

**ASU's Center for Entrepreneurship presents
the 8th Annual Carole Moore McLeod Entrepreneur Summit
November 6, 2009**

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| 8:00 – 9:00am | Free Breakfast (Open to everyone) | 4th Floor Faculty Lounge Raley |
| 9:00 – 9:50am | Individual Presentations | 3rd & 4th Floors Raley |
| <p>Raley 3010</p> <p style="text-align: center;">Jon West & Chad Ledford Co-Founders, 3tailer</p> <p style="text-align: center;"><i>"Our Story: eCommerce and Starting a Business in College"</i></p> <p><i>Based out of Charlotte, NC, 3tailer is the parent company of a variety of eCommerce shops. We identify opportunities in niche markets then build online stores to fill customers' needs. We create the brands, do the marketing, and then provide the customer service all while forming strategic partnerships with various suppliers. Co-founders Chad Ledford and Jon West graduated from the ASU Walker College of Business in 2006.</i></p> | <p>Raley 3011</p> <p style="text-align: center;">Bobby Martin Former Owner, First Research</p> <p style="text-align: center;"><i>"Entrepreneurship: Startup Challenges"</i></p> <p><i>In 1998, Bobby co-founded First Research, a company that synthesizes data into information that a salesperson can use to better understand a prospect's or client's business issues. First Research has attracted more than 75,000 users, including ADP (Automatic Data Processing Inc.), Bank of America, Merrill Lynch, Microsoft, Sprint and Wachovia. In 2007, First Research was acquired by Dun & Bradstreet and now is part of Hoover's, a Dun & Bradstreet company.</i></p> | <p>**Raley 1018</p> <p style="text-align: center;">Todd Rice Co-founder, Boone Brewing Company</p> <p style="text-align: center;"><i>"A move from corporate America to self-employed"</i></p> <p><i>The concept for Blowing Rock Ale evolved through recognizing the demand for a locally recognized ale. Sharing their mutual love for the Blue Ridge Mountains and following previous professional experiences in international cities, co-founders Todd Rice and Jeff Walker realized the dynamic was there to build a local brand and a local company.</i></p> |

9:00 – 9:50am

Individual Presentations

3rd & 4th Floors Raley

Raley 3020

**Carole Moore McLeod
Owner, Moore-McLeod,
LLC**

"Believe..."

Carole is getting ready to launch a new start up solid waste company Jan.1 2010. Her first venture, New South Waste started n Charlotte in 1997 with one truck. Seven years later it was a \$5 million company and was sold to Waste Mgt, in 2004. This time she is starting with a couple of trucks BELIEVING even in this challenging economy, success awaits...

Raley 4013

**Jack Woerner
CEO, Strategic Edge, LLC**

"Non-Profit's Challenges"

Mr. Woerner helps organizations in transition and emerging growth situations. Working as an acting executive (CEO, COO, CFO) or on a consulting basis, he utilizes strategic management expertise to make companies successful. Mr. Woerner has run a variety of entities from "start-ups" to a major motel franchise company. Recently, he worked with Accenture, a major technology and outsourcing consultant group, in a "Value Creation" role.

Raley 4014

**Mark Van Arnam
President, American
Emergency Vehicles**

*"Starting at the BOTTOM,
Rising to the TOP:
The AEV Story"*

In 1991 AEV was losing over a \$1 million per year and close to bankruptcy. Today this manufacturer of ambulances and emergency vehicles is the nationwide industry leader. With a market share of almost 20% and annual sales of approximately \$90 million, AEV is the largest industrial employer in neighboring Ashe County.

From turnaround to high growth, from strategic alliances to acquisitions, the AEV story is a broad study in entrepreneurship.

Raley 4020

**Steve Terry
Consultant,
The Upholstery Solution**

*"eBay: Touching the world
from Zionville, NC"*

Our company has its roots in a family run upholstery shop founded in 1959. It grew from a true mom and pop organization to one of the largest regional upholstery companies in North Carolina. After three years of planning, research, and implementation, we have established a new company. The staff of The Upholstery Solution is ready to apply the strategies and values that were successful on a smaller scale to a worldwide market.

9:00 – 9:50am

Panel Presentations

4th Floor Raley

****Raley 1015**

Panel: Adventure Sports: Learn how these entrepreneurs have followed their passions to the great outdoors.

Jason Berry Co-Owner, Footsloggers
Michael Boone Owner and President, Magic Cycles
Dale Tweedy Owner, CentDev Properties and author of Countdown to Kona: An Amateur Triathlete's Journey from Lottery Winner to competing In the Ford Ironman World Championship.

