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Metabolic Health Factors

Metabolic Rate
Predisposition to:
Low HDL Cholesterol
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Eating Behaviors

Tendency to Overeat
Eating Disinhibition
Snacking
Sweet Tooth
Satiety



Dietary Requirements

Optimum Diet Type
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BIZ 100

The inaugural list of the most influential people in 417-land business is full of names you know. Find out what you don't know about these masters of success.

BY STEPHANIE TOWNE
BENOIT, ADRIENNE DONICA,
ROSE MARTHIS, CLAIRE
PORTER, LILLIAN STONE AND
SAVANNAH WASZCZUK

PRIME Inc.

Robert Low, founder of Prime Inc., joins 99 other powerful business leaders in this year's Biz 100 honorees.

PHOTO BY BRANDON ALMS

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PHOTOS BY BRAD ZWEIRINK, BRANDON ALMS, JUSTIN WOODS



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◀ EXTENDED Q&A

Winder And Company, Inc.'s office manager Amanda Lewis has to find employees willing to work around regular business hours to succeed as a fleet-washing company. Learn how she overcomes hiring obstacles in her Q&A on page 17, then head to biz417.com to get more insight on where she finds willing workers.

THINK SUMMIT

Join the most dynamic thought-leaders in the area at Biz 417's Think Summit for a day of innovative thinking and daring ideas to create a compelling future for 417-land. Reserve your seat in the high-energy People Centric Think Tank on January 13 at the Springfield Art Museum. Buy tickets at biz417.com/think.

STAY IN THE KNOW

Our Biz Break e-newsletter is the best thing to hit your inbox on a Monday. Filled with helpful tips, insightful stories and networking opportunities, Biz Break is everything you need to win the week. Subscribe by visiting biz417.com.

◀ CALLING ALL QUACKS

Thanks to Falling Feathers Game Calls, hunters all across 417-land are luring ducks, geese and turkeys into their sights. Head to biz417.com to learn how founder Kory Cribb creates his popular calls.

B-SCHOOL BREAKFAST SERIES: BREAKFAST WITH THE MASTERS

Nab your tickets to our next B-School Breakfast that features panelists from the inaugural Biz 100 at 417tix.com. Hear from some of the most influential and powerful business leaders in 417-land on how they made it to the top.

TIP TOP TECH

The 417-land tech scene is teeming with excellent design and application. Help us honor the standouts by nominating candidates for the first Excellence in Technology Awards in partnership with the Association of IT Professionals of Southwest Missouri. Submit your nominations by November 11 at biz417.com/excellence.



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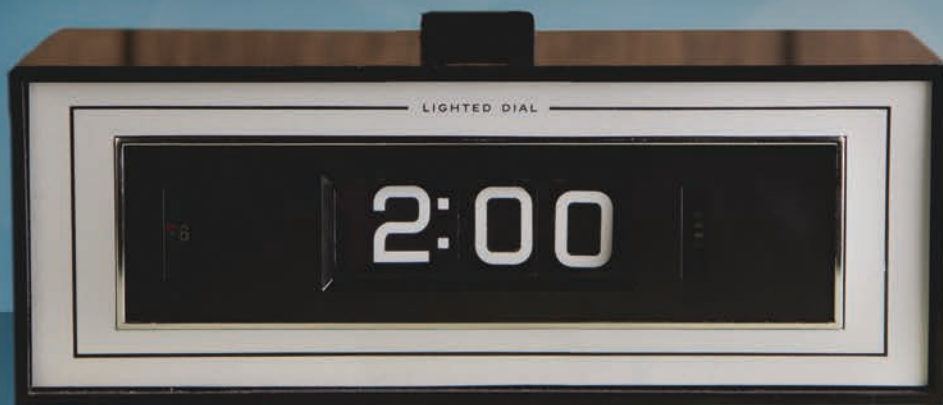
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POWER PLAYERS

Welcome to a special edition of *Biz 417*. To commemorate our successful first year, we are celebrating the most influential business leaders in 417-land with our first Biz 100.

It's the result of a months-long research project by the editors of *Biz 417* and lots of help from friends in high places. Historic in depth and scope, Biz 100 lists and profiles the 100 most powerful top executives in 19 industries.

The list represents a highly selective biographical database of the people who really drive business in southwest Missouri, based on extensive contacts in 417-land business circles and input from our 12-person editorial advisory board.

This is not like the *Forbes* 400 that ranks America's richest billionaires by their estimated net worth, the *Fortune* 500 that ranks companies by total revenue, or the *Inc.* 5,000 that ranks the fastest-growing private companies in the country.

Biz 100 is a listing of the 100 individuals who most positively shape the business landscape of southwest Missouri. They are listed by business category, then alphabetically. Some run multi-billion-dollar operations that employ thousands. Some are sole proprietors who operate as lone guns but, in the process, greatly influence the flow of money and jobs across our region.

Biz 100 will be an annual research project with dynamic results. Some on this year's list will drop off next year because of retirement, relocation or diminishing impact on our economy. Others not on the list will take their place because of the upward arc of their business efforts.

I expect there are many not on this inaugural list who fly under the radar and avoid the spotlight but still move the needle economically for our region in a big but largely unknown way. I expect to hear about some of them and put them into consideration in the future. And I want you to know there are many on this list that asked not to be included for various reasons, but here they are because you deserve to know of their success and impact, regardless of their humility or desire for privacy.

I told one such executive that we would leave him off only if he was retiring or going to jail or if he could point to someone in his organization with more clout. He stayed on the list.

The mission of our flagship magazine, *417 Magazine*, is to constantly remind readers what a great place this is to live. The mission of our new *Biz 417* magazine is to show readers what a great place this is to do business by sharing stories of success and failure and bringing innovative people and ideas together at events like our first Think Summit in January.

In both cases, it starts with the quality of our people. Inside is our attempt to point you to 100 of our best.

GARY'S FAVORITE LESSON

I really like the business analogy on p. 68 offered by Bobby Robertson, owner of HEALTHCAREfirst. He compares business goal-setting to baseball. He recommends creating a vision as grand as winning the World Series. The mission is practicing to win every game along the way.

A handwritten signature in cursive script that reads "Gary Whitaker".

Gary Whitaker
Publisher, *Biz 417*

The most useful lessons of this issue to help you get ahead faster



Rethinking Medicine

After identifying a gap in health care, Dr. Kerri Miller developed re:immune, a rehydration supplement to help during patient recovery. The new entrepreneur says the expertise of the local business community and the company's consistently high standards have helped her succeed.

PAGE 16

Howdy, Partner

The success of Roll Forward, a retail app that connects shoppers, businesses and banks, has depended on strong partnerships. Founder Don Shafer suggests giving up some of your profits to help grow your customer base in the long run.

PAGE 16

Shop Talk

It's that time of year again: retail shopping is in full swing for the holidays. Thanks in part to Small Business Saturday, local stores feel the impact of the boost on more than just their bottom lines.

PAGE 17

The Strategy of Scheduling

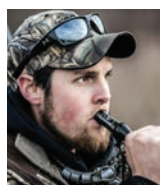
Scheduling and retaining employees can be a challenge for the B2B industry. At Winder And Company, Inc., a fleet-washing service, office manager Amanda Lewis advises other businesspeople to protect the bottom line when offering pay incentives to potential employees.

PAGE 17

Trading In Technology

A lot of research went into FI Computing Solutions' decision to upgrade its business model and expand its services. CEO Chris Kays says the decision was ultimately a no-brainer but advises other businesspeople to always place clients first when making big changes.

PAGE 18



Calling the Shots

Kory Cribb's business, Falling Feathers Game Calls, started as a class project at Ozarks Technical Community College. Today, hunting calls from Falling Feathers are sold in a variety of businesses, including dozens of Bass Pro Shops. Cribb says keeping overhead down and reinvesting in your business are two ways to find success.

PAGE 20

Biz 100

For our one-year anniversary issue, we selected the 100 most powerful and influential business leaders in 417-land and found out what makes them tick. The short answer? Passion, perseverance and a wide range of hobbies.

PAGE 24



Transparent Changes

Work hard, play hard as the old saying goes. PILR TECH President Andrew Jordan takes a slightly different tack. By recruiting his employees' help, Jordan strives to make the Joplin-based tech company an enjoyable work environment

for all through high-quality equipment rather than over-the-top office perks.

PAGE 66

Improve Your LinkedIn Presence

If you're not using LinkedIn regularly, you're missing out on a whole lot of networking. Regina Waters, dean of Drury University's College of Graduate Studies, says your profile should delve into your personality and give people a reason to talk with you IRL.

PAGE 66

An Insider's Guide to Workers' Comp

Don't get caught in workers' compensation claims for preventable accidents in slick parking lots. Attorney Kevin Dunaway advises business owners to protect themselves and their assets through multiple layers of insurance and to stay invested should an employee make a claim.

PAGE 67

Live Long and Prosper

Between your employees' job responsibilities and home lives, their personal health is often the first thing to be put on the back burner even if you offer a company wellness program. Amy Francis, health and wellness coordinator at Mercy Springfield, recommends seeking input from workers to create a program they'll actually use.

PAGE 67

A Leader's Vision with

Bobby Robertson

Business owners like Bobby Robertson are always thinking ahead. The owner of HEALTHCAREfirst, Inc. says achieving your vision takes hard work and determination.

PAGE 68

Serving the Community

In addition to owning Metropolitan Grill and Great American Taco Company, Pat Duran finds the time to cook a weekly breakfast for local veterans and to lead Metro Mafia, a group that supports local police and firefighters. Duran says paying it forward just comes naturally and has positively affected his bottom line.

PAGE 70

How to Successfully Onboard New Employees

Hiring new employees is only half the battle. In order to successfully bring them onto the team, Chase Banta, founder and president of Embark Staffing, recommends setting clear expectations, providing mentorship and creating open channels of communication.

PAGE 71

Working From Home

Missouri State University Professor Michele Granger prefers working from her cozy, well-designed home office to accomplish her to-do list. The room is filled with past projects, family heirlooms and a healthy dose of inspiration.

PAGE 72



Protecting Nature and Profits

Many 417-land businesses are going green in response to today's more environmentally conscious atmosphere. Cara Shaefer, director of energy ser-

vices and renewables for City Utilities of Springfield, says participating in the utility company's rebate programs is an easy way for businesses to reduce their carbon footprint without breaking the bank.

PAGE 76

An Incredible New Sales Strategy

America's Incredible Pizza Company founder Rick Barsness has increased the business's sales by \$2 million with one simple change: He started offering commission incentives to cashiers who convince customers to upgrade their entrance packages.

PAGE 77

Success through the Roof

Like father, like son. That's the way business has gone for the Rector family with Dale Jr. now leading Rogersville-based Dale's Roofing. The family secret for success? Putting the needs of customers before the success of the business.

PAGE 78

Feedback



The September/October issue of *Biz 417* featured the 2016 class of 20 Under 30. This next generation of 417-land leaders is killing the game, and our readers took note.



"Congrats to this great group. Glad to see pros like John Chastain and Andrea Harp among the honorees!"
—Randy Berger



"We are so proud of Dr. Derek Magers for being honored as one of *Biz 417*'s 20 Under 30! He truly is one of the best in 417-land."
—The Facebook page of Ascend Dental Design



"Congrats to Brian Kincaid for a well-deserved recognition of his efforts. Cheers to the pioneers in our community!"
—Chad Carleton



"Congratulations to @BearStateBank leader Whitley Lane! #proudtobebear"
—Mark McFatridge



"Just found this in my wallet. What a fun night last Friday. #20Under30"
—Jarad Johnson

We had a blast celebrating this year's winners during our 20 Under 30 Party at Missouri Spirits. Thanks for joining in on the fun, Jarad! —Editors



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"We're so proud that John Chastain, our System Director of Budget Management, has been chosen as a 20 Under 30 by *Biz 417*!"
—The Facebook page of CoxHealth



"@Biz417 we are loving 417 Tix! Thanks for giving us an easy way to access other events and post our events for the community!"
—The Twitter page of People Centric Consulting Group

We shared our easy-to-use online ticketing platform with the world at 1 Million Cups in September. Visit 417tix.com to find classes, workshops and other can't-miss events. —Editors



"Thank you for believing in I Pour Life! You guys are amazing! We look forward to seeing all that the future holds.
Sincerely,
The I Pour Life Team"

I Pour Life founder Julie Higgins shared her tips for transitioning from a for-profit business to a nonprofit organization in the January/February issue. —Editors

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Congrats to KPM's Biz 100 List Maker, Jim Lewis!



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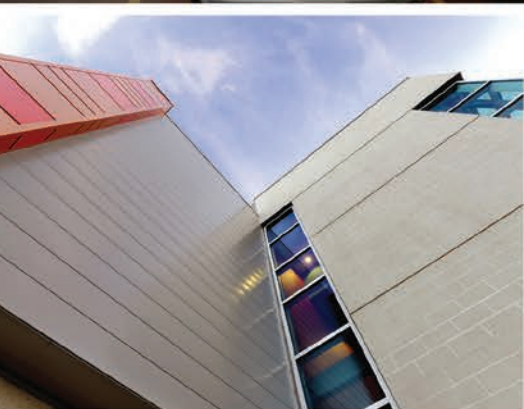
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Start

BREAKTHROUGH STRATEGIES

Winder And Company is the main fleet-washing company for SGC Foodservice.

PHOTOS BY BRANDON ALMS, COURTESY RECOMMUNE

“I’ve learned to stay on top of it and constantly be hiring.”

—Amanda Lewis, office manager at Winder And Company, Inc. **SEE STORY PAGE 17**

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RENOVATING RECOVERY

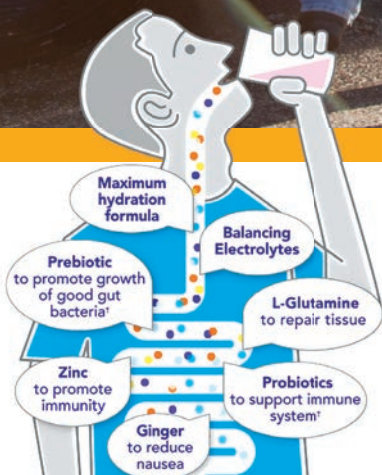
Dr. Kerri Miller is rethinking how our bodies repair themselves.

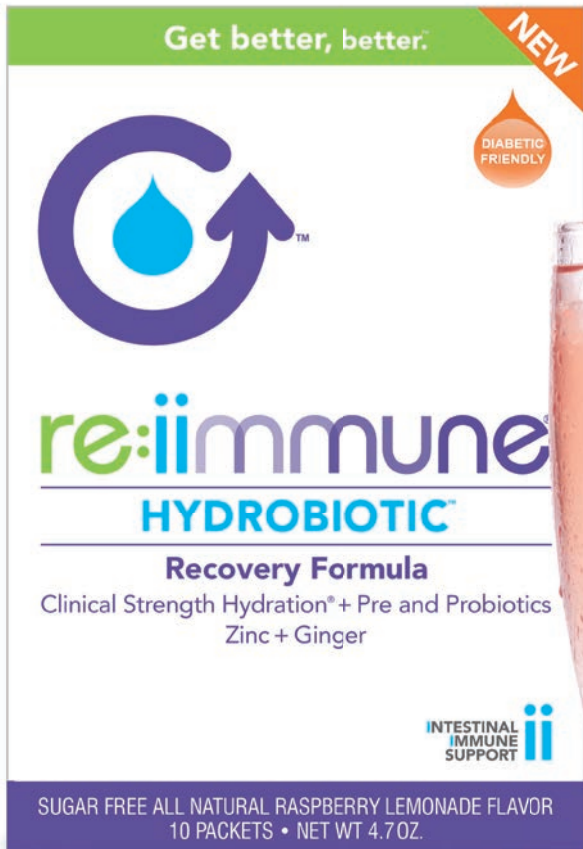
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[BREAKTHROUGH]

FOUR TO FOLLOW WITH BRANDEN SCHWAB

BY: KARLEE RENKOSKI

Communication Lead for Springfield Creatives, Branden Schwab, shares his favorite social media accounts when he needs a fresh perspective.

