

# MISSOURI BUSINESS CONFERENCE

Honorary Host:

Congresswoman Vicky Hartzler



You are invited to attend

Wednesday, Sept. 28, 2011

7:30 a.m. – 4 p.m.

University of Central Missouri  
Warrensburg, Missouri

**Elliott Union Room 234**

Sponsored by:

UNIVERSITY OF  
CENTRAL MISSOURI



# MBCAGENDA

7:30 a.m.

**Registration** Elliott Union 234  
Coffee and Donuts

8:30 a.m.

**Welcome** Elliott Union 236/238/240  
Charles M. Ambrose, president, University of Central Missouri

8:45 a.m.

**Opening Remarks**  
Honorary Host Vicky Hartzler, Congresswoman,  
4th Congressional District

## Panel One Planning or Doing

9 a.m.

### **Panelists:**

Chris Smith, founder of Careerathletes.com  
John Burgess, director of strategy and innovation at  
Walsworth Publishing Co.  
Gary Walker, founder of Magic Touch Cleaning, Inc.  
Julie Cortes, founder of The Freelance Exchange  
Kelly Scanlon, owner and publisher, Thinking Bigger  
Business Media

9:45 a.m.

### **Open Networking**

## Panel Two

## New Media: Leveling the Playing Field

10:30 a.m.

### **Panelists:**

Jeff Danley, founder of Freestyle Media  
Anne Cull, founder of ThinkViral  
John Wendorff, founder of The Personal Marketing Company  
Travis Wright, director of Strategic Web, Red Nova Labs

11:15 a.m.

### **Open Networking**

11:45 a.m.

### **Competition 1: Best Use of New Media**

Noon

### **Lunch**

**"The Big Idea" UCM Student Competition**  
Awards presented by Congresswoman Vicky Hartzler

# Panel Three

## Alternative Financing

1 p.m.

### Panelists:

Kelly Pruneau, managing director of Show Me Angels  
Robb Murry, CMO of The Personal Marketing Company  
and Angel Investors  
Joe Kessinger, principal at Capitus Group  
David Keller, president of Bank of Missouri  
Keith McLaughlin, senior V.P., SBA Lending Division,  
The Bank of Missouri

1:45 p.m.

### Open Networking

# Panel Four

## Growing Your Business

2:30 p.m.

### Panelists:

Danny O'Neill, founder of The Roasterie  
Joe Lieberman, founder of SPIDERTel  
Virginia Olin, director of communication strategy,  
Emery Sapp & Sons, Inc.  
Perry Puccetti, president and CEO of Triple-I Corporation

3:15 p.m.

### Open Networking

3:45 p.m.

### Competition 2: Best Business Website

4 p.m.

### Closing Remarks

The 2011 Missouri Business Conference welcomes Congresswoman Vicky Hartzler as the event's honorary host.

Registration begins at 7:30 a.m. in the University of Central Missouri's Elliott Union. There is no charge for this conference; however, you do need to register. Lunch will be provided. A full day of events and enhanced networking opportunities are planned for participants and exhibitors.

There are four panel sessions, with each panel composed of outstanding entrepreneurs who will do a brief presentation and then follow with open networking for the participants and exhibitors. Panelists will include Danny O'Neill, an outstanding Kansas City-area entrepreneur and founder of The Roasterie.

During lunch, we will be presenting awards for the first "Big Idea" competition for UCM students. If you are a UCM student and want to compete with other UCM student entrepreneurs to see who has the "Big Idea," this is the competition for you. For more information, visit [ucmo.edu/bii/mobusconf](http://ucmo.edu/bii/mobusconf).



University of Central Missouri  
Dockery, Suite 101  
Warrensburg, MO 64093-5275

**Deadline to register  
is Sept. 21, 2011.**

**MISSOURI  
BUSINESS  
CONFERENCE**

## Registration Info

There is no charge for the conference but pre-registration is required. Lunch will be provided.

As an exhibitor, you can participate in the two optional competitions throughout the day with a chance of winning a prize. The deadline to sign up for each competition is **Sept. 15, 2011**.

### Competition 1: Best Use of New Media

Does your business make great use of new media? Are you fantastic with Facebook and Twitter? Do you want to put your efforts up against other entrepreneurs? You can promote your outstanding business and compete with other entrepreneurs for prizes.

### Competition 2: Best Business Website

Does your business have a great website? Do you want to put your efforts up against other entrepreneurs? You can promote your outstanding business and compete with other entrepreneurs for prizes.

\_\_\_\_ Participant                      \_\_\_\_ Exhibitor

Name(s) \_\_\_\_\_

Title \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Do you have any special dietary or accessibility needs?

\_\_\_\_\_  
\_\_\_\_\_

Return to: Business Innovation Institute  
University of Central Missouri  
Dockery, Suite 101  
Warrensburg, MO 64093

You may also register online at [ucmo.edu/bii/mobusconf](http://ucmo.edu/bii/mobusconf)  
or by phone at 660-543-4663.