Raley 4011

Panel: International Business: Wine, agriculture and global entrepreneurial coaching

Jeff Collins Co-Owner, Peabody's Wine and Beer Merchants
Ted Henry Owner, Abundant Life Resources, Inc
Jimmy Smith President, Tradewinds International

Raley 4016

Panel: Family Business

Ricky Anderson Owner, Rixey's Market / Rixey's U-Stor-It
Steve Scott President, Tri-State Steel
David Steelman Owner, CMS Insurance and Financial

Raley 4017

Panel: Building Your Brand: This creative marketing panel explains how to reach your target audience

Brian Easter CEO, NeboWeb
Ian Anderson President and Managing Director, Greenlight Brand Agents
Steve Jones President, Keystone Products

Raley 4018

Panel: eCommerce: Search Engine Marketing 101

Steve Norwood President and CEO, Consolidated Asset Recovery Systems
Mark Rockett Founder and CEO, Rockett Interactive

10:00 – 10:50am

Individual Presentations

3rd and 4th Floors Raley

Raley 3010

**David Stewart
Director of Business
Development, Euramax
International**

***"Entrepreneurial Insights:
From marketing strategies
planning to action"***

Euramax International, Inc. is an international producer of aluminum, steel, vinyl, copper and fiberglass products for original equipment manufacturers, distributors, contractors and home centers in North America and Western Europe. Euramax is a leading U.S. producer of steel roofing, siding and trim for commercial and architectural building construction.

In 2005, Euramax was acquired by a fund managed by the private investment area of Goldman Sachs & Co.

Raley 3011

**Freddie & Teresa Davis
Owners, Global Shippers
Association**

***"Success factors in
International Business"***

The Global Shippers Association is a global shipping company. Based on experience in the furniture industry and in the supply chain, there had to be a better way to provide international logistics that would offer superior service and lower rates. Along with the costs of goods, freight is a major expense. This led to the creation of Global Shippers Association. By pooling the volume of multiple members and by utilizing numerous network contacts, GSA formed an Association of importers.

Raley 3019

**Wayne Miller
President, PrintMarketing**

***"QR Barcodes and Mobile
Marketing"***

PrintMarketing is a provider of marketing services to corporations, universities and financial institutions. We help our clients market and sell their products utilizing direct mail, personal urls, and mobile marketing. We simplify brand marketing and streamline processes through a winning combination of industry expertise, exceptional print supply chain partners and technological innovation.

PrintMarketing is on the leading edge of cell phone and mobile marketing. We help our clients rethink how to link to their customers. Small is the new BIG.

Raley 3020

**Richard Stroupe
CEO, TRS Consulting**

***"Critical Success Factors
for Entrepreneurs"***

Richard founded TRS Consulting Inc. in 2001 with the idea of providing a high quality alternative for information systems life cycle services, solutions and training within the U.S. Intelligence Community.

TRS is a recognized leader in this industry. Headquartered in Reston, Virginia, TRS employs about 60 highly skilled TS/SCI cleared experts who are dedicated to providing our client base with superior software solutions, training and support.

10:00 – 10:50am

Individual Presentations

3rd and 4th Floors Raley

Raley 4010

Bart Conway
Owner, Canyon's of the
Blue Ridge Restaurant
and Bar

*"Hospitality in the
High Country"*

Established in the summer of 2001 in Blowing Rock, North Carolina, Canyons is the result of many years in the making. Bart Conway, who opened the very popular Tumbleweed Restaurant in Boone and which later became Cottonwood Brewery, acquired The Emporium Restaurant in Blowing Rock to continue what has become a High Country tradition... casual fine dining in a unique atmosphere with a seemingly endless selection of cuisine. Add being "green" to boot, and Canyon's has it all!

Raley 4013

Ken Meyer
Chairman and CEO,
Lincoln Capital
Management Company

*"The Rise and Fall of a Great
Little Company: Building &
Selling a Company"*

Mr. Meyer was Chairman and Managing Director of Lincoln Capital Management. He founded and managed the fixed income business through 2004. He became President in the early 1990's and Chairman in 2001. In 2003, he negotiated the sale of the company and served as Chairman through June 30, 2004.

Mr. Meyer graduated from the University of Notre Dame and received his MBA from the Wharton School of Finance.

Raley 4014

John Nelson Brookshire
Area VP, Profiles
International, Inc.

*"The New Art of Hiring
Smart: How to Identify and
Retain Top Performers"*

Nelson Brookshire is a double alumnus from ASU. He joined Carolina Profiles, Inc, a division of Profiles International, in 2000, the world leader in the field of employee assessments. Founded in 1991, the company now has presence in over 100 countries and offers assessments in 32 languages. "How to Identify and Retain Top Performers" will focus on how valid and reliable assessments can be used to help organizations find the right person for the right job.

Raley 4020

Tyler Brunson
Owner, Waste Consultants

"7 Uncommon Traits of Successful Entrepreneurs"

Tyler Brunson graduated from ASU in 2003 with a BSBA in Economics. He is the owner of Waste Consultants, Inc., which he started as a junior at ASU.

Tyler started the company because he realized most companies were being serviced inefficiently by their waste hauler. Over 90% of all the companies Brunson and his partners have analyzed have realized a savings on their solid waste disposal bills. While some companies have realized savings of over 50% due to the company's expertise, most companies save an average of 30% on their monthly waste disposal expenses.

10:00 – 10:50am

Panel Presentations

4th Floor Raley

Raley 4011

Panel: Start Up Challenges : Successful entrepreneurs share their story

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|-----------------|--------------------------------|
| Bill Sharp | Senior Consultant, Boone SCORE |
| Terry Ainsworth | CEO Advisor, Terry Ainsworth |
| Bob Webb | CEO, Myers & Chapman |

Raley 4016

Panel: No Boundaries, Women in Entrepreneurship - Today, more than 50% of new businesses are started by women.

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|----------------|---|
| Heather Reaves | Owner/Manager, Paint Your Wings |
| Joyce Siler | Executive Director of The Women's Business Center |
| Frankie Willis | Co-Owner and President, Trucks, Inc |

*****Raley 1018**

Panel: Social Entrepreneurship: Helping make the world a better place

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|---------------------------|--|
| Sylvia Oberle | Executive Director, Habitat for Humanity of Forsyth County |
| Crae Morton | President, Grandfather Mountain |
| Ethan Anderson/Casey Pond | Founders, Dwell Box Building Systems |

Raley 4018

Panel: Alternative “Green” Businesses: These sustainable entrepreneurs “Think Green and Make Gr\$\$n”

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| Jimmy Hunt | President and Founder, Yellow Dog Entertainment, LLC |
| Clay Sulik | Founder, Blue Ridge Energy Works |
| Jay Parr | Founder, Parr Foods and Boone Barr (formerly Parr Bar) |

11:00 – 12:00pm

Keynote Speaker

Valborg Theatre



Matthew Szulik

Chairman of Red Hat and the 2008 Ernst and Young National Entrepreneur of the Year

Szulik has served as chairman of Red Hat’s Board of Directors since 2002 and also formerly served as president and CEO of the company until late 2007. Szulik has led early-stage technology companies for more than 20 years and joined Red Hat in 1998 as president. He shared a similar vision with Red Hat founder Bob Young that the collaborative approach of open source and a great brand could redistribute the economics of the technology industry from vendor to customer. Szulik has been instrumental in fostering this vision which has led to Red Hat’s success as a profitable public open source software company with one of the world’s most recognized technology brands. Red Hat employs 2,500 individuals in over 58 offices worldwide. Headquarters are in Raleigh.

Matthew Szulik was named the Ernst & Young Entrepreneur Of The Year® 2008 overall national winner in November, 2008. He was also named the Ernst & Young Entrepreneur Of The Year® 2008 national winner in the Technology category. Now in its 22nd year, the awards recognize leaders and visionaries who demonstrate innovation, financial success and personal commitment as they create and build world-class businesses.

Szulik was recognized for turning Red Hat from what some called a questionable idea into a billion-dollar business. “Matthew Szulik follows a proud tradition of pioneering entrepreneurs who overcame skeptics and brought a novel, seemingly improbable business idea to market successfully,” said James S. Turley, chairman and CEO, Ernst & Young LLP. “For 22 years, we have honored the dedication and drive that defines those entrepreneurs through the Ernst & Young Entrepreneur Of The Year® awards.”

12:15 – 1:30pm

Lunch (Presenters & Guests)

4th Floor Faculty Lounge

1:30 – 2:30pm

Pitch Your Idea Contest (Contestants and Judges)

1st Floor, Raley 1020

2:30 – 3:30pm

Reception for Pitch (Contestants & Guests)

4th Floor Faculty Lounge