

2012 MISSOURI BUSINESS CONFERENCE

Honorary Host:
Congresswoman Vicky Hartzler

Boldly Accelerating Missouri's Small Businesses



You are invited to attend

Wednesday, Sept. 26, 2012
7:30 a.m. – 4 p.m.
University of Central Missouri
Warrensburg, Mo.

Elliott Union 234

Hosted by:

UNIVERSITY OF **CENTRAL MISSOURI**

LEARNING TO A GREATER DEGREE

ENTREPRENEUR
zone

Growing Entrepreneurs & Their Businesses



MBCAGENDA

- 7:30 a.m. **Registration** Elliott Union 234
Coffee and Donuts
- 8:15 a.m. **Welcome** Elliott Union Ballroom
Charles M. Ambrose, President, University of Central Missouri
- 8:30 a.m. **Opening Remarks**
Honorary Host Vicky Hartzler, Congresswoman, 4th Congressional District

PanelOne

Planning 101: The Start

- 8:45 a.m. **Announce Winner of Competition One: Startup Tycoon**
- Panelists:**
Robb Murry, Operating Partner of EvisThrive.com
Jeff Danley, Founder of Freestyle Media
Carrie Royce, Founder/Partner of Red Nova Labs
Mark Dickey, Organizer of BoostLeesSummit.com and VP of Lee's Summit Chamber
Guest speaker to be announced during the conference
- 9:45 a.m. **Open Networking**
One-on-One Discussions with Panelists

PanelTwo

Social Media 201: Generate Revenue

- 10 a.m. **Panelists:**
Chris Kovac, Partner, LightThread, LLC
Joe Cox, Director, Social Media, Barkley Advertising
Brody Dorland, Co-Founder of Allure New Media
Anne Cull, Founder of ThinkViral
Simon Kuo, co-founder and managing partner of LightThread, LLC
- 11 a.m. **Open Networking**
One-on-One Discussions with Panelists
- 11:15 a.m. ————— **LUNCH AND BREAK** —————
- 11:45 a.m. **Announce Winners of "The Big Idea" Student Competition**

PanelThree

Business 301: Target the Revenues

- Noon **Announce Winner of Competition Two: Builder Tycoon**
- Panelists:**
Kelly Scanlon, Owner and Publisher of Thinking Bigger Business Media
Bernard Franklin, Founder of Imaginary Leadership
Gary Walker, Founder of Magic Touch Cleaning Inc. and Bullseye International SDVOB
Danny O'Neill, Founder of the Roasterie
Guest speaker to be announced during the conference
- 1 p.m. **Open Networking**
One-on-One Discussions with Panelists

PanelFour

Funding 401: Being Prepared and Networked

1:15 p.m.

Panelists:

Ron Freeman, Founding Sports Agent at Visionary Impact
Brien Starner, Organizer of GrowBlueSprings.com and
President of Blue Springs EDC

Joel Wiggins, President and CEO of the Enterprise Center of Johnson County

Joe Lieberman, founder of Precursent

Joe Kessinger, Bi-State Investment Group, LLC

2:15 p.m.

Open Networking

One-on-One Discussions with Panelists

PanelFive

Business Growth 501: Increasing Processes and Decreasing Costs

2:30 p.m.

Announce Winner of Competition Three: Business Process Tycoon

Panelists:

Richard Ward, Publisher at Wyandotte Publishing

Bill Raup, President of QA Complaint, Inc.

Brian Morgan, President of OEM Services

JoAnne Gabbert, President of JAG Portfolio Services

Guest speaker to be announced during the conference

3:30 p.m.

Open Networking

One-on-One Discussions with Panelists

4 p.m.

Closing Remarks

The 2012 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 five panel sessions, with each panel composed of outstanding entrepreneurs who will do a brief presentation and follow with open networking for the participants and exhibitors. Panelists will include Danny O'Neill, Founder of The Roasterie; Gary Walker, Founder of Magic Touch Cleaning Inc. and Bullseye International SDVOB; Ron Freeman, Founding Sports Agent of Visionary Impact; and Kelly Scanlon, Founder and Publisher of Thinking Bigger Business Media!

Throughout the day there will be three competitions highlighting the best startup, growth plan and best business processes, and awards will be given for the tycoon in each category! During lunch, we will be presenting awards for "The Big Idea" competition for UCM students with the best business ideas. For more information, visit ucmo.edu/bizconf.

- The Entrepreneur Zone promotes, advocates and provides leadership and support of technology access for Missouri companies enabling them to enhance research, development, and technology commercialization, creating economic growth, sustainable jobs and wealth. We gratefully acknowledge support in part from the Missouri Department of Economic Development and the Missouri Technology Corporation.
- SBTDC programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact University of Central Missouri, Small Business and Technology Development Center, Dockery Bldg., Room 102F, Warrensburg, MO 64093, 660-543-4402.

**Registration deadline:
Sept. 21, 2012.**

2012 **MISSOURI
BUSINESS
CONFERENCE**

RegistrationInfo

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

Are you a Tycoon?

As a participant, you have three optional competitions you can choose to enter. The winner of each competition will have the opportunity to present as an expert on a panel, as well as joining those panelists in meeting with Rep. Hartzler at either breakfast or lunch. Deadline to sign up for each competition is Sept. 15, 2012. Submissions, 1200 words max., are to be emailed to eidc@ucmo.edu.

Competition One: Start Up Tycoon

Do you have a habit of creating successful startup businesses? Do you have a "formula" guaranteed to work? Email us a description of how you successfully manage your startups. The winner will be able to present during the "Business 101: The Start" panel.

Competition Two: Builder Tycoon

Has your business experienced phenomenal growth? Was it planned or unexpected? Email us a description of how you successfully manage your growth. The winner will be able to present during the "Business 301: Target the Revenues" panel.

Competition Three: Business Process Tycoon

Can you do more with less? Is your business lean and mean? Email us a description of how your processes make you more efficient. The winner will be able to present during the "Business Growth 501: Increasing Processes & Decreasing Costs" panel.

Participant Exhibitor

Name(s) _____

Title _____

Business Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Website _____

Do you have any special dietary or accessibility needs?

Return to: Entrepreneur Zone
University of Central Missouri
Dockery, Suite 101
Warrensburg, MO 64093

You may also register online at ucmo.edu/bizconf
or by phone at 660-543-8388.