MSU BEAR STATUE

"It's absurd to personify and post tweets on behalf of a bronze statue, but few things cut through stress and remind me to laugh like this one does."

@ThePSUBear

MOSTLY SERIOUS

"[They] demonstrate a genuine stewardship of downtown creative culture. Their content is consistently meaningful."

facebook.com/MostlySerious

ILLUMINE COLLECT

"They are still a fledgling movement, but like 5 # Apparel or Fayettechill they emit good vibes and emphasize an outdoor and recreational lifestyle."

@illuminecollect

STELLA BLACKMON

"Stella's photographs of NYC neighborhoods and interior spaces are sublime. They have a quaintness about them. There's also a strong attention to detail, a precision and visual delicacy."

@stella.blackmon



FIVE ON FIRE

JOE CARMICHAEL
STANLEY DOBBINS
AMY FORD
JOHN JUNGMAAN
JOHN TAYLOR

[TIPS]

HOWDY, PARTNER

Strong partnerships with local entities are key to Roll Forward, a locally minded shopping app that benefits customers and businesses. Founder Don Shafer shares how partnerships have made his company successful.

BY: SONY HOCKLANDER

Tip 1: Seek Partnerships Over Bigger Profit

Shafer noticed partnering with a business often increases the success of both companies by adding more customers, opportunities and overall revenue. "I'm always looking at the fastest way to get to market and get as many customers as I can, and if that means sharing in the profits, I'm all about that," he says. "We all make a little bit less, but our pie is getting so much bigger."

Tip 2: Get Local Businesses on Board

You don't always need to go to the big businesses. "By partnering together, [locally owned banks, credit unions and small businesses] can form an alliance that allows them to bring to market a program like Roll Forward that even the largest mega-banks and Fortune 500 retail businesses won't be able to stop," says. Local businesses have an added incentive of reaching more customers.

Tip 3: Communicate Frequently

"Ninety-five percent of all issues with any partnership boils down to lack of communication," Shafer says. "Both parties must be vigilant about being sure each is listening and clearly understanding what the other is trying to communicate."

Mary Guccione, the app's representative, meets with partnering businesses every month to create relationships.

Don Shafer



RETHINKING MEDICINE

The Problem

During medical mission work, Dr. Kerri Miller realized that in the United States and abroad, she was addressing patients' symptoms—not their recovery. "As a culture, we [healthcare providers] were doing a great job of diagnosing and initially treating a patient, but we did not do a good job in supporting the patient through their recovery phase," says Dr. Miller, who founded Make People Better in 2013 to help the community with its overall wellness.

The Big Idea

To address this gap, Dr. Miller decided to create something that healed from the inside out. That's how re:iimmune began. "I started the process of researching and developing a product that addresses multiple points of wellness that I found to be lacking in recovery," she says. During this time, she focused on hydration and intestinal immune support. "These are the two key components that, when paired, become a superpower," Dr. Miller says. She also wanted to formulate her product to help combat nausea and inflammation while supporting immunity and tissue repair.

The Learning Curve

Even though Dr. Miller has more than 25 years of experience in the medical industry, starting a company and developing a product was a whole different ballgame. "Switching from a practicing clinician to a businesswoman was the biggest challenge," she says. "There is an art to doing business, and I wanted to make sure that our company and products were of high standards."

The Strategy

Through hard work, prior experience and resources, such as The eFactory and the Better Business Bureau, Dr. Miller made re:iimmune come to life despite her challenges. "Luckily, the city of Springfield has great resources, networks and support systems for entrepreneurs," Dr. Miller says. "Moreover, staying consistent in quality and never compromising on that—I think this alone is what led to our partnerships with other businesses like Mercy and Target." —Peyson Shields

[THE REPORT]

REVENUE EARNED ON SMALL BUSINESS SATURDAY IN 2015



SHOP TALK

As the holiday shopping season gets underway, the accompanying box-store blitz and mall mayhem can overshadow smaller local retailers. But in recent years, Small Business Saturday has drawn shoppers back to these local businesses during a period that's critical for retailers. "That day on the calendar is important because there is such a heavy focus on retail sales," says Callie Hudson, who is the executive director of the Downtown Joplin Alliance, which coordinates and promotes downtown Joplin's Small Business Saturday event. "I think it gives an opportunity for [small businesses] to have a spotlight on that day."

That spotlight can lead to a major sales boost. To find out just how major, we asked three local businesses what they garnered in revenue on Small Business Saturday in 2015. It turns out the initiative made a significant impact. Springfield-based Everything Kitchens LLC's brick-and-mortar and online stores made about seven times more in revenue than on a typical Saturday, while Sophie, a Joplin boutique, ended the day with roughly double the average Saturday revenue.

Although that sales bump is significant, Sophie owner Ashley Wakefield says it's the day's greater community-wide impact that matters most. "The whole emphasis on shop local, shop in your community, promoting local small business—to me that's the biggest part of it," she says.—Stephanie Towne Benoit

[Q&A]

THE STRATEGY OF SCHEDULING

As office manager at Winder And Company, Inc., Amanda Lewis knows scheduling flexibility is just part of the job within the business-to-business industry. The fleet-washing company serves southwest Missouri and northwest Arkansas, including clients such as Walmart and O'Reilly Auto Parts, and has to be available whenever its clients need work done—even if that's after regular business hours. Learn how Lewis makes it work for the business's staff and clients, while still protecting its bottom line.



BY: KELSEY BROWN



BIZ 417: BEING A B2B COMPANY IMPACTS WINDER AND COMPANY'S HOURS AND OPERATIONS. HOW DO YOU ADDRESS THIS?

Amanda Lewis: Well, it's an ongoing battle. Our biggest issue is keeping help for our hours. The fleets are only sitting on the weekends, and we have to find someone who is willing to work part-time only Saturdays and Sundays. Scheduling issues are definitely our biggest struggle.

BIZ: SO WHAT DO YOU DO TO MAKE SURE THE BUSINESS CAN TACKLE THOSE WEEKEND JOBS?

AL: When we first started out, it wasn't a big deal because we had a few full-time people that worked during the week and on the weekends, too. But now that we work on a larger scale, we need more people. We have a high turnover rate, and a lot of people will use us just for the time frame they need to get caught up on their bills. I've learned to stay on top of it and constantly be hiring.

BIZ: WHAT WAS THE BIGGEST LESSON YOU LEARNED AS THE BUSINESS HAS GROWN?

AL: It's important to advertise for help in multiple places. There were a few times when we didn't do that, and it really hurt us. I used to take our job ads down, but now I just constantly bring in new hires and never turn away help. You also want to keep up a good reputation with quality work. Otherwise, clients will go elsewhere.

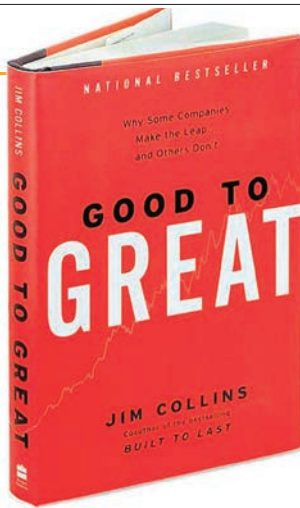


READ MORE INSIGHTS FROM AMANDA LEWIS, WINDER AND COMPANY'S OFFICE MANAGER, ABOUT WHERE SHE FINDS EMPLOYEES AT BIZ417.COM.

NIGHTSTAND

The best in biz know the value of learning from the successes and mistakes of others. That's why Good to Great is the top read of the Biz 100.

The second most popular book in their arsenal? The Great Game of Business by Jack Stack and Bo Burlingham.



WATERCOOLER

ACQUIRING

Bass Pro Shops announced that it is acquiring Nebraska-based Cabela's for \$5.5 billion. Bass Pro founder and CEO Johnny Morris expressed hope that the acquisition will further the brands' conservation efforts.

BUILDING

A new housing development called Cresco is coming to downtown Springfield. The development, led by The Vecino Group, is intended for students and young professionals. Plans for the building include one-bedroom apartments and studios.

GROWING

CoxHealth is hiring in droves. The healthcare system held a job fair for 140 openings with positions including fitness instructors, medical secretaries and telecommunications specialists.

WINNING

The Brookings Institution released its annual manufacturing industry job growth report, and Missouri was named the sixth best state in the nation for manufacturing job growth, particularly in durable goods manufacturing.

[BREAKTHROUGH]



TRADING IN TECHNOLOGY

The Problem

In the quickly evolving world of information technology, companies either sink or swim. F1 Computing Solutions had been Springfield's go-to for small business tech support for almost a decade, but in 2014, the business realized it needed to switch directions. The company went from a break-fix model, providing services as needed and billing customers for work done, to a managed services model, a service plan providing full IT services for a fixed monthly fee. But when you have an established successful model, how do you make the switch and devote resources to a new territory?

The Big Idea

CEO Chris Kays says the move was industry-driven. Once the team researched and ran numbers on profit margins, the switch was a no-brainer. "We didn't even see that much of a risk with doing it," he says. His team put hours into researching if the move was right for them, something Kays says is the most important thing when changing markets.

The Learning Curve

In addition to switching business models, F1 started going after a different market: government contracts. This meant introducing cloud services and new software, so Chief Technical Officer Brian Bollinger put in nearly 100 hours of research to find the right fit. The company installed a professional ticketing system and found monitoring systems to put in customers' facilities. Staff needed to be trained on how to use it, so Bollinger helped coordinate learning on the clock.

The Strategy

The company was able to survive the change because of a slow switch over. The key was keeping break-fix customers if they didn't want to switch, allowing income to still be there. "The slower you can morph into a new business model, the better off you are," Kays says. —Rose Marthis

BACKGROUND NOISE



"Event production demands a forward-focused approach to keep audiences and attendees immersed and engaged in a given environment," says Steve Eudaly, co-owner and audio engineer of Headline Productions. "[The] following are a few tracks that keep my mind feeling fresh and motivated to innovate."

- ◉ P.Y.T. | MICHAEL JACKSON
- ◉ Giorgio by Moroder | DAFT PUNK
- ◉ Figure It Out | ROYAL BLOOD
- ◉ Rock On | DAVID ESSEX
- ◉ Survival | MUSE
- ◉ Take Five | DAVE BRUBECK QUARTET
- ◉ Foreplay/Long Time | BOSTON
- ◉ Fire Coming Out Of The Monkey's Head | GORILLAZ
- ◉ Work To Do | AVERAGE WHITE BAND
- ◉ Babylon Sisters | STEELY DAN

 LISTEN TO STEVE EUDALY'S COMPLETE SPOTIFY PLAYLIST AT BIZ417.COM.



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[MEET THE MAKER]

“I WANTED TO MAKE A GREAT CALL AND COME IN UNDER \$100. AND WE DID.”

—Kory Cribb, founder of Falling Feathers Game Calls



CALLING THE SHOTS

Kory Cribb always planned on joining the construction business, but the Great Recession led him to take his idea for a hunting business from dream to duck call.

BY: MATT LEMMON

When Kory Cribb enrolled at Ozarks Technical Community College, he was planning to go into the construction business like much of his family. Then the Great Recession hit, and the construction industry tanked. Cribb, an avid hunter, knew he had to shift gears. An assignment in one of his business classes had him create a mock company and business plan, and the spark for Falling Feathers Game Calls was kindled.

“I got to looking at some of the numbers and found there is a market for a really good call that’s done at a fair price,” Cribb says, noting that most calls at the time were selling between \$180 and \$200. He himself had spent

thousands of dollars on calls since childhood. “For a younger kid, spending \$180 on a call will break you,” Cribb says. “I wanted to make a great call and come in under \$100. And we did.”

By 2010, Falling Feathers Game Calls—based in central Springfield near Drury University—was producing the Sidewinder, its flagship duck call. Hand-crafted and painted, each call is tuned extensively, beyond industry standards, according to Cribb. Falling Feathers’ product line includes calls for ducks, geese and turkeys, with some predator calls, such as jackrabbits and fawns in distress, in the works. The calls are carried online and in a host of retailers, including many Bass Pro Shops locations in the United States and Canada. Cribb is now working to break into the hunting-mad markets of Greenland and Iceland. In addition to manufacturing, Falling Feathers offers guided hunting experiences.

On the business side, Cribb says he mostly winged it. “I

took little bits of advice from anyone I could,” he says, though the ins and outs of large-scale retail presented a learning curve that his background in construction couldn’t account for.

Beyond the technicalities of getting into big-box retail stores like UPC codes and packaging, Cribb says finding success in business is all about keeping overhead down, putting earnings back into the business and persevering. “Don’t give up, ever,” he says.



LEARN HOW FALLING FEATHERS MAKES ITS FLAGSHIP DUCK CALL, THE SIDEWINDER, AT BIZ417.COM.

BEHIND THE BUSINESS

Date Opened: December 2009

Number of Employees: Two part-time employees, more depending on the hunting season

From Mind to Market: About a year

Most Popular Items: Sidewinder PM2

Maker’s Choice: Anything that requires R&D. Cribb loves experimenting with colors and new calls, letting his artistic streak take over during the production process.

As an avid hunter, Kory Cribb knows what makes a good game call, which has led to success in his business, Falling Feathers Game Calls.



[STYLE]

TIMELESS: THEN AND NOW

Nothing says timeless like a Rolex timekeeper, whether you choose one that leans old-school with a simple leather band or one that shines contemporary. Find your style below.

BY: HEATHER KANE



1

RETROSPECT

Its simple, clear dial pays tribute to the timeless codes of classic watchmaking.

VIBRANT COLOR

Flash a touch of brightness with this blue dial with luminous index hour markers.



2

SIZE MATTERS

The black leather is built for style and comfort, and the thin strap slips perfectly under your shirt cuff.

GO STAINLESS

If you're looking for something flashy but still classic, try a stainless steel watch like this one.

GET THE LOOK: 1. Rolex Oyster Perpetual Cellini Time in 18-karat white gold, \$15,200; 2. Rolex Oyster Perpetual Datejust II in stainless steel and 18-karat white gold, \$9,100; both available at Maxon's Diamond Merchants



Share your triumphs and stumbles with us on Twitter with the hashtag **#naileditfailedit**

#Nailed It Failed It

CHRIS KAYS, read his story, p. 18

"While trying to develop a brand for my business, I came up with the tag Tech Medic. I found an ambulance, purchased it and would eventually have it wrapped. It was perfect for storing my networking equipment. My clients loved it! **#Nailed It**"

"While still driving the ambulance without being wrapped, I happened upon an accident. I slowed down. Not really thinking about what I was driving, [I] was surprised when the police officer on the scene waved me to pull over. Sure enough, he walked up to me and started instantly talking about the accident. I had to quickly explain my situation. He was very gracious about it and simply said have a good day. I got the ambulance wrapped within the next week. **#Failed It**"

#Nailed It Failed It

MICHELE GRANGER, see her story, p. 72

"I spent a year revising and updating my book, *Fashion: The Industry and its Careers*. The time investment was worthwhile when my editor messaged me just after the book came off the press. Fashion Institute of Design and Merchandising, Kent State and Florida State were among the first adopters, along with London College of Fashion, and Fashion Institute of Technology was featuring it in the bookstore. **#Nailed It!**"

Granger is an expert in the fashion industry, but not in pet training. She spent a year trying to train puppies. "They made a game out of my training techniques," she says. "They ran the opposite direction when called, barked when quieted and dug tunnels under the fence."

#Failed It

THE I.T. CROWD

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PIONEERS, ORIGINATORS, CREATORS
AND DEVELOPERS IN 417-LAND'S
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I.T. SERVICE PROVIDER | G.E.M. AWARD | BEST USE OF A/V

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SECURITY PROFESSIONAL OF THE YEAR | RISING STAR
CUSTOMER EXPERIENCE LEADER



BREAKFAST WITH THE MASTERS

Go beyond the page. Learn from four of the Biz 100
on how they made it to the top. Network in 417 fashion
at this high-energy, interactive, business education event.



PAULA ADAMS
Penmac Staffing



STEVE EDWARDS
CoxHealth



SUSIE FARBIN
Mama Jean's Natural Market,
MJ's Market & Deli



LYLE Q. FOSTER
Big Momma's Coffee and
Espresso Bar

PURCHASE TICKETS AT BIZ417.COM

#BIZBSCHOOL

Thursday, December 8 | 7:30–9 a.m.

\$15 tickets, \$20 after Dec. 1

Andy B's Entertainment Center

1127 E. Battlefield Rd.



PEOPLE CENTRIC INSIGHT

MANAGERS NEED TO BE TRAINED TO MANAGE.

Studies show that marketing professionals are more effective when they are trained in their profession. The same is true for accountants, engineers, tellers, artists, paralegals, operators, architects and the people who make the fries at fast food restaurants. OK, so maybe there isn't a specific study that shows this, but it is common sense.

Do you know what else accountants, engineers, tellers, artists, paralegals, operators, architects and the people who make the fries at fast food restaurants also have in common? They all work for managers.

When someone is really good at their job, they are promoted through the ranks to become a manager. But do we ever give them training to actually be a manager?

Managers are key to the success of any company. They impact your turnover, employee engagement, productivity and profitability.

A good manager is effective at leading and motivating their team. 91% of employees who think that their managers are "good managers" report that they enjoy going to work each day and are 70% more engaged at work. Sadly, only 19% of employees would classify their managers as being "good."

On the other hand, 40% of employees classify their



manager as being "bad." An employee working for a "bad" manager is 3 times more likely to be looking for a new job. Bad management has a negative impact on employee engagement and companies with low employee engagement average 22% lower profitability than highly engaged companies.

The bottom line is simple. You need to train your managers to lead and motivate people. They need to learn to communicate effectively. They need to learn how to run effective meetings. They need to learn how to deal with toxic employees and how to develop successful employees.

It's time to train them to be managers.

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Biz 100

Biz 100 is a recognition and celebration of the most influential business leaders in southwest Missouri. Some on the list are household names. Others avoid the spotlight but cast equally long shadows. Their efforts earn them individual success and community enrichment for us all. Biz 100 offers an engaging, personal look at the people who make 417-land a powerful economic force.

BY: STEPHANIE TOWNE BENOIT, ADRIENNE DONICA, ROSE MARTHS,
CLAIRE PORTER, LILLIAN STONE AND SAVANNAH WASZCZUK

BIZ 417'S B-SCHOOL BREAKFAST SERIES: BREAKFAST WITH THE MASTERS

Join four of the top business leaders in 417-land as they discuss pivotal moments that helped launch them to success, their work/life balance and more. Here's your chance to learn from the best with a side of breakfast and networking.

WHEN: 7:30–9 a.m., December 8

WHERE: Andy B's Entertainment Center

TICKETS: biz417.com/bschool



GEOFFREY H. BUTLER

SENIOR PARTNER AND FOUNDER,
BUTLER, ROSENBURY & PARTNERS

University of Kansas,
bachelor of environmental design, B.Arch

In Geoffrey H. Butler's 40-year career, he says his biggest challenge was managing the recession of 2008. Business for his thriving firm of almost 100 professionals dried up, with two-thirds of the work in national hotels and themed retail stopping nationally. But he held on and learned to be supportive of the community. "Not everything we do can translate into business, but everything we do can reflect on our business," he says.



BRAD ERWIN

PRESIDENT,
PARAGON ARCHITECTURE

University of Illinois at Urbana-Champaign,
B.S. in architectural studies, M.Arch

A Chicago native, Brad Erwin moved to Springfield in 2003 but stays true to his Windy City roots as one of the few Cubs fans in southwest Missouri. His love for Wrigley Field sparked an interest in baseball stadium design, and he was able to gain business from it. "In the summer of 2001, I visited every MLB stadium and just recently helped design replicas of a few of those parks at Ballparks of America in Branson," he says.



JOHN OKE-THOMAS

PRESIDENT AND CEO,
OKE-THOMAS + ASSOCIATES INC.

Drury College (now Drury University),
B.Arch

John Oke-Thomas has been leading architectural and construction management firm Oke-Thomas + Associates for 20 years and has experience in the construction industry for more than 30. Outside the office, he is a founding member and past president of Minorities in Business, and the U.S. Small Business Association named him the 2011 Minority Business Person of the Year. He is the father to four children and has been married to his wife, Helen, for 25 years.



TIM ROSENBURY

MANAGING PARTNER,
BUTLER, ROSENBURY & PARTNERS

Mississippi State University,
B.Arch

Tim Rosenbury has been part of the Springfield business community for 32 years, watching the city grow and serving on multiple boards. Like many others, he faced the challenge of declining business during the 2008 recession. But he says the most defining moment of his career was when he renovated his own home, allowing him to understand the financial commitment from his clients' perspective. That's also where he feels most relaxed in 417-land—at home with his wife, Genie.



BETH DOMANN

EXECUTIVE DIRECTOR,
SPRINGFIELD LITTLE THEATRE

Stephens College,
B.F.A. in theatre with an emphasis in directing

Beth Domann describes herself as an introvert, but she finds her voice on the stage. She grew up in Springfield theatre, first appearing on the Landers Theatre stage in 1978. After college, she returned to Springfield in 1990 and became Springfield's Funniest Person. Now, she's responsible for producing Springfield Little Theatre's eight-show season entirely performed and crewed by volunteers. How does she do that? "Hire really smart, passionate people and get out of their way," she says.



BOB BEINE

OWNER AND PRESIDENT,
BEINE AUTOMOTIVE GROUP

William Jewell College,
B.S. in business and marketing

Growing up the stepson of a Ford dealer in Kansas, Bob Beine always knew he would be in the automotive business. What he didn't know was that he would build his business in Missouri after selling cars in college and then become the president of several local dealerships. He also didn't plan to split up a 19-year partnership and then have to figure out how to be successful without anyone to bounce new ideas off of. "Don't be afraid to be successful," he says. "It's a wild, crazy, fun ride!"

PHOTO OF BRAD ERWIN BY BRANDON ALMS; PHOTO OF BETH DOMANN BY TONYA FORBES





JACK HERSCEND

CO-FOUNDER AND CO-OWNER,
HERSCEND ENTERPRISES

*Northwestern University,
B.S. in business*

Jack Herschend loves the environment as much as he loves creating theme parks around it—Silver Dollar City isn't nestled in the Ozark woodlands for nothing. After returning from military service in 1956, he began focusing on the business he and his brother started and the surrounding community. In 1992, he began a program to reforest the Ozark hills, and his Gift of Green project has donated and planted more than 250,000 trees since beginning. His efforts were recognized in 1999 with an award from the National Arbor Day Foundation.



PETER HERSCEND

CO-FOUNDER AND CO-OWNER,
HERSCEND ENTERPRISES

*University of Missouri-Columbia,
B.S. in business*

Much like his brother, Jack, Peter Herschend is dedicated to local families, and that dedication goes beyond creating theme parks for family fun. He is the longest-running board member of the Missouri State Board of Education, and he was the first individual to raise \$1 million for the National MS Society. For most of his life, Herschend has served and continues to serve as the master of marketing and public relations for Herschend Enterprises.



J. HOWARD FISK

OWNER,
J. HOWARD FISK LIMOUSINES INC.

*Southwest Missouri State University (now
Missouri State University),
B.S. in business administration,
B.S. in marketing and design*

J. Howard Fisk was just a kid from Lebanon when he moved to Springfield to attend college. Fast forward 40 years to the present, and Fisk leads a company of 75 part-time employees. But his service to the community goes way beyond providing rides. Fisk is on the board for and involved in 36 organizations and has served as chairman on dozens of committees for community and industry advancement.



GREG HENSLEE

PRESIDENT AND CEO,
O'REILLY AUTOMOTIVE INC.

Glendale High School

More than 30 years ago, Greg Henslee was a parts specialist behind the counter at the original O'Reilly Auto Parts store. He quickly worked his way up the ladder before becoming CEO in 2005—the first CEO who is not an O'Reilly family member. Henslee attributes the company's quick growth to culture, and he makes sure the O'Reilly culture prevails when acquiring other auto parts companies. "I strongly believe that culture almost always trumps strategy," he says.

“Not everything we do can translate into business, but everything we do can reflect on our business.”

— Geoffrey H. Butler,
senior partner and founder of
Butler, Rosenbury & Partners



#FailedIt “Breaking my neck right at the beginning of Farmers Park pre-development.”

—Matt O'Reilly, *Green Circle Projects*

“There is no substitute for managing the smallest details of your business or your associates. If you manage all of the little things, the big things take care of themselves.”

— David O'Reilly,
chairman of O'Reilly Auto Parts

AUTOMOBILES & TRANSPORTATION



ROBERT LOW

PRESIDENT AND OWNER,
PRIME INC.

Skyline High School

Back in 1969, Prime Inc. consisted of one dump truck driven by a 19-year-old Robert Low. The next 10 years brought quick growth, and by 1979 Low had profited \$1 million. His success halted in the early '80s, when \$1.2 million per year in interest expenses drove Prime to bankruptcy. This fallout forced Low to restructure his business model, and he placed high value on personal responsibility and teamwork—values which are also key to Low's basketball games with his associates.

BUSINESS CONSULTING & EMPLOYMENT SERVICES



PAULA ADAMS

PRESIDENT,
PENMAC STAFFING

*University of Missouri–Columbia,
B.S. in home economics*

Paula Adams first joined Penmac Staffing in 1995 and worked her way up through numerous roles in different departments. Now serving as president, she oversees more than 30 Penmac branches in seven states and has helped the company achieve record sales in recent years. Throughout her career, she's found that surrounding herself with good people has been essential to success. "My No. 1 piece of advice is to have a good support system," she says. "Find advisers you trust; hire people with both talent and good character."

PHOTO OF ROBERT LOW BY BRANDON ALMS





DAVID O'REILLY

CHAIRMAN,
O'REILLY AUTO PARTS

*Drury College (now Drury University),
B.A. in business and economics*

A third-generation employee, David O'Reilly joined his family's automotive company when it was still in its formative years. Working long hours while being an active family man was a challenge, he says, but he learned some of his most valuable lessons about business then. "There is no substitute for managing the smallest details of your business or your associates," he says. "If you manage all of the little things, the big things take care of themselves."



TONY STUBBLEFIELD

VICE PRESIDENT AND MANAGING PARTNER,
RELIABLE TOYOTA/LEXUS & BMW/AUDI
SPRINGFIELD

McCluer North High School

Tony Stubblefield started selling cars on lots in St. Louis before working his way up to his current position. He's seen countless makes and models, but one thing that hasn't changed is the centerpiece of the car business: people. He knows customer service is as important as getting the right people in the right places, and that one-on-one relationships are imperative even in today's technology-filled world. "The people you meet today could hold the keys to your future," he says.

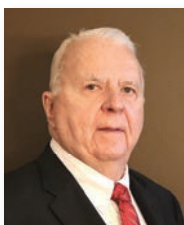


LYNN H. THOMPSON

PRESIDENT,
THOMPSON BUICK GMC CADILLAC
Glendale High School

Lynn H. Thompson lives and breathes family business. He is one of eight family members currently working for the company that has now seen four generations of Thompsons within its walls. How does he pass on the love of the car business to all his relatives and stay successful? He trusts his gut. "You can read hundreds of books on business, but never underestimate your own thoughts and feelings on what you need to do to be successful," he says.

COMMERCIAL REAL ESTATE



WARREN DAVIS

OWNER AND MEMBER,
DAVIS PROPERTIES LLC

*Drury College (now Drury University),
B.A. in business, MBA*

Technically, Warren Davis retired after dedicating 31 years to his father's business, Orval Davis Tire Company, in Bolivar. Retirement didn't last long, though. Davis Properties LLC began in 1994 with the purchase of downtown Springfield's McDaniel and Woodruff buildings. In the intervening years, the company has become one of the largest property owners in downtown Springfield. Today, Davis Properties LLC holds a portfolio with more than 3 million square feet across 40 entities.



JOHN GRIESEMER

CHIEF OPERATING OFFICER,
SPRINGFIELD UNDERGROUND

*Purdue University,
B.S. in industrial management and civil engineering*

John Griesemer is the third generation of the Griesemer family to work for Springfield Underground. Today, companies as diverse as The Kraft Heinz Co. and Bluebird Network LLC utilize Springfield Underground's uniquely controlled environment for below-ground storage and processing facilities. Griesemer oversees operations for the company and its subsidiaries such as Cold Zone, which specializes in operating spaces that maintain stable temperatures as low as minus 20 degrees.



LOUIS GRIESEMER

PRESIDENT AND CEO,
SPRINGFIELD UNDERGROUND

*Washington University in St. Louis,
B.S. in applied mathematics and computer science*

After finishing college, Louis Griesemer started a summer job at Griesemer Stone, established by his father in 1946 and now known as Springfield Underground. Four decades later, Griesemer serves as president and CEO of the company, which ceased mining operations in 2015 and shifted focus to managing millions of square feet of underground real estate created by decades of that activity. Griesemer is also active as a board member of the Show-Me Institute, a think tank dedicated to promoting free markets and individual liberty.



#FailedIt "I tried to launch an early morning event showing English Premiere League on Saturdays at the hotel. It was a total flop. I think I overestimated the demand for an English breakfast and a pint of Newcastle at 7 a.m."

—John McQueary, Hotel Vandivort



CURTIS JARED

PRESIDENT AND CEO,
JARED ENTERPRISES

*Drury University,
B.A. in business, minor in global studies*

As President and CEO of Jared Enterprises, Curtis Jared has been influential in charting the future of the real estate investment, development, management and brokerage firm, which along with its subsidiary companies has more than 2 million square feet of commercial and residential holdings. Outside of the office, Jared is an active member of James River Church and serves the community as a member of the OTC Foundation Board of Directors, Mercy Health Foundation Springfield Board of Directors and more.



JERRY G. JARED

CHAIRMAN,
JARED ENTERPRISES

Parkview High School

A lot has changed for Jerry G. Jared since attending Southwest Missouri State College (now MSU) and joining Consumers Markets in 1968. He worked his way up to become chairman, president and CEO of the supermarket chain. When the business was sold in 1990, Jared retained some of the real estate in the transaction, thus launching CRW Properties, now Jared Enterprises. The company has accomplished much since its founding, including developing Cody's Convenience Stores, which was sold to Kum & Go, and other major real estate projects.



MATT MILLER

CEO,
THE VECINO GROUP

*University of Missouri–Columbia,
B.S. in political science and Russian area studies*

Matt Miller began his development company, The Vecino Group, intending to build community-fostering projects that sparked urban renewal and were dedicated to the greater good. "In the beginning, we let our mission lead because we had more idealism than experience—but it's become our brand," he says. To this day, that bold mission is his driving force. "Nothing gets me more excited than thinking about the impact we can make together," he says.

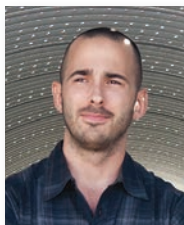


PATRICK MURNEY

OWNER AND AGENT,
MURNEY ASSOCIATES, REALTORS

*Southwest Missouri State University (now MSU),
B.S. in business*

Patrick Murney has spent more than two decades in real estate and has amassed annual sales exceeding \$60 million. Throughout his career, his total sales have surpassed \$1 billion, a remarkable accomplishment. What's even more notable is that the vast majority of that business has come from customer referrals and loyal repeat clients, a testament to his emphasis on building relationships with clients and the community.



MATT O'REILLY

TEAM CAPTAIN,
GREEN CIRCLE PROJECTS

*Drury University,
B.A. in business and philosophy*

It's easy to list Matt O'Reilly's successes. He founded Dynamic Earth while still in college, was a founding board member of the Ozarks Green Building Coalition and founder of Farmers Market of the Ozarks. The list goes on. So what does the young entrepreneur say is the toughest challenge he's faced? The BC Bike Race, a seven-day mountain bike stage race through the mountains of British Columbia. "Nothing in business compares to the tenacity needed to do those types of races," O'Reilly says. "It's a good business exercise—to race—because it makes everything else seem doable."



TOM RANKIN

MANAGING DIRECTOR, SVN/RANKIN CO. LLC

OWNER, RANKIN DEVELOPMENT LLC

*Southwest Missouri State University (now MSU),
B.S. in finance, minor in real estate*

A longtime 417-land resident, Tom Rankin founded Rankin Company, a general commercial real estate brokerage, in 1990. In 2006, the company became affiliated with SVN, a national brokerage firm. Since then, SVN/Rankin Co. has been consistently among the top 10 most productive of SVN's many offices nationwide. Throughout his career, Rankin has developed more than 650,000 square feet of built-to-suit industrial projects for major companies such as Ashley Furniture Industries Inc.

PHOTO OF MATT O'REILLY BY KEVIN ORILEY, PHOTOS OF CURTIS AND JERRY G. JARED BY ABOUT FACES PHOTOGRAPHY, PHOTO OF MATT MILLER BY PATRICK MCWHIRT





MATT E. MILLER

OWNER,
MILLER COMMERCE LLC
Kickapoo High School

Since launching Miller Commerce LLC in 2002, Matt E. Miller, who studied finance at Southwest Missouri State University (now MSU), owns and co-owns a portfolio of 20 properties such as lofts, apartments, mixed-used buildings and more. The company is also working on developing and building properties for seniors, which Miller views as particularly exciting. “I find the opportunity to serve that entire industry, at all levels of care, to be extremely dynamic,” he says.



KEN SCHWAB

MANAGER,
WILHOIT PROPERTIES INC., COMMERCIAL REAL
ESTATE DIVISION
*Southwest Missouri State University (now MSU),
B.S. in economics*

Ken Schwab’s career took an unexpected turn when the would-be banker was terminated after not relocating for a promotion. “Eighteen months later I joined Wilhoit Properties, and now 35 years have flown by,” he says. In that time, he has amassed roughly \$350 million in career sales and leasing transactions—and he is excited for the Springfield market’s continued maturation. “I sense the growth of 417-land that I have witnessed is only the start of bigger and better things to come,” he says.

“Nothing in business compares to the tenacity needed to do those types of races. It’s a good business exercise—to race—because it makes everything else doable.”

— Matt O’Reilly,
team captain of Green Circle Projects

PHOTO OF KEN SCHWAB BY TIM ELLIS OF DARKROOM STUDIO



#FailedIt “Being called in off the bench in an eighth grade basketball game to make an uncontested layup—only to find out I had gone to the wrong end of the court and scored for the opponent.”

—Johnny Morris, *Bass Pro Shops*

“OTC
is the jet
fuel in the
economic
engine of
southwest
Missouri.”

— Hal Higdon,
chancellor, Ozarks
Technical Community
College

COMMUNICATIONS & MEDIA



BRIAN MCDONOUGH

VICE PRESIDENT AND GENERAL MANAGER,
KY3 AND THE OZARKS CW
*Wichita State University,
B.A. in business administration*

So much has changed for Brian McDonough since he started in media fresh out of college as a radio account executive. He now leads the highly rated KY3 and The Ozarks CW networks and their digital platforms. Although those responsibilities require big-picture thinking, he often refers to a favorite quote from author Larry Winget that hangs in his office and encourages him to pay attention to small details: “Everything you think, everything you say and everything you do matters. The little stuff matters the most.”



ROBERT NOBLE

FOUNDER AND CHAIRMAN,
NOBLE COMMUNICATIONS
*Southwest Missouri State University (now MSU),
B.F.A. in commercial art*

Since launching Noble Communications in 1969, Robert Noble, a self-described serial entrepreneur, has grown the company into one of the country’s top independent advertising and marketing agencies. Noble is also president and CEO of Intuience LLC, which contains notable entities such as The Food Channel, a cutting-edge human-curated web app called Sparcwire, and a consumer qualitative insights company called CultureWaves. When he needs to unplug, he loves to relax at his 60-acre Rivercliff retreat property on the Finley River.

CONSTRUCTION



WAYNE MORELOCK

PRESIDENT,
MORELOCK-ROSS GROUP

Since co-founding Morelock-Ross with Kenny Ross in 1982, Wayne Morelock, who attended Southwest Missouri State University (now MSU), has helped drive the company’s major growth. The business launched with no initial investment, but the Morelock-Ross umbrella has grown to include 26 companies in a wide variety of specialties including residential and commercial construction, property management and the restaurant industry.



KENNY ROSS

VICE PRESIDENT,
MORELOCK-ROSS GROUP

*Southwest Missouri State University (now MSU),
B.A. in general business*

Kenny Ross partnered with Wayne Morelock to form Morelock-Ross Builders in 1982. Since then, they’ve combined their talents and battled economic downturns to build a solid foundation for the next generation. That’s good news for Ross, whose favorite pastime is spending time with his eight grandchildren. His secret to staying zen after over 30 years in business? “It might surprise some people that I have been doing yoga for over 25 years,” he says.





SCOTT OPFER

FOUNDER AND PRESIDENT,
OPFER COMMUNICATIONS INC.

*Winona State University,
B.A. in mass communications*

A longtime sports lover who jokes an X-ray would reveal a football-shaped heart, Scott Opfer took Opfer Communications Inc. from a side job in his basement to a company boasting more than \$1 billion in client product sales. But even with the responsibilities that come with running the firm, which is a top producer of infomercials, Opfer can often be found spending time with his wife, Tracy, and five kids, all of whom are current or former college athletes.



ROB BAIRD

CEO,
CONCO COS.

*University of Missouri–Columbia,
B.A. in philosophy, M.A. in philosophy*

With two local quarries, Conco Cos. is the largest concrete producer in southwest Missouri. In addition to overseeing this rock-solid business, Rob Baird, who completed all but his dissertation for a doctorate in philosophy at Georgetown University, is a major supporter of the arts. Baird was a key player in the development of The Creamery Arts Center and represented Missouri at the National Endowment for the Arts Education Leaders Institute. In 1997, the Springfield Regional Arts Council awarded him an Ozzie Award for his involvement.



BILL KILLIAN

PRESIDENT,
KILLIAN CONSTRUCTION CO.

Glendale High School

To say that Bill Killian has an impressive portfolio is an understatement. Years after attending Southwest Missouri State University (now MSU) and the University of Missouri–Columbia, he became president of the family construction company in 1993. Later that year, he bought the company, becoming the sole owner, and transformed Killian Construction Co. into a large-scale general contractor. Today, the company boasts nearly \$200 million in yearly revenue and is an *Engineering News-Record* Top 400 firm. Past projects include Chateau on the Lake, the Branson Landing and hotels and casinos nationwide.

EDUCATION



LARRY SNYDER

CEO,
LARRY SNYDER & CO.

*Missouri Southern State University,
B.S. in business marketing and management*

Larry Snyder's line of work seems like an obvious choice, as he's proudly continuing a family tradition of construction that began with his father, uncles and cousins. Snyder has steered his business through two major economic downturns and a move from Joplin to Branson. Needless to say, he knows how to be an effective manager. For tips on leadership, he recommends *One Minute Manager* by Kenneth Blanchard and Spencer Johnson.



STEPHANIE M. BRYANT

DEAN,
MISSOURI STATE UNIVERSITY
COLLEGE OF BUSINESS

*Louisiana State University,
B.S. in accounting, Ph.D. in accounting*

Stephanie M. Bryant was once a CPA, but pursuing a doctorate changed her professional trajectory and she began teaching. "The second fork in the road was deciding to take an administrative path in the academic world, which led me to where I'm at today," she says. In her current position, Bryant oversees the education of more than 5,000 students and is co-author of two textbooks and more than 30 academic articles. Her work experience isn't just relegated to academia. Years ago, she worked for a pipefitting company. "As a result, I can drive a forklift and also know quite a bit about industrial supplies," she says.



HAL HIGDON

CHANCELLOR,
OZARKS TECHNICAL COMMUNITY COLLEGE

*University of Alabama, B.S. in business
University of Southern Mississippi, M.Ed. in educational
administration, Ph.D. in higher education*

Hal Higdon has had numerous meaningful moments throughout his career, but starting his first position in higher education at Faulkner State Community College was particularly significant. "I knew from the first day I was home," he says. He is passionate about the impact that can be made in the region through higher education, particularly by community colleges. "Community college education is, in my opinion, the most important segment of higher education for our economy and our nation," he says. "OTC is the jet fuel in the economic engine of southwest Missouri."



#FailedIt "I learned the hard way how important it is to turn off your lavalier microphone after making a presentation. Early in my career after finishing a presentation to a group of around 300 and turning the group over to the next presenter, I proceeded to the restroom. Only upon returning to the session did I learn that I had left the microphone on for all to hear!"

—John E. Wanamaker, BKD LLP



JOHN JUNGSMANN

SUPERINTENDENT,
SPRINGFIELD PUBLIC SCHOOLS

*Missouri Southern State University, B.S. in education
Southwest Missouri State University (now MSU), M.S. in
educational administration, Ed.S. in education
University of Arkansas, Ed.D. in educational leadership*

John Jungmann oversees the education of more than 25,000 students whose lives he hopes are positively impacted for years to come. Although his role requires him to be quite outgoing in certain settings, he relishes the opportunity to sneak away for an hour or two. “[I like to] find a golf course, turn on my Bluetooth speaker with some good tunes and try not to pick up my phone for a few holes,” he says.



CLIF SMART

PRESIDENT,
MISSOURI STATE UNIVERSITY

*Tulane University, B.A. in political science
University of Arkansas, J.D.*

A former lawyer and two-time finalist for the Missouri Supreme Court, Clif Smart unexpectedly became Missouri State University’s interim president following the resignation of its president and provost. He rose to the challenge and was named president 16 months later. “[I’m excited] that we have so many engaged, intelligent students who are committed to causes like sustainability and social justice who want to make the world a better place and work hard to advance their goals,” he says.



ANN MARIE BAKER

GREATER MISSOURI REGION PRESIDENT,
UMB BANK

*University of Missouri–Columbia, B.S. in business
administration with an emphasis in banking and finance
University of Wisconsin–Madison, Graduate School of
Banking*

As president of UMB Bank in the Greater Missouri Region, Ann Marie Baker’s days are filled with plenty of team leading and instructing. But she also pays extra-special attention to the words of her associates. “Listening—really listening—is highly underrated and underutilized,” Baker says. “Asking the right questions or meeting the right people is meaningless without absorbing what comes your way.” Also on her list of attributes? “I can spell backward as easily as I can spell forward,” she says.



BOB HAMMERSCHMIDT

PRESIDENT,
COMMERCE BANK

*Arkansas Tech University, B.S. in business administration
University of Colorado, American Bankers Association
School of Bank Marketing
University of Wisconsin–Madison, ABA Graduate School
of Bank Marketing
Southern Methodist University, Southwestern Graduate
School of Banking*

Bob Hammerschmidt had planned to join his family’s lumber business, but while in college, he and his father agreed there were too many cooks in the kitchen. So he re-evaluated. “My intermediate accounting professor was on the board of a bank, and he got me an interview,” he says. “The rest is a 42-year history.” Outside of the office, he enjoys date nights with his wife. “Melinda and I have had date night nearly every weekend for 35 years,” he says.



SHAUN BURKE

PRESIDENT AND CEO,
GUARANTY BANK

*Southwest Missouri State University (now MSU), B.S. in
finance
University of Colorado, Graduate School of Banking*

Shaun Burke has more than 30 years of banking experience, joining Guaranty Bank in 2004 as president and CEO and becoming the president and CEO of its holding company, Guaranty Federal Bancshares Inc., in 2005. He’s seen significant changes in the industry during his years, and he’s ready and waiting for more. In fact, it’s what he’s most excited about, especially when the financial technology arena is concerned. “Embrace change—it’s going to happen with or without you,” he says.



JIM LEWIS

MANAGING SHAREHOLDER,
KPM CPAS & ADVISORS

*Southwest Missouri State University (now MSU),
B.S. in accounting*

Jim Lewis could be an inspiration to students everywhere. “I began working at [what is now] KPM in 1981 as an intern and today serve as the firm’s managing shareholder,” Lewis says. And when he looks ahead, it’s those following in his same footsteps that he talks about. “We have had several younger employees really step up these last few years, and it has been exciting,” Lewis says. “It feels like watching your own children take on new responsibilities.”





ROBERT C. FULP

CHAIRMAN AND CEO,
SPRINGFIELD FIRST COMMUNITY BANK
*Southwest Missouri State University (now MSU),
B.S. in finance and accounting*

Robert C. Fulp is a community man through and through. “[I] can’t start my morning off without my workout and coffee from a local coffee shop,” he says. Then he heads to his role as chairman and CEO of Springfield First Community Bank, a locally owned full-service bank. When asked what he’s looking forward to, Fulp also looks local. “The future for Springfield is bright, and it excites me to see the next generation getting involved in our community and making a difference,” he says.



RUSS MARQUART

PRESIDENT AND CEO,
CENTRAL BANK OF THE OZARKS
*Southwest Missouri State University (now MSU), B.S. in
finance and investments
ABA Stonier Graduate School of Banking*

When it comes to community involvement, Russ Marquart is a star. And this includes much more than his role as president and CEO of Central Bank of the Ozarks, the local bank where he started working in 1987. He is currently a board member for the Springfield Community Partnership of the Ozarks and Mercy Health Systems, to name a couple. In years past, he’s been involved with Rotary Club of Springfield, Convoy of Hope and United Way of the Ozarks, among other organizations.

“The future for Springfield is bright, and it excites me to see the next generation getting involved in our community and making a difference.”

— Robert C. Fulp,
chairman and CEO of Springfield First
Community Bank



#FailedIt “Not buying Apple stock back in 2007 was an unfortunate mistake of mine—one that my oldest son is often too happy to point out.”

—Jim Lewis, KPM CPAs & Advisors

“My advice is to hire associates who are better and smarter at their job than you and give those individuals the resources necessary to do their jobs.”

—Joseph W. Turner,
president and CEO of Great Southern Bank



GARY METZGER

REGIONAL CHAIRMAN,
SIMMONS BANK

*MacMurray College, B.S. in economics
Western Illinois University, M.A. in economics*

Minus a two-and-a-half-year break, Gary Metzger has worked in the banking world since 1974. But it was this brief break that he says defined his career. “I purchased and operated several companies with several investors and partners,” Metzger says. This gave him first-hand experience with cash flow, budgeting, planning and staying focused. “I believe this experience has made me a better banker,” he says. When he’s not at Simmons, you’ll often find Metzger beside his wife, Susan, sipping a glass of wine at Table Rock Lake.



JOHN E. WANAMAKER

MANAGING PARTNER,
BKD LLP

*Southwest Missouri State University (now MSU),
B.S. in accounting*

When he’s not crunching numbers, John E. Wanamaker could be considered part-author. “I was a part of a six-person task force in 2004 that was charged with defining and putting to writing what the firm meant by ‘The BKD Experience of Unmatched Client Service,’” he says. Today the copyrighted book is in its third edition and is the basis of training for BKD associates in 34 offices across 15 states. “Being part of such a lasting legacy to our firm is something I am very proud of,” he says.





DOUG NEFF

SOUTHWEST MISSOURI REGION CEO
AND CHAIRMAN,
COMMERCE BANK

*University of Missouri–Columbia, B.S. in business administration and finance, minor in economics
University of Wisconsin–Madison, Graduate School of Banking*

As the son of a community banker, Doug Neff has always been familiar with the industry, but 12 years into his career he was asked to relocate from Kansas City to Wichita, and he had to learn how to succeed on all-new turf. Looking back, he calls that his defining moment. “Getting out of your comfort zone is the best way to grow your personal skill set,” Neff says. Another life-changer? Enrolling at the University of Missouri after being a life-long Jayhawk.



JAMI PEEBLES

EXECUTIVE VICE PRESIDENT AND
MARKET EXECUTIVE,
CENTRAL TRUST COMPANY

*ABA/Northwestern University Trust School
ABA/Northwestern University Trust Graduate School*

Many people count the days until they don’t have to work any longer, but Jami Peebles isn’t one of them. “It is an amazing career,” she says of her role at Central Trust Company where she oversees the southern region, manages a team of 28 and helps set the strategy for company as a whole. “Retirement will be very difficult for me.” But until that day comes, the Oklahoma native will continue leading her team with the same advice she would offer to others, including remembering to give out “Vitamin P” (praise). “Everyone needs it!” she says.



JOSEPH W. TURNER

PRESIDENT AND CEO,
GREAT SOUTHERN BANK

*Drake University, B.S. in business administration
University of Missouri–Columbia, J.D.*

Although he earned a law degree, Joseph W. Turner only spent a couple of years in the courtroom. “On April 20, 1991—my wedding day—my father and I were eating lunch and he asked, ‘Why don’t you come to work at Great Southern?’” Turner says. Turner made the move, and since then he’s worked his way to president and CEO. “My advice is to hire associates who are better and smarter at their job than you and give those individuals the resources necessary to do their jobs,” he says.

FOOD & BEVERAGE



SHAWN ASKINOSIE

FOUNDER AND CEO,
ASKINOSIE CHOCOLATE

*University of Missouri–Columbia,
B.A. in political science, J.D.*

Making a living can equate to making a difference, and after serving as a successful criminal defense attorney for 20 years, Shawn Askinosie aimed to do just that when he founded Askinosie Chocolate. The company engages in direct trade and profit sharing with its farmers and provides meals for children in communities around the world. “I believe that little by little, business will end up solving many of the social problems we face on this planet,” he says. Social problems aren’t the only thing he has been known to tackle. In his college days at Sophia University in Japan, Askinosie was a professional wrestler named “Shooting Shawn Springfield.”



TIM BELLANTI

SENIOR VICE PRESIDENT AND DIVISION MANAGER,
ASSOCIATED WHOLESALE GROCERS

Iver C. Ranum High School

Associated Wholesale Grocers is the oldest grocery cooperative in the country, and at its Springfield branch, Tim Bellanti oversees the more than \$1 billion in groceries the distribution center ships each year as the senior vice president and division manager. For Bellanti, who also worked with Dillons food stores, food doesn’t just lead to a paycheck; it’s also a passion project. In his spare time, Bellanti serves on the board of directors at Ozarks Food Harvest.



WILLIAM H. DARR

FOUNDER AND EXECUTIVE VICE
PRESIDENT-STRATEGY,
AMERICAN DEHYDRATED FOODS INC.,
INTERNATIONAL DEHYDRATED FOODS INC., AND
FOOD INGREDIENTS TECHNOLOGY COMPANY LLC

*Southwest Missouri State College (now MSU),
B.S. in agriculture*

When William Darr founded American Dehydrated Foods in 1978, his childhood on a farm, his degree in agriculture and his experience working at Henningsen Foods gave him extensive knowledge of the food processing industry. Darr attributes that knowledge—and the expertise of his team—to carrying his company through tough times and discovering opportunities for expansion.



#FailedIt “When I bought three separate properties for development land right before the economy crashed. Timing is everything!”

—Larry Snyder, Larry Snyder & Co.



SUSIE FARBIN

CO-OWNER AND CEO,
MAMA JEAN'S NATURAL MARKET AND MJ'S
MARKET & DELI
Reavis High School

Success started early for Susie Farbin when, at 11 years old, she appeared in *Time* magazine as one of the youngest members of the National Organization for Women. Today, Farbin's natural food market company is the largest 100-percent women-owned business in southwest Missouri. Since opening in 2002 with 12 employees, the four locations now employ more than 200 people, a growth rate that Farbin says is both a blessing and a challenge when resources are tight.



LYLE Q. FOSTER

CEO,
BIG MOMMA'S COFFEE AND ESPRESSO BAR
*Macalester College, B.A. in political science,
urban studies and sociology
Brown University, M.A. in sociology
Yale University, M.A. in religion*

Lyle Q. Foster is a lifelong learner and doctoral student at the University of Missouri–Columbia, and a defining moment for him was attending Yale after establishing his career. “I embraced learning and growth differently than I had before,” he says. “I was exposed to leaders and thinkers who were at the top of their game, and I not only enjoyed it, but devoured it.” Outside of the classroom, Foster has built a business deeply connected with its neighbors and continues to be a driver of community development on Historic C-Street. He was once a member of the Grammy-winning group Sounds of Blackness.



SAM F. HAMRA

CHAIRMAN AND FOUNDER,
HAMRA ENTERPRISES
*University of Missouri–Columbia,
B.S./B.A. in business administration, LL.B.*

More than 100 Wendy's, Panera Bread and Noodles & Company restaurants—133 to be exact—across the country didn't just stumble their way into Sam F. Hamra's ownership at Hamra Enterprises. He has a four-step process for growing his company and reaching success: create goals you want to achieve; put together a plan to accomplish your goals; hire the most talented, capable, honest and trustworthy people to help you; and then work your hardest to achieve your goals.



DIANA HICKS

CO-OWNER,
MAMA JEAN'S NATURAL MARKET AND MJ'S
MARKET & DELI
Richland High School

Diana Hicks, who attended Southwest Missouri State University (now MSU), has seen the MaMa Jean's family of markets grow tremendously in its 14 years in business. The employees—or Jeaners, as they're called—have developed alongside the company, which is a particular point of pride for Hicks. She has noted instances when her company has made a positive impact on the lives of her team members, like when one of her original staffers was able to buy a house. “We've had the fortunate opportunity to watch young kids grow into healthy, productive assets of our company,” she says.



ANDY KUNTZ

PRESIDENT,
ANDY'S FROZEN CUSTARD

As the president—and namesake—of Andy's Frozen Custard, Andy Kuntz has made it his mission to spread the brand's creamy cool treats across the nation. Andy's Frozen Custard is sold at 39 locations (with 12 more in progress) reaching 11 states. Kuntz and his parents, the company's founders, rely on hiring a personable, dependable team and serving quality custard that's never more than an hour old. The company celebrates its 30th year in business this year, and Kuntz, who attended the University of Missouri–Columbia, keeps customers coming back for more by offering inventive new flavor combos alongside the classics (hello, pumpkin pie concrete).



EDWIN “COOKIE” RICE

CEO,
OZARKS COCA-COLA BOTTLING
*Drury College (now Drury University),
B.S. in political science, economics and psychology*

Very few plan to turn a teenage summer job into a career path to follow for the rest of their lives, but Edwin “Cookie” Rice did just that when he got his first job at 14 loading bottles into the soaker at his father's Coca-Cola bottling plant. Now, 63 years later, Rice isn't feeding the soaker, but rather overseeing the plant as it has grown by 60 percent with expansions into the nearby cities of Joplin and West Plains. The company is preparing to take ownership of the northwest Arkansas Coca-Cola and Dr Pepper franchise territories.

PHOTO OF LYLE Q. FOSTER BY KEVIN ORILEY; PHOTO OF DIANA HICKS BY MARK FARBIN PHOTOGRAPHY





SALLY HARGIS

VICE PRESIDENT CORPORATE STRATEGY AND
CHAIRMAN OF THE BOARD,
OZARKS COCA-COLA BOTTLING

*University of Missouri–Columbia,
B.S. in home economics journalism*

Along with her father, Edwin “Cookie” Rice, Sally Hargis leads a team of accomplished go-getters in their quest to spread their third-generation family business throughout the Midwest. Hargis credits her incredible team for an upcoming big move: taking ownership of the northwest Arkansas Coca-Cola and Dr Pepper franchise territories. After a hard day’s work managing her team, Hargis likes to kick back with her beverage of choice—a Diet Coke, of course.



JEFF SCHRAG

FOUNDER,
MOTHER’S BREWING COMPANY

*Kansas State University,
B.S. in journalism and social sciences*

With a resume including newspapers, property management, formalwear and a brewery, Jeff Schrag has learned his fair share of business lessons, one of which is to not give away your product for free. When Schrag decided to stop giving away free subscriptions to his newspaper to advertisers, those advertisers then bought their own subscriptions. “Don’t compete with yourself,” he says. “Believe in the value of your product because if you don’t, no one else will either.”



KURT HELLWEG

CEO AND CHAIRMAN OF THE BOARD, AMERICAN
DEHYDRATED FOODS INC., INTERNATIONAL
DEHYDRATED FOODS INC., AND FOOD
INGREDIENTS TECHNOLOGY COMPANY LLC

CHAIRMAN OF THE BOARD, ISONOVA
TECHNOLOGIES LLC

University of Nebraska, B.S. in engineering

Kurt Hellweg oversees the multitude of projects and products the Darr family companies churn out each day, but he didn’t get to this spot overnight. Over 29 years, Hellweg has worked as senior vice president of sales, senior vice president of operations, president and COO—all at a company he was initially reluctant to join. “I was on a pretty fast track for a great career in the [U.S.] Navy and wasn’t sure if I could handle the role of the emasculated son-in-law,” he says of father-in-law William Darr’s offer to join the company. “Turns out I had it all wrong!”



PAUL SUNDRY

CO-FOUNDER AND CO-OWNER,
BIG WHISKEY’S AMERICAN RESTAURANT & BAR

*Ozarks Technical Community College, A.A.
Evangel University, B.B.A. in management*

Burgers and beers aren’t Paul Sundry’s only area of expertise. He’s well-versed in growing his franchise, too, which includes five locations in Missouri plus restaurants opening in Kansas City and Bentonville, Arkansas. For his next move, Sundry is looking forward to expanding Big Whiskey’s nationally while maintaining his signature management and operations style. “It’s not about reinventing the wheel; it’s about making the wheel work for us,” he says. To make your dream a reality, Sundry says you have to stay humble. “Always answer your phone,” he says. “Be willing to do what others won’t. You’re never too good.”

“Don’t compete with yourself. Believe in the value of your product because if you don’t, no one else will.”

— Jeff Schrag,
founder of Mother’s Brewing
Company

PHOTO OF JEFF SCHRAG BY VIVIAN WHEELER, PHOTO OF PAUL SUNDRY BY JEFFREY SWEET



“#FailedIt big time shortly after arriving at Guaranty Bank. We held a press conference ribbon cutting on a new facility with media, board members and staff in attendance. I proudly welcomed the crowd to the latest branch of... and then said the name of the prior bank I worked at.”

—Shaun Burke, Guaranty Bank

“Life is too short to be in a position, a company or an industry for which you find no passion. If you cannot find passion in your work, have the courage to change.”

— Steve Edwards,
president and CEO of CoxHealth

FOOD & BEVERAGE



ERICK TAYLOR

PRESIDENT AND CEO,
PYRAMID FOODS

*Crowder College,
A.A. in business*

Like many local teens, Erick Taylor got his start bagging groceries at Ramey's Supermarket at 16 years old. Now Taylor, who also attended Missouri State University, is the president and CEO of Pyramid Foods, the parent company of Price Cutter and of nine other chains throughout the Midwest. Ten years ago, Taylor converted the company to 100-percent employee ownership to encourage employees to take pride in their work, and he's proud to say that some associates in leadership positions at the company began their careers at Price Cutter as cashiers, stockers and baggers just like Taylor.

HEALTHCARE



GREG HORTON

CO-OWNER AND CEO, INTEGRITY HOME CARE +
HOSPICE

CO-OWNER, INTEGRITY PHARMACY

*Central Missouri State University (now University of
Central Missouri),*

*B.S. in business administration with an emphasis in
accounting*

After leaving his position as partner at accounting firm Whitlock, Selim & Keehn LLP, Greg Horton started Integrity Home Care + Hospice. The challenges from that first year in business “served as a stark reminder that entrepreneurialism is not for the faint of heart,” he says. Today, his companies employ more than 2,000 people. “Helping other people achieve their dreams in the process of achieving yours will provide more meaning to your life than all the money in the world,” he says.





JIM ANDERSON

VICE PRESIDENT,
COXHEALTH

*Southwest Missouri State College (now MSU),
B.S. in education*

Few people have served 417-land or Missouri like Jim Anderson. The former teacher and school administrator began his 26-year tenure as president of the Springfield Area Chamber of Commerce in 1988. Under his leadership, the organization was nationally recognized as the 2012 Chamber of the Year. Anderson has received numerous awards for his service and leadership including accepting the prestigious Springfieldian and Missourian awards in the same year.



DONALD J. BABB

CEO, CITIZENS MEMORIAL HOSPITAL
EXECUTIVE DIRECTOR, CITIZENS MEMORIAL
HEALTH CARE FOUNDATION

*U.S. Air Force, A.A. in medical technology
Barnes Hospital, A.A. in radiology
Ohio State University, M.A. in health care financial
management*

In 1981, Donald J. Babb was given the opportunity of a lifetime—that's saying something for someone who lived in Morocco while serving in the U.S. Air Force. That year, he was asked to develop Citizens Memorial Hospital and continues to lead it today. Babb is an avid fan and sponsor of race car driving and even owns race cars. "I leave the professional driving to someone else," says the 2008 inductee into the Ozarks Area Racers Association Hall of Fame.



STEVE EDWARDS

PRESIDENT AND CEO,
COXHEALTH

*Drury College (now Drury University),
B.A. in political science
Washington University in St. Louis, masters in healthcare
administration*

As a 16-year-old, Steve Edwards worked as an orderly in the emergency department at Cox Medical Center (now Cox North). It was then that he discovered his passion for medicine and made it a goal to become CEO of a hospital. In 2011, Edwards surpassed that goal and became president and CEO of an entire health system. "Life is too short to be in a position, a company or an industry for which you find no passion," he says. "If you cannot find passion in your work, have the courage to change."



PHIL MELUGIN

PRESIDENT AND OWNER,
PHOENIX HOME CARE INC.

*Friends University, B.S. in psychology
Wichita State University, M.Ed. in counseling*

After attempts to buy out his partners in Integra Healthcare LLC failed, Phil Melugin founded Phoenix Home Care Inc. in 2011. Today, the company operates in four states, has more than 2,800 employees and earns \$60 million in annual revenue. "Do not be afraid to get out of your comfort zone in our radically changing economy," Melugin says. "Understand that necessity leads to inspiration and inspiration leads to the abiding belief necessary to succeed in today's economy as an entrepreneur."



JON SWOPE

PRESIDENT,
MERCY CENTRAL COMMUNITIES

*Maryville University, B.S. in business administration
Webster University, master of healthcare administration*

As president of Mercy Central Communities, Jon Swope oversees the health system's facilities in Kansas, Arkansas and across 417-land. "Even with the challenges we face, being a part of Mercy is exciting," Swope says. "And when I look at the next generation of leaders coming up the ranks, I can't wait to see what they will do to revolutionize care." In his free time, Swope enjoys hunting, fishing, golfing and beekeeping.



TIMOTHY A. CONNELL

PARTNER,
CONNELL INSURANCE INC.

Reeds Spring High School

After attending Southwest Missouri State University (now MSU), Timothy A. Connell started his career in insurance in 1984 and joined Connell Insurance Inc., which his brother started, three years later. Today, the company is regarded as an industry leader and in recent years has developed a significant niche: social services for people with developmental disabilities. Connell also focuses on the people that make up his own staff. "Engage and embrace your staff like they are your best clients as well as the community, and they will engage and embrace you back," he says.



#FailedIt "I was part of a professional improv troupe, and we were hired by a very prestigious accounting firm to perform at their appreciation party. Epic fail. They didn't laugh once. Not once."

—Beth Domann, Springfield Little Theatre

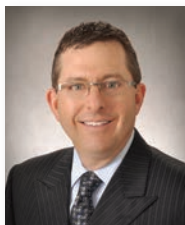


GORDON KINNE

PRESIDENT,
MED-PAY INC.

*Southwest Missouri State University (now MSU),
B.S. in political science*

Less than a decade after starting his career, Gordon Kinne struck out on his own and established third party administrator Med-Pay Inc. When he's not growing his business, hunting or flying over 417-land, there's a good chance Kinne is giving back to society. "With each hour or dollar I have spent, I have been personally and professionally rewarded by many large returns either with new friends, clients or both and the satisfaction of helping make our community a better place to live and work," he says. "So get involved in volunteer work."



RICHARD OLLIS

CEO,
OLLIS/AKERS/ARNEY

*Southwest Missouri State University (now MSU),
B.S. in finance, minor in insurance*

As CEO of Ollis/Akers/Arney, Richard Ollis, a fourth-generation risk and insurance advisor, leads what has become Springfield's largest independent insurance agency. "It's very exciting to be involved in growing communities and work with both individuals and companies that are growing and expanding," he says. One of his most significant experiences occurred long before stepping into that role: joining the U.S. Navy at age 17. "I spent over three years at sea—it was a life-changing experience," he says.



DAVID AGEE

PARTNER,
HUSCH BLACKWELL LLP

*Southwest Missouri State University (now MSU), B.A. in
finance
University of Missouri-Columbia, J.D.*

David Agee is a master of time management. His day-to-day is centered on corporate and commercial law for a diverse array of local, national and international clients. He recalls one contract negotiation that required around seven weeks of daily negotiations in Dallas—complete with 20-hour days and several overnights. To keep it all together, Agee sticks to the basics: time spent with his wife, Suzi—occasionally with a drink in hand. "Vodka martini, straight up, lemon twist, extra dry," he says. "Everyone who knows me well can order for me."



GARY A. POWELL

PARTNER,
SPENCER FANE LLP

*University of Missouri-Columbia, B.A. in history, J.D.
New York University, LL.M. in taxation*

Gary A. Powell has practiced law in Springfield for more than 35 years. He feels excited about Springfield's entrepreneurial spirit and creativity and is a leader in both the local business community and the service realm. Powell currently serves as the president of Boys and Girls Clubs of Springfield and has held leadership positions with multiple area nonprofits and business organizations. He still, however, finds time to add to his collection of comic books and to enjoy a good cigar.



VIRGINIA FRY

PARTNER,
HUSCH BLACKWELL LLP

*Southwest Missouri State University (now MSU), B.S. in
finance, MBA
University of Missouri-Kansas City, J.D.*

According to Virginia Fry, it's easy to find similarities between her fast-paced law career and her upbringing on a dairy farm. "I don't miss the '24/7' required of farming," she says. "Although I am not sure there is much difference between that and practicing law." Fry worked her way from the farm in Wright County to her current position at Husch Blackwell LLP, where she serves as a litigator specializing in healthcare in federal and state courts.



RANDELL WALLACE

PARTNER IN CHARGE—SPRINGFIELD OFFICE,
LATHROP & GAGE LLP

*Drury College (now Drury University), B.A. in business
administration and political science
Vanderbilt University, J.D.*

Randell Wallace is a jack-of-all-trades. Wallace, the son of a weekend country-Western musician, has lent counsel to the real estate and food industries, among others. He even led a Springfield Area Chamber of Commerce trade mission to China. He chalks his success up to an embrace of change and innovation—and a solid partnership with the next generation. "Some of the hardest-working people I know are our young attorneys and staff, who probably fall into the definition of 'millennials,'" Wallace says.





BOBBY ALLISON

FLUNKY,
CUSTOM PROTEIN CORP.

One of Springfield's most notable philanthropists is known for attending black-tie events in overalls. Bobby Allison has donated millions of dollars to various organizations and causes in 417-land including Missouri State University, Mercy Hospital Springfield and area parks, which earned him a statewide award from the Missouri Park & Recreation Association in 2015. Allison oversees sales and purchase for Custom Protein Corp. (formerly Southwest By-Products).



BRAD BOSWELL

PRESIDENT AND FOURTH GENERATION COOPER,
INDEPENDENT STAVE CO.

University of Missouri-Columbia,
B.S. in industrial engineering

There was no question Brad Boswell would be joining the family business; he started cooper training at just 9 years old. More than 100 years into business, Independent Stave Co. has remained a family business for four generations, with Boswell now as the man in charge. Boswell was inducted into the Kentucky Bourbon Hall of Fame in 2008. In his free time, he enjoys skiing, running, playing basketball and spending time with his wife, Martha, and their three children.

“With each hour or dollar I have spent, I have been personally and professionally rewarded by many large returns either with new friends, clients or both and the satisfaction of helping make our community a better place to live and work. So get involved in volunteer work.”

— Gordon Kinne,
president of Med-Pay Inc.



#FailedIt “I was a middle school principal, and I was trying to multi-task in my office and was making a phone call at my desk when my cell phone rang. I answered it and said hello and heard my voice in the other phone handset. I decided at that point to call it a day.”

—John Jungmann, Springfield Public Schools

“Have a vision, have a plan, work hard and hire people better than yourself. Those things will keep you from getting into trouble.”

— Mary Beth O'Reilly,
founder and chair of the
Breast Cancer Foundation of
the Ozarks

MANUFACTURING



JOHN GENTRY

PRESIDENT AND CHAIRMAN OF THE BOARD,
POSITRONIC INDUSTRIES

*Georgia Institute of Technology,
B.S. in chemical engineering*

With six U.S. and several other international patents under his belt, John Gentry has helped propel Positronic Industries to its current position as an industry leader. The innovator is also involved in several community organizations. He is active with Every Child Promise, UMB Bank's Springfield Advisory Board and the Missouri Association of Manufacturers and recently joined the Ozarks Technical Community College Board of Trustees.



DAVID MOORE

PRESIDENT AND CEO,
PAUL MUELLER CO.

*Middlebury College, B.A. in physics
University of Chicago, MBA*

In 2011, David Moore assumed the role of president at Paul Mueller Co., the business his grandfather started in 1940. Since Moore took over, the stainless steel equipment manufacturer has seen many milestones, such as celebrating the company's 75th year in business and implementing open-book management under the Great Game of Business. After adopting that model, the company has seen a stock price increase from \$15 to \$29 per share.



KARL G. GLASSMAN

PRESIDENT AND CEO,
LEGGETT & PLATT INC.

*California State University-Long Beach,
B.S. in business with an emphasis in management and finance*

It's been quite the year for Karl G. Glassman, who started his role as CEO of Leggett & Platt Inc. in January of this year. Having joined the company in 1982, he has held numerous other positions at Leggett & Platt Inc. including chief operating officer, president of its Residential Furnishings segment and, since 2013, president of the manufacturing giant. Glassman also lends his expertise to the National Association of Manufacturers Board of Directors.



JACK STACK

PRESIDENT AND CEO,
SRC HOLDINGS CORP.

Elmhurst College, B.S. in business

When Jack Stack and his partners bought International Harvester in 1983, the business was a far cry from where it stands today. "In our journey to buy the company, we learned the difference between just making a product and what it took to build a company," he says. Many people have looked to one of Stack's books, *The Great Game of Business*, about open-book management, for advice. So what's his go-to book? *Atlas Shrugged* by Ayn Rand.

PHOTO OF JACK STACK BY BRANDON ALMS





DWAYNE A. HOLDEN

PRESIDENT AND CO-OWNER,
CUSTOM METALCRAFT INC.

*Drury College (now Drury University),
B.A. in business*

Dwayne A. Holden doesn't shy away from a challenge, and in his line of work, there can be a lot of them. He thrives on being able to develop new products for the wide range of industries—such as food, beverage, chemical and energy—that Custom Metalcraft serves. Holden advises other people in the business community: “Never give up, as there will be a way to solve the challenge.” And when he needs some liquid inspiration, Holden turns to a good glass of wine.



JEFF HUTCHENS

PRESIDENT AND CEO,
HUTCHENS INDUSTRIES

As president and CEO of Hutchens Industries, Jeff Hutchens is carrying on the family business started by his grandfather C. Ted Hutchens in 1950. The company manufactures suspensions and other goods for the trailer industry at its two plants in Mansfield and Seymour. When he's not working on his business, Hutchens spends his time helping the Boys & Girls Clubs of Springfield—an organization he's been involved with for 33 years. In 2011, he was inducted into its hall of fame.



MARK MCNAY

SENIOR VICE PRESIDENT-GENERAL MANAGER,
SOUTHERN MISSOURI CONTAINERS INC.

*Southwest Missouri State University (now MSU),
B.S. in geology*

Mark McNay joined Southern Missouri Containers Inc. just six years after the company was founded and has seen it grow throughout the years. Like many other people in the business community, McNay is involved in several organizations in his free time. He serves as chairman of the Mercy Health Foundation Springfield Board of Directors, as the treasurer of United Way of the Ozarks and as the international service director for the Rotary Club of Springfield–Southeast.

NONPROFIT ORGANIZATIONS



HAL DONALDSON

PRESIDENT AND CO-FOUNDER,
CONVOY OF HOPE INC.

*San Jose State University, B.A. in journalism
Bethany University, B.A. in biblical studies*

As co-founder and president of Convoy of Hope Inc., Hal Donaldson is one of the driving forces who has helped nearly \$1 billion (retail value) worth of food and supplies get to nearly 80 million people in need around the globe. But many years ago, he was on the receiving end of things. “Our father was killed by a drunken driver when I was 12,” Donaldson says. “Our mother was in the car and was seriously injured. Because our father didn't have insurance, our family survived because of the kindness of others.”



BRIAN FOGLE

PRESIDENT AND CEO,
COMMUNITY FOUNDATION OF THE OZARKS

*University of Mississippi,
B.A. in business administration, MBA*

After spending almost 30 years in banking, Brian Fogle joined Community Foundation of the Ozarks in 2008. He's had numerous triumphs with his team there, including the Northwest Project, Growth for the Rural Ozarks and Give Ozarks Day. “It is a privilege to work with such a passionate and capable staff here,” he says. And something he's personally passionate about? Music. “I'm close to obsessive about music,” he says. “I've seen Elvis Presley, Kiss and Echo and the Bunnymen. How many can say that?”



MARY BETH O'REILLY

FOUNDER AND CHAIR,
BREAST CANCER FOUNDATION OF THE OZARKS

*DePaul Hospital School of Nursing, R.N.
Drury College (now Drury University), B.S. in nursing*

Mary Beth O'Reilly is familiar with hard work. “One of the biggest challenges was getting physicians' offices to believe the concept of BCFO doing financial distributions,” O'Reilly says of the beginning days of her nonprofit. “Another was getting donors interested.” But she proved herself by growing the organization, and she happily offers advice to others looking for success in their own ventures. “Have a vision, have a plan, work hard and hire people better than yourself,” she says. “Those things will keep you from getting into trouble.”



#FailedIt “Being skeptical of Gary and Joan Whitaker purchasing 417 Magazine 15 years ago. I'm glad I #FailedIt!”

—Gary Metzger, Simmons Bank



GREG BURRIS

CITY MANAGER,
CITY OF SPRINGFIELD

*Southwest Missouri State University (now MSU),
B.S. in computer information processing, MBA*

Springfield City Manager Greg Burris is directly responsible for more than 2,000 employees, a \$340-million annual budget and more than \$1.3 billion in assets. With an extensive background in leadership and management, he has been selected for numerous awards by local and international organizations. For Burris, though, it's all about balance—when it comes time to decompress, he can be found playing the guitar or polishing off a piece of French silk pie.



SCOTT MILLER

GENERAL MANAGER,
CITY UTILITIES OF SPRINGFIELD

*University of Texas-Austin, B.S. in mechanical engineering
Wright State University, MBA in finance*

With 30 years of experience in the utility industry under his belt, Scott Miller is a trusted leader at the helm of City Utilities of Springfield. Miller lends his expertise to the Board of the American Public Power Association in Washington, D.C.; he also serves as chair of the Board of Directors of the Energy Authority in Jacksonville, Florida. “As a kid, I used to try to trap muskrats in the winter,” says Miller. “One year I fell through the ice—I was by myself—struggled to get out of the water and then had to walk a couple miles to get home.” His success may have something to do with that lifelong grit.



MATT MORROW

PRESIDENT AND CEO,
SPRINGFIELD AREA CHAMBER OF COMMERCE

*Southwest Baptist University,
B.S. in communication, MBA*

Matt Morrow knows business. As president and CEO of the Springfield Area Chamber of Commerce, he spends his days advocating for local economic development. It's no surprise that he feels strongly about the power of local business: He waxes poetic on Springfield's “robust, nimble and responsive education system,” as well as the local culture of collaboration among job creators, educators and trainers. Morrow also values a work hard, play hard lifestyle: The self-described “rhythmically challenged Southern Baptist” once won a dance-off in Jamaica.

TECHNOLOGY



THOMAS H. DOUGLAS

PRESIDENT AND CEO,
JMARK BUSINESS SOLUTIONS

Bolivar High School

Thomas H. Douglas is at the helm of one of the 5,000 fastest-growing private companies in America. JMARK, a seven-time recipient of the *Inc. Magazine* distinction, supports more than 15,000 devices across hundreds of networks. In terms of leadership training, Douglas learned a lot during his time with the U.S. Navy after attending the University of Missouri. “While I was in the Navy, I worked for a lieutenant who taught me how not to lead,” he says. “From that day forward, I vowed to always put people first.”



DOUG PITT

GENERAL MANAGER, TSI TECHNOLOGY
SOLUTIONS

OWNER, PITT DEVELOPMENT GROUP LLC

FOUNDER, CARE TO LEARN

*Southwest Missouri State University (now MSU),
B.S. in communications*

Doug Pitt is a master of multitasking. Pitt has donated his time as an executive consultant for Enactus and a board member for WorldServe International. He is also the first ever Goodwill Ambassador for the United Republic of Tanzania. Still, Pitt finds time to own a successful development group and manage TSI Technology Solutions. His trick to keep it all together? “Technology!” he says. “I often work odd hours and rely on mobility, so I am quick to embrace new things that help improve efficiency.”



JACK PRIM

EXECUTIVE CHAIRMAN,
JACK HENRY & ASSOCIATES

*University of North Carolina at Charlotte, B.A. in business
administration
Queens University, MBA*

Since joining the team at Jack Henry & Associates in 1995, Jack Prim has held multiple leadership roles including COO, president and CEO. He describes the most recent economic downturn as “the scariest economic event in [his] lifetime,” but takes pride in the fact that no Jack Henry employees were laid off as a result of the crisis. Another point of pride for Prim: qualifying for the Boston Marathon after several attempts and a lot of hard work.

PHOTO OF THOMAS H. DOUGLAS BY STEPHENS PHOTOGRAPHY



“Maybe
your
definition
of success
may change
as you go
through life,
but I believe
success
comes from
fulfillment.”

— Tim O'Reilly,
CEO of O'Reilly Hospitality
Management LLC



GORDON A. ELLIOTT

PRESIDENT AND CEO,
ELLIOTT LODGING LTD.

*Southwest Missouri State College (now MSU),
B.S. in accounting*

Gordon A. Elliott has experienced a great deal throughout his decades-long career, including founding public accounting firm Elliott, Robinson & Company LLP and hotel management company Elliott Lodging Ltd. But nothing has altered his life more than suffering a major heart attack in China. “From the moment I woke up [in the hospital], I began to plan the rest of my life,” he says. “I realized that I had to make every minute count.”



JOHN MCQUEARY

CO-OWNER,
HOTEL VANDIVORT

*Missouri University of Science & Technology,
B.S. in computer engineering*

John McQueary worked as a programmer for McQueary Brothers Drug Company until his family's business was acquired in 2008. After a few years writing software with his brother, Billy, the pair sought a change of pace, leading them to a new venture: Hotel Vandivort. Although exciting, the project wasn't all smooth sailing. “It was hard to stick firm with the vision and not sacrifice vital elements for the sake of budget, but ultimately we felt it was a concept worth the risk,” he says.



BILLY MCQUEARY

CO-OWNER,
HOTEL VANDIVORT

*William Jewell College,
B.S. in computer science*

There are few things that excite Billy McQueary more than the trajectory of Springfield and its downtown, where his family's business of four generations was located. Those memories are what stoked his passion for downtown. “Every year there seem to be a few more pieces of the puzzle to take downtown Springfield to that next level,” he says. Outside of work, the avid sports-lover enjoys coaching and cheering on his three kids as they play soccer, basketball, baseball and more.



TIM O'REILLY

CEO,
O'REILLY HOSPITALITY MANAGEMENT LLC

*Westminster College, B.A. in economics with an emphasis
in English and political science
University of Missouri-Kansas City, J.D.*

Tim O'Reilly, a practicing lawyer for O'Reilly & Preston LLC Attorneys at Law, took a chance and with his brother, Ryan, invested in Hawthorn Park Hotel, reopening it as Doubletree by Hilton Hotel Springfield and Houlihan's. Not long after, O'Reilly Hospitality Management LLC was born and has grown to include 14 hotels in multiple states, some of which are still under construction, and four restaurants. While he has achieved great success by any measure, he believes that success has many definitions. “Maybe your definition of success may change as you go through life, but I believe success comes from fulfillment,” he says.

PHOTO OF TIM O'REILLY BY AMY PENNINGTON





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Springfield Public Schools



Dr. Kleinsmith
Nixa Public Schools



Dr. Medlin
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Jeff Nene
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7 Billion Ones

My Kid Brother's Band:
George Harrison's sister, Louise,
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Louise Harrison
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7:30 A.M.

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PEOPLE CENTRIC'S THINK TANK

8 A.M.—4:30 P.M.

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Larry Snyder & Company has partnered with Reliance Healthcare and Miller Commerce with the state-of-the-art Birch Pointe Health and Rehabilitation facility. This will be the most recent addition to the coveted "Medical Mile" in Springfield, located at the intersection of Primrose Street and Jefferson Avenue.

The Birch Pointe facility consists of approximately 70,000 square feet of new construction, which will provide 120 beds for short- and long-term care. There are three main areas of the facility, which provide memory care, rehabilitation services and skilled nursing services. In addition, courtyards, a bistro café,

A cooperative team approach has been implemented into this project, which includes all parties being involved from the schematic level of the project.

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living areas, dining areas and multiple site amenities are provided to allow this facility to appear and feel more like a destination resort than a care facility.

A cooperative team approach has been implemented into this project, which includes all parties being involved from the schematic level of the project. This has resulted in the project being on time and on budget! Construction is underway on this project and completion is scheduled for the fall of 2017. Larry Snyder & Company looks forward to yet another successful project and continuing their partnership with Reliance Healthcare and Miller Commerce.

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Each treatment is customized according to the individual's needs and preferences to offer the best possible dental experience.

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not a day."**

—Andrew Jordan, President, PILR TECH, on
encouraging freedom in the workplace
SEE STORY PAGE 66



PILR TECH senior developer
Shane Rosario and Quality
Assurance Analyst Taylor
Jones take a work break to
talk (jumbo) chess strategy.

66

PHOTOS BY BRAD ZWEERINK

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DRESSED FOR SUCCESS

*Michele Granger works hard
in style in her home office.*

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[CULTURE CLUB]

PILR TECH has its perks. Employees Ryan Meredith, Michael Black and Michael Cory and Matthew Williams with HK Electric install an 85-inch TV at the office.



Transparent Changes

Joplin's PILR TECH has abundant amenities, but after Andrew Jordan became president, he worked with employees to rethink the group's priorities.

BY: MIKE CULLINAN

Office workers everywhere fight the urge to check Facebook or watch a video during the day, especially when the boss could walk by at any minute. But if your boss is Andrew Jordan, president of PILR TECH, you won't get reprimanded. He couldn't care less.

"I never worry about that—not a minute, not a day," says Jordan, who took over in January as president of the Joplin-based software development business. The company uses metrics to judge employees' value beyond the hours they sit at their desks. "I don't have any worries about any of that stuff," he says. "And part of it is because of the culture we foster."

That culture has changed since Jordan started his current role and goes beyond the abundant amenities at PILR, which is owned by Innovative Objects. However, those cool benefits—including a pingpong table, video game consoles and an employee movie theater—don't necessarily equate to the right culture in the workplace,

Jordan says. He collaborated with management and employees on improvements for the company handbook. Around 50 rules and policies were changed, cutting the book in half. The company also created a suggestion box, and each suggestion gets a response.

Prior leadership provided perks such as a giant chess set, but employees would rather have tools instead of toys. Jordan notes that you don't want to skimp on the tools people use in an effort to save money. "I'm at my computer eight or nine hours a day," he says. "I'd rather that be snappy and fast and really responsive than a toy you use 15 minutes a day." So the company upgraded RAM based on employee suggestions.

Transparency is one of PILR's core values and has been part of the recent changes with clear discussions of what was being done and why.

Jordan says the culture at some businesses makes people focus on how much they can play instead of work, but at PILR he wants the focus on how the team can make work as enjoyable as possible. Whether it's incorporating a gold star program, which is a tongue-in-cheek nod to the elementary school system, or adding benefits like paid maternity, paternity, foster and adoption leave, Jordan says keeping employees happy, engaged and motivated is essential. Self-motivated employees who like what they do don't need to be monitored or externally motivated, he says.

Companies that have perks need to be careful how they treat them, Jordan says. If employees worry they're being monitored every time they use the perk that's much worse than not having perks at all. "If you have to have a lot of rules around it, it won't work," he says. "If it's something you feel like you're going to have to monitor and worry about and stress over, it's going to do more harm than it's going to do good."

PILR's strategy of retaining top talent employees and the culture they've cultivated doesn't work for everyone, Jordan admits. It comes down to balancing work and play in a way that best suits your culture.

PILR TECH President Andrew Jordan says quality tools are more important than amenities.



[DO IT NOW]

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MAKE THE IRRELEVANT RELEVANT.

"Experiences can illustrate things in your background like customer service, teamwork and communication skills," she says. "Err on the side that someone's going to see value in your 'irrelevant' experiences."

CONNECT OFFLINE.

"Give people something to talk to you about," Waters says. And make sure they have other ways to contact you, such as a professional email address or cell phone. "It all makes a difference," she says.

[WHAT IF]

AN INSIDER'S GUIDE TO WORKERS' COMP

Winter weather can create a higher risk of employee injuries, which potentially means a greater workers' compensation cost for businesses. Attorney Kevin Dunaway specializes in workers' compensation and shares some of the unknowns of injury claims and measures businesses can take to protect themselves.

BY: STEPHANIE TOWNE BENOIT

When the weather outside is frightful, workers' compensation claims are sure to come up in your business, especially on slippery parking pavement during winter. "Generally speaking an employer is not liable for injuries, unless the employer owns or designates the parking lot," Dunaway says. So, if an employer does own a lot and an employee is injured walking to the door, this usually qualifies under workers' compensation due to Missouri's Extended Premises Doctrine.

What happens when an employee is injured at a company holiday party or event? "If the employee's participation is voluntary and not required, then generally it's not compensable under work comp," Dunaway says. However, there are some statutory exceptions to this rule, such as an unsafe condition on the premises that the employer knew about beforehand, or an employer paying an employee mileage on the way to an event.

The primary key to reduce the cost of workers' compensation is prevention. "Make sure the premises where an employee works are free and clear from all identifiable unsafe conditions, train employees to point out unsafe conditions and change the way a job is done to make it safer to perform," Dunaway says. Injuries are more common in certain work environments, such as manufacturing,

truck driving and manual labor jobs. These businesses should be more aware of risks and have a more heightened approach to employee safety than others, he says.

There are other things a business can do to protect itself from bodily injury lawsuits, including a tactic Dunaway likes to call "the shield effect." He encourages some businesses to set up multiple companies and lease one company's building back to another, so the land and assets are separate from the actual business. "What business owners may see as a result of this approach is layering of insurance coverage and possibility of multiple insurance policies to address potential high-dollar damage claims," he says. "This approach also shields assets of the business from high-dollar claims that exceed insurance coverages."

Dunaway's advice on what not to do when a work comp claim is filed? Don't check out. "I've seen situations in the past where an employee is injured, they turn the claim in, and the employer lets the insurance company [or third-party administrator] handle the claim without further involvement or input," he says. "That's a mistake by the employer." Dunaway encourages businesses to follow up on claims and stay invested with employees to prevent a perception of mistreatment an employee might have when dealing with the TPA or carrier alone, especially if a claim is legitimate.



[JUMPSTART]

LIVE LONG AND PROSPER

Investing in a company wellness program can bring big returns—but only if employees use it. Amy Francis, health and wellness coordinator at Mercy Springfield, shares her expertise to help you create a fail-proof program.

BY: STEPHANIE TOWNE BENOIT



With the New Year approaching, thousands of people are making resolutions to get fit. As a business owner, now is the perfect time to invest in a company wellness program. "Healthier co-workers are happier and more productive," says Amy Francis, health and wellness coordinator at Mercy Springfield.

There are many ways to structure a program to achieve those benefits, but a good place to start is with an employee survey to identify what resources employees are interested in accessing, like wellness coaching, gym memberships and nutrition information. "Based upon that, start seeking out how you are going to provide those services to your co-workers," Francis says. Research local options and plan out details like whether to hire a wellness coordinator or have existing staff members manage the program.

Other considerations include whether to provide incentives—such as payments or insurance discounts correlating with healthy choices—and how much to individualize the program. For example, through Mercy Springfield's Health and Wellness Connection, coaches tailor specific workouts for employees based on results from a screening test evaluating their movement patterns.

Once implemented, tracking data can help evaluate whether the program is meeting an organization's goals. "Being able to continuously go back [to data], that's how you are going to be able to tell whether [the program is] successful," Francis says.



Bobby Robertson of HEALTHCAREfirst leads his team to success by setting and following a clear vision.

A Leader's Vision with Bobby Robertson

Bobby Robertson owns HEALTHCAREfirst, Inc., which offers software and services to home health care and hospice care agencies. The company has seen tremendous growth since Robertson purchased it several years ago. Robertson sat down over whiskey at Metropolitan Grill to discuss the importance of vision in leading a company.

BY: JEFF HOUGHTON

"To use a baseball analogy, vision is wanting to win the World Series, and then the mission is what we do day in and day out to achieve the vision. The mission is all the practices and ballgames that you do on the way to the vision. I carry that philosophy into what we're doing as a company."

"When you set out with a vision, there are obstacles, there are naysayers, and there are always problems—you just have to be focused or you never get there."

"A lot of people will put forth a vision, but you've got to have incredible passion and have thought through where you want to be because you've got to be looking for opportunities to seize upon. A lot of people aren't passionate enough to seize upon opportunities when they come along, or they recognize them but are too scared to jump when an opportunity comes along. So they never realize an opportunity because they're too comfortable or too scared to take that risk."

"You've got to be conscious of people who are going to get you there because you can't do it on your own. You've got to be empathetic. You've got to be passionate, but if they don't believe that you care about them and what's going on, you're not going to get anywhere."

"You've got to cultivate a culture that is conducive to your vision. You've got to care for your people, and they've got to know it. They've got to see you being passionate and working toward that vision, and you've got to make them want to be a part of it."

THE RECEIPT

- 1 Blanton's Single-Barrel Bourbon
- 1 Jefferson's Ocean bourbon



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[GIVING BACK]



PHILANTHROPIC PROFILE

YEAR PAT DURAN JOINED BREAKFAST VENUE SERVICE EFFORT:

2015



MEMBERS OF METRO MAFIA:

26



AVERAGE NUMBER OF VETERANS AT EACH BREAKFAST VENUE:

100



AGE OF DURAN'S SON, STEVEN, WHO HELPS PREPARE BREAKFAST EACH FRIDAY MORNING:

9



RESTAURANTS OWNED BY DURAN:

2



Veterans Coming Home Center in downtown Springfield. Duran began to contribute to the effort, known as the Breakfast Venue, shortly after he joined the congregation at The Venues about two and a half years ago. “The spirit of paying it forward resounds through the entire church,” he says. “There was never an ‘ask.’ They just show you the need, and you decide what you want to do with it.”

This isn’t the only way Duran pays it forward. He also leads the Metro Mafia, a group of businesspeople that formed to support the local police and firefighters’ pension fund. “We raised a lot of money and a lot of awareness to help bail out the pension fund,” Duran says. The group of 26 businesspeople still works to support local law enforcement with help from the Community Foundation of the Ozarks. The Mafia now also raises money to support the immediate medical or financial needs of struggling local officers and also hosts activities for officers and their families.

Duran is adamant that his service endeavors are a natural part of his business model. “It’s more of an automatic duty that people should undertake,” he says. “I’ve been very fortunate, and I feel that you have to pass those blessings along.” He says that, for business owners, giving back just makes sense. “Paying it forward is really not hard at all,” Duran says. Despite the time-intensive personal commitment, his giving efforts have never presented difficulties for his businesses—rather, just the opposite. “Does this affect my bottom line? Yeah, but I think [it affects it] positively.” That impact comes in the form of good karma, which benefits the community at large and in turn boosts business. To other owners looking to give back, Duran’s advice is simple. “Just do it,” he says. “There’s plenty of opportunity. I think if you give first, the rest just happens.”

Serving the Community

Restaurant owner Pat Duran uses his culinary skill to provide breakfast for 100 veterans—and his service doesn’t stop there.

BY: LILLIAN STONE

Pat Duran keeps long hours on Fridays. The chef and owner of Metropolitan Grill and Great American Taco Company rolls into Metro Grill’s kitchen around 6:30 in the morning. Duran and his 9-year-old son, Steven, then spend several hours preparing breakfast for around 100 people—but none of the food is served in either of Duran’s Springfield restaurants. It’s for area veterans.

Once complete, volunteers from The Venues church pick up the meals and deliver them to the



Pat Duran spends Fridays cooking for a crowd—he and his son prepare breakfast for 100 veterans at the Veterans Coming Home Center.

PHOTOS BY BRANDON ALMS

[HOW-TO]

How to Successfully Onboard New Employees

It's a challenge to find the right fit when hiring new employees, but the challenge doesn't end there. Take stock of onboarding strategies before new hires show up. Prepare them for success with these steps.

BY: SONY HOCKLANDER

Chase Banta, founder and president of Embark Staffing, has years of recruiting experience. Although his company is focused on recruiting within the technology industry, Banta's tips for a smooth onboarding apply to any business.



CLEARLY DEFINE THE POSITION AND EXPECTATIONS.

When recruits are hired, management's approach is sometimes to figure it out on the fly. But people get busy, and new hires get left behind. Do yourself a favor and set expectations for the role before they start.

DON'T FORGET THE LITTLE STUFF.

Quickly provide the tools that employees need to do their job. Help them get emails, passwords, programs and phones set up.

ESTABLISH A CONSISTENT TRAINING PROCEDURE.

This includes modules to help hires understand company culture and history and learn tasks like filing expense reports. "I've found it to be more successful if those training modules are interactive," Banta says.

CONSIDER CREATING A MENTORING PROGRAM.

A shadowing program, whether the mentor is a manager or co-worker, provides a contact for your recruit to observe. Choose wisely, Banta says. "Make sure the mentor is willing to do it," he says. "If not, that mentor is not going to be fully invested in your [new employee's] success."

GET THEM INVOLVED.

"Relationships are key to any successful organization," Banta says. Take hires out to lunch. "Get to know who they are," he says. "Understand what their goals and interests are so you can understand what their motivating factors are." Do this early so they feel like part of the team.

CREATE OPEN COMMUNICATION CHANNELS.

"Communication is key," Banta says. "I always say over-communicate." Encourage new hires to share concerns to avoid bigger problems. Also determine a one-on-one review date a month out or more. "Touching base and seeing how they are doing goes a long way," Banta says.

LET THEM TEST THE WATERS.

Make sure your new employee is ready to do the job before throwing them in the fire, Banta says. "Some people catch on more quickly than others," he says. Understand where they are in the process. "Watch what they do," he says. "If they fail, take a step back and take that as a coaching opportunity."

PHOTO COURTESY CHASE BANTA




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Dennis & Linda Morgan
Tim Gregory | Kingsley Group pictured on right



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[WORKSPACE]

1



Michele Granger does the majority of her work from her airy home office.

2



WORKING FROM HOME

After saying goodbye to her office in Glass Hall on Missouri State University's campus, recently retired Professor Michele Granger does most of her work from a cozy space in her southeast Springfield home. "This is really my workspace for everything," says Granger, who writes textbooks and performs employee assessments for a New York-based fashion company. Take a peek inside her home office, which is filled with many one-of-a-kind pieces that speak to her favorite things.

BY: SAVANNAH WASCZUK

1 Michele Granger was a professor at Missouri State University from 1999 to fall 2016, and she taught at Stephens College in Columbia for 15 years before that. She spent the majority of her university years teaching fashion merchandising, and she's become quite the expert. Such an expert, in fact, that she has written nine textbooks and contributed to many others.

2 Granger made her office's curtains out of some of her white blouses she seldom wore. "I thought, 'Oh, you know, that would be a cute panel,'" she says. She wanted something light and airy to make sure her office space had plenty of natural light, so the shirts worked perfectly.

3 Not many people have the benefit of having a bed in their office, but Granger does, and she puts it to good use. "I'll sit up there with my computer on my lap and write a lot," she says. The bed itself is a work of art that speaks to Granger's love of fashion—it was made out of an old clothing rack by local artist Jim Faulkner. "He made it high enough for my dogs to walk and sleep under," Granger says, speaking of her Pomeranian companions, Luc and Mykonos. Framed signage from *Love, Loss and What I Wore*, a play that Granger acted in, hangs over the bed, and small dress forms Granger found and restored from various places, including Stephens College, sit in front of it.

PHOTOS BY BRAD ZWEERINK



3



4



5

4 “All of the books on the mantel are ones that I’ve written or contributed to,” Granger says. Artwork by Granger’s friend Sarah Riley also sits on the fireplace mantel, and another piece of Riley’s work hangs across the room above the office’s daybed. “The piece above the fireplace is a hand-painted paper creation she made while studying in Italy,” Granger says.

5 A collection of decorative plates climbs its way up the wall just left of the office’s entryway, and it continues to snake its way across the wall on the opposite side of the room. “I’ve collected plates from many of my travels,” says Granger. “A lot of these also belonged to my mother and grandmother, and some of them are gifts from friends.” After collecting so many, she knew she wanted to show them off. “I actually saw this idea on Pinterest,” she says. But it’s one of those DIY projects that will likely never be complete. “I’m always adding to that wall,” Granger says.

6 Granger’s desk is an antique that she acquired and then painted silver. “It was a dark, masculine piece originally,” she says. She also added a mirror to the top of it, creating a piece that’s as visually appealing as it is functional. It’s where she did the majority of her lesson planning and grading for her classes while she was teaching, and now it is where she often sits as she writes her books. A small Eiffel Tower statue sits on the desk and speaks to Granger’s love of Paris. It’s just



6



7

one of the many Paris-themed pieces in her office and around her home. “I’ve taken students to Paris a dozen times over the years,” says Granger, whose daughter came on the trips, too. “It is like a second home to me, and it’s where I want to go when it’s time to go somewhere.”

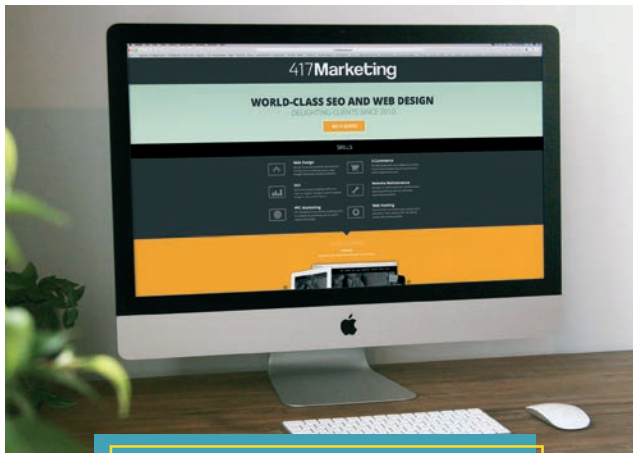
7 An old buffet from Granger’s parents’ lake house sits on the entryway wall beneath the plate collection. “I took it and whitewashed it,” Granger says of the piece. She now uses it for storage and to display some of her favorite framed work.

8 An old armoire that formerly belonged to Granger’s parents sits on the wall opposite of the entryway. “I had it refinished by Ed Pace,” Granger says. She uses the piece for file storage and to hide her paper shredder.



8

SPOTLIGHTS



BUSINESS SPOTLIGHT

417 MARKETING

Search Engine Optimization
In business since 2010

Search Engine Optimization (SEO) is the process of proving to search engines like Google that you are an authority in your niche and that you are worthy of that search engine's trust. In other words, can that search engine trust that if they display your website on page one of search results that their users will appreciate that result? You'd better hope so!

So how does one go about the process of building authority and trust with a search engine like Google? That's always the million-dollar question – and some of the answers seem to change as fast as Google's algorithms. 417 Marketing has been providing world-class SEO services since 2010 and knows what it takes to get you results.

But don't take it from them, hear what their clients have to say.

"417 Marketing has done such an amazing job with our SEO campaign! They are pleasant, efficient, and fast! We love working with them!"

- Cheryl Briggs, Owner - DermaHealth Laser & Skin Care Clinic

"417 Marketing is by far the best SEO company I have worked with. I tried three other companies over the past five years, and 417 Marketing blows them all away. I wish I would have found them sooner."

Patrick Prutsman, Owner - Sound Relief Hearing Center

417 Marketing
417.889.0044 | 417marketing.com



BUSINESS SPOTLIGHT

DYNAMIC DNA LABORATORIES

DNA Testing Services
In business since 2015

Each and every person is a walking mystery. Mysteries that, if solved, would change lives. DNA holds the answers. This coded novel of personal information is just waiting to be translated. The highly trained scientists at Springfield's Dynamic DNA Laboratories understand the scientific language of DNA, translating it into powerful answers every day.

They say, "Knowledge is power." Through DNA, people can discover if they are predisposed to developing diseases or cancer, giving whole new meaning to early detection. DNA will also tell how a person's body will respond to over 200 different medications in over 35 drug classes. Weight loss can feel futile, even with a conscientious effort, the DNA Fitness Panel holds 31 genetic traits related to health, diet and fitness. When a person understands their genetic code, they discover which diet will lead to success.

Heritage unlocks identity. DNA offers the ability to discover a person's earliest ancestry and even discover living relatives.

The ultimate goal is improving community health. No other lab in the world provides the incredible range of services. All testing is done in-house at the lowest prices in the industry. They have an open door policy for lab tours.

Dynamic DNA Laboratories can crack the DNA code.

Dynamic DNA Laboratories
2144 E. Republic Rd. Ste. B204
417.319.1047 | dynamicdnalabs.com

SPOTLIGHTS



BUSINESS SPOTLIGHT

GROOMS OFFICE ENVIRONMENTS

Commercial Furniture
In business for more than 39 years

Grooms Office Environments has a 39-year history in Springfield as a full-service commercial furniture dealership. From space planning, design, installation and inventory management to selling and installing flooring, they have you covered. Whether you are looking for a new ergonomic chair, designing your home office, renovating an existing workspace or starting from scratch, Grooms' knows what it takes to turn your vision into a powerful reality.

The talented experts guide clients through the complex workplace planning process. Jonathan Garard, his wife Audrey and their team know how to provide the best solutions for the best value. They are creative in their approach, take initiative and produce spaces that stand out and are functional. You are not just buying furniture from Grooms. Now more than ever, the workplace environment plays a crucial role in the attraction, retention and performance of employees. Work has changed; offices have not. The workplace needs to appeal, nurture, enable and retain the talent that drives success. Grooms has the knowledge and experience to guide you through these changes.

You are invited to experience the difference for yourself.

There is no project too big or too small for Grooms to handle. If you have not worked with them before, let them demonstrate their value to you and your business.

Grooms Office Environments
1285 E. Montclair St.
417.883.4646 | groomsinc.com



BUSINESS SPOTLIGHT

PARAGON ARCHITECTURE

Architectural Firm
In business since 2010

Paragon Architecture offers sustainable commercial, civic, education and healthcare facility design. The team brings more than 60 combined years of experience to the table, along with a unique cohesiveness. They strive to enrich every community with quality design through innovative thinking and focused expertise.

The *Paragon Approach*™ is the most vital piece of their product. It begins with a partnership. The team comes to the drafting table and merges their knowledge, clients' needs and consultants' wisdom to meet the specific needs of each project. They provide a client advocate from the first sketch to the last phone call. Everyone involved is guided and informed throughout the entire process. This collaborative design method allows them to co-create enhanced spaces for users.

The firm gets to know clients and creates relationships to understand their design needs—not only for today but for future growth as well. Buildings are crafted with their clients by their side every step of the way. They stand by integrity and consider it not only good business, but also the right way to do things. The end result is sustainable, functional structures with great design. Paragon wants their buildings to enrich the community, and it is safe to say they are doing just that.

Paragon Architecture
430 S. Glenstone Ave., Springfield | 1310 S. Main St., Joplin
417-885-0002 | paragon-architecture.com

[THE BIG QUESTION]

Protecting Nature and Profits

Sustainability is far more than flipping off a light switch—it's a movement that many businesses in 417-land, including GreenTech Lawn Care, have joined. Cara Shaefer of City Utilities of Springfield shares how you can, too.

BY: PEYSON SHIELDS



All entrepreneurs aim to create sustainable business models, but recently that has taken on multiple meanings. Today, 417-land businesses are more attuned to their environmental impact and are becoming engaged in ways to reduce it by using renewable resources.

"I think we have seen that with large and small businesses having sustainability goals, delivering products with a smaller carbon footprint and making energy-efficient upgrades," says Cara Shaefer, director of energy services and renewables for City Utilities of Springfield (CU). "Reducing consumption in energy and water has long-term benefits for our community."



"REDUCING CONSUMPTION IN ENERGY AND WATER HAS LONG-TERM BENEFITS FOR OUR COMMUNITY."

—Cara Shaefer, director of energy services and renewables for City Utilities of Springfield

Shaefer knows that those benefits aren't the only thing business owners are concerned about. "It has to come down to the bottom line—how can I do this and remain competitive?" she says. "Most of those solutions don't have to cost a great deal."

CU has several programs and rebates that aim to make local businesses and homes

more efficient and, in the process, reduce annual electricity use. Shaefer says one program that has seen tremendous growth is CU's Commercial Lighting Rebate program. The city offers rebates to businesses that upgrade to efficient exterior or interior lighting and add occupancy sensors and LED exit signs.

"The upfront costs of LED fixtures are more expensive; the combination of the rebate and maintenance cost savings provides a return on investment of less than five years," she says.

When reducing a business's carbon footprint, every little bit counts. "Any reduction in the use of energy or water helps the community and utility delay the need for additional capacity further into the future," she says. And GreenTech Lawn Care is doing just that.

Brandon Jacobsen started GreenTech as a class project while finishing his entrepreneurship degree at Missouri State University. What started as a conventional lawn care company soon became more sustainable.

In the years since its founding in 2014, GreenTech has evolved into an environmentally friendly company in a typically inefficient

industry. "By mowing emission-free with electric, solar-powered lawn mowers and equipment, we are setting a new standard for the eco-conscious lawn care segment," says John Krygiel, GreenTech co-owner and sales manager.

"OUR COLLECTIVE ACTIONS DO HAVE CONSEQUENCES FOR OUR COMMUNITIES, CITIES AND, MORE WIDELY, THE PLANET."

—John Krygiel, co-owner and sales manager of GreenTech Lawn Care



GreenTech's solar-powered lawn mowers are an investment that pays off in the long run both financially and environmentally. The mowers cost nearly 1.5 times their gas-powered equivalent, but Krygiel and Jacobsen made the decision based on the working life, which is about twice as long. The mowers are charged using a solar array and last about seven hours.

In addition to mowing, trimming and blowing electrically, GreenTech has incorporated organic fertilizers and recycling into its everyday processes. "Our collective actions do have consequences for our communities, cities and, more widely, the planet," Krygiel says. "We want the same thing for our lawns and community that any parent wants for a family: to care for them in a responsible, cost-effective and healthy way."

[VANTAGE POINT]

AN INCREDIBLE NEW SALES STRATEGY

New attractions and locations aren't the only signs of growth for America's Incredible Pizza Company. Since the Springfield-based entertainment business overhauled its sales strategy, sales have boomed, employees are happy, and customers are getting more.

BY: JULIANA GOODWIN

In 2002, Rick and Cheryl Barsness founded America's Incredible Pizza Company in Springfield. Today there are 10 locations in the Midwest and Mexico—six are owned by the founders, with the newest location opening November 25 in Oklahoma City, and four are franchises. Not only has the business physically expanded, but a new strategy has also increased employee retention and, so far, generated \$2 million more in sales.

Rick Barsness says they turned point-of-purchase cashiers into sales staff who earn commission selling premium packages.

The notion wasn't Barsness's own. He credits a zoo manager who spoke at an entertainment industry conference about his idea to provide commission incentives to cashiers after realizing only 10 percent of visitors purchased premium admission packages. A year later, premium packages were selling 60 percent of the time, earning an extra \$1 million for the zoo and boosting paychecks.

"It was absolutely brilliant, that idea," Barsness says, and he says any business with order-takers can do the same.

In addition to increased sales, the cashiers earn extra money on top of their wages. Since implementing the strategy, his company has paid about \$67,000 in commissions and increased average sales by \$2 per customer. Together his venues see a million customers annually, meaning an increase of \$2 million.

But it didn't happen quickly, he says. Planning and implementing the new system took about a year. The first step was listening to employees who deal directly with customers, something he recommends anyone adapting this system also do. "They will tell you exactly what it would take to sell the packages and what needs to be in the package," he says.

Based on feedback, he built three packages. Sales cashiers earn 50 cents for every top package sold, 25 cents for every middle package and nothing extra for the smallest package. Training was key, Barsness says. "They are no longer just standing there taking orders," he says. "They have to be a salesperson."

He also set up computers to show cashiers how much incentive each is earning. Some make up to \$150 extra on top of regular paychecks, he says. "I'm so amazed at how competitive they are," Barsness says. "They want to do better, and they are helping each other do better. They almost become their own boss."

The bonus? Prior to implementing the new system, filling cashier positions was tough. Today, Barsness says, everybody wants to be a cashier salesperson. "Now it's the easiest job to fill," he says.

[SIMPLIFY]

MEET LIKE YOU MEAN IT

Stop wasting time