College of Engineering, and the College of Veterinary Medicine.

With Professors Engel and Kollat, Roger coauthored Consumer Behavior, the first textbook in the field. He also published over 100 articles in scholarly and trade journals. Since the publication of Consumer Behavior, he has written 38 other books and research reports including his most recent Saving America: How Garage Entrepreneurs Grow Small Firms into Large Fortunes (Union Hill Publishing, 2014).

Dr. Blackwell invested in successful entrepreneurial firms allowing him to donate his entire career salary back to Ohio State. In appreciation, the university named its executive residence center in his name, a 151 room hotel on the Ohio State campus. In addition to investing in start-ups, Dr. Blackwell also served on the boards of Abercrombie & Fitch, Applied Industrial Technologies, Airnet Systems, Alexander Hamilton Insurance Co, Diamond Hill Capital, Intimate Brands (Victoria's Secret), Worthington Foods and other public corporations. Today he serves on the boards of private firms in retail distribution, logistics and technology and is on the Board of Trustees of the Ohio State African-American Extension Center.



## JULIA CRADY

JUDGE

**Location Manager  
Aramark  
Maryville, Missouri**

Julia graduated from Northwest Missouri State University in 2009 with a bachelors in Business and Marketing. She has an extensive background in building and managing operations. Currently Julia works as a Location Manager for the second largest contracted food management company, Aramark. This position has allowed Julia to carry and develop her professional mission into the workplace, because it coincides directly with Aramark's mission to "deliver experiences that enrich and nourish lives." Julia is responsible for a 6 million dollar residential account with director oversight. She manages over 175 hourly associates within 9 venues where she demonstrates uncommon focus on developing employees to take initiative, seek challenges and be accountable for delivering breakthrough results. She has a proven reputation for creating cohesive, success-driven teams inspired by her belief that management delivers the tone and environment for the entire workplace. She leads from the front, maintaining a highly visible and accessible presence. Julia handles multiple service contracts and maintains excellent professional rapport with Pepsi, Coca-Cola, Jani King, The Waldinger Cooperation, Sysco, EcoLab, etc.

Julia is also the Vice President of the Ambulance board where she sets policies and ensures effective planning. She monitors and strengthens programs and services provided by the ambulance to stimulate platform growth and community outreach. Julia has had direct involvement in establishing a working relationship between Northwest Campus Safety and the Ambulance program, as well as growing the training and course certification class offerings. Additionally, Julia works collaboratively to determine the most beneficial distributions of the community's financial resources.



## MARK DICKEY

JUDGE

**Senior Officer  
Founder of Centrosome Consulting LLC.  
Overland Park, Kansas**

Mark Dickey has a strong background in community and economic development, with more than two decades in municipal and state government operating community and economic development programs. Most recently, he spent more than 10 years as vice president of the Lee's Summit Chamber of Commerce focusing on governmental affairs and heading up BOOST, Lee's Summit entrepreneurial assistance program. Dickey owned and operated a consulting firm in Des Moines, Iowa, Comprehensive Housing Services, Inc., whose primary focus was the development of affordable housing throughout Iowa. He is a graduate of Northwest Missouri State University, with degrees in public administration and business administration. Mark is a contributing author to the recently released book entitled, *The Organic Entrepreneur Community – The Entrepreneur and Community Infrastructures that Fix and Grow Economies Immediately*. More info can be found at [www.organiceconomies.com](http://www.organiceconomies.com).



# KYLE ELLIOTT

**JUDGE**

**Partner**  
**Spencer Fane Britt & Browne, LLP**  
**Kansas City, Missouri**

Kyle Elliott, a licensed patent attorney and certified mediator, earned a B.S. in Mechanical Engineering from the University of Kansas (1990). Since graduating from the University of Kansas School of Law in 1992, Kyle has devoted his career exclusively to Intellectual Property law. He is an experienced litigator, has negotiated and closed multiple patent, trademark, and copyright licensing agreements; and worked on the acquisition of exclusive rights involving a wide range of technology including industrial coatings, biobased polymers, software, telecommunications, medical devices, filtration, semiconductors, agriculture, and food processing. He has also developed trade secret programs, and worked with many clients to resolve patent infringement and disputes. Kyle also conducts mediation of patent, trademark, and copyright disputes.



# JASON MCDOWELL

**JUDGE**

**Councilman**  
**City of Maryville**  
**Maryville, Missouri**

Jason McDowell earned his Bachelor of Science in Middle School Education with qualifications in both Science and Social Studies from Northwest Missouri State University in 2003. He went on to earn his Master of Science in Educational Leadership, with a focus on Elementary Education from Northwest Missouri State University as well. During his 13 years with the Maryville R-II School District McDowell has taught in the Discovery Lab and 6th Grade Science as well as served as the Assistant Director of ACES Alternative School. He is the district's CTA Vice President and is also a member of the National Association of Elementary School Principals (NAESP), Missouri Association of Elementary Principals (MAESP), Association for Supervision and Curriculum Development (ASCD) and the Missouri State Teachers Association (MSTA).

McDowell was elected to the Maryville City Council in April of 2015 to a three year term. During his tenure on council, he has focused on developing the downtown area as well facilitating further growth of the Mozingo Lake Recreation Park. The creation of jobs in the community along with bringing new business to the region is also a major priority as well as maintaining and upgrading the City of Maryville's infrastructure. McDowell is looking forward to overseeing many community improvements during his term.



## LYNN MCCLURE

### JUDGE

**Vice President and Commercial Leader  
Bank of Blue Valley  
Platte City, Missouri**

Lynn McClure has more than 17 years of experience in business and economic development efforts. He is currently vice president and commercial lender at the Bank of Blue Valley in Overland Park, Kan. He previously held positions such as vice president of Citizens Bank and Trust and executive director of Economic Development for Leavenworth County, Kan. McClure earned a bachelor's degree in geography and public administration from Northwest in 1995 and a master's degree in management from Park University. He completed Economic Development School at the University of Oklahoma and Commercial Lending School at Southern Methodist University.

Some of McClure's volunteer efforts in the community include the foundation board for Children's Mercy Hospital and the budget review committee for the Platte County School District. He serves on the Workforce Development executive committee for the counties of Leavenworth, Wyandotte and Johnson. In addition, he is a member of the Kansas City Northwest Alumni chapter and serves as a small business presenter for Johnson County Community College. McClure is originally from Bethany, MO and now resides in Platte City, MO with his wife of 15 years and his two sons. In his free time, Lynn enjoys playing golf and coaching youth sports.



## RENEE RIEDEL

### JUDGE

**Mayor  
City of Maryville  
Maryville, Missouri**

Renee Riedel earned her undergraduate degree from the University of Northern Colorado in 2000. She and her husband moved from Denver, Colo. to Maryville in 2006 to open Carson's Sports Grille on the downtown square. Prior to the restaurant industry, she spent 11 years with MetLife. Her focus was corporate finance and strategic planning.

Riedel was appointed to the city council in May 2012 and elected for a three year term in April 2013. During her tenure on council, she has focused on strengthening the Town and Gown relationship with the City of Maryville and Northwest Missouri State University. She also has a passion for revitalizing the downtown and campus town areas of the community. Riedel is inspired by the economic growth of the community in the last few years and continues to focus on creating jobs and homes for recent graduates and young people who want to stay in Maryville after they earn a degree.



## AMY RYAN

### JUDGE

#### **Senior Vice President and Commercial Team Leader Commerce Bank St. Joseph, Missouri**

Amy Ryan has been with Commerce Bank since 2007 and is a Senior Vice President and Commercial Team Leader. She works alongside her business clients, providing lending, payment systems, and cash management solutions. Amy is a graduate of Northwest Missouri State University with degrees in Business Economics and Finance. She also earned her MBA from Rockhurst University with an emphasis in Accounting and Management. She previously worked for ADP Retirement Services and has also held the role as the Director of the St. Joseph Small Business Development Center. In her current role at Commerce Bank, Amy enjoys working with her customers to learn the nuances of their company and provide solutions to accelerate cash flow in their business. Working with companies from the start-up phase to multi-million dollar corporations, Amy serves as a resource to help navigate the financial challenges of business cycles.

Giving back to the community is very important to Amy. She serves in multiple volunteer leadership roles in the St. Joseph community, including Hillcrest Transitional Housing Board Secretary, Community Hospital Fairfax Board Member, and St. Joseph Eastside Rotary Past President. She is a graduate of Leadership Northwest Missouri and Leadership St. Joseph.



## DAVE SCHMIDT

### JUDGE

#### **Market President and Commercial Leader U.S. Bank Mount Ayr, Iowa and Maryville, Missouri**

David Schmidt was born and raised on a farm southwest of Maryville. After attending public schools here in town, he chose to attend Northwest Missouri State University. He graduated in 1983 with a degree in Agri-Business. David has been in the banking industry with U.S. Bank for 19 years, and manages a client base in both Iowa and Missouri. During his period of time at the bank, he has been a Commercial Loan Officer, Relationship Manager and a Market President. David maintains offices in Maryville, MO and Mount Ayr, IA. Prior to his banking career, he held retail store management positions for Wal-Mart.

David's wife Dana has owned and operated Bearcat Boogie Dance Studio in Maryville for the past 15 years. The business employs 8 to 10 Northwest students each school year as dance instructors. The Schmidt's are the proud parents of two sons and a daughter. Their oldest son Tyler holds both a bachelor's and master's degree from Northwest. Tyler is currently an 8th grade science teacher in the Independence school district and is married to Courtney (who also graduated from NWMSU). Younger son Keaton holds a theatre performance degree from Northwest, and currently works as an entertainer for Disney Cruise Lines. Their daughter Bailey is currently a sophomore at Northwest, and is majoring in Public Relations.





**NORTHWEST**  
MISSOURI STATE UNIVERSITY

## ACKNOWLEDGEMENTS

**Many thanks to the following who made this event possible:**

- Dean L. Hubbard Center for Innovation and Entrepreneurship
- Department of Business
- Everyone who helped the day of the event
- Judges: Roger Blackwell; Julia Crady; Mark Dickey; Kyle Elliott; Jason McDowell; Lynn McClure; Renee Riedel; Amy Ryan; Dave Schmidt
- Office of Marketing & Communication
- All of the Participants
- Organizing Committee: Gina Bradley; Larry Lee; Joshua McKim; Alisa Meyer; Jordyn Swalley; Steve Sutton
- Small Business and Technology Development Center: Rebecca Lobina and Larry Lee
- Sponsors: Melvin D. and Valorie G. Booth Endowment Fund; Will It Launch; The Dean L. Hubbard Center for Innovation and Entrepreneurship; Husch Blackwell; Polsinelli, PC; Spencer, Fane, Britt & Browne; US Bank

## THANK YOU

Thank you for joining us for the third new venture pitch competition. **We invite you to join us on April 14, 2017** for our next New Venture Pitch Competition. We greatly appreciate your suggestions, participation and support for future events. Please send any suggestions or comments to [blkfrd@nwmissouri.edu](mailto:blkfrd@nwmissouri.edu).

# SPONSORS

**The Melvin D. & Valorie G. Booth**  
Endowment Fund

WILL IT  LAUNCH?



The Dean L. Hubbard  
Center for  
**Innovation** and  
**Entrepreneurship**  
Northwest Missouri State University

**HUSCH BLACKWELL**



**POLSINELLI**

**SPENCER FANE**  
BRITT & BROWNE LLP

*Attorneys & Counselors at Law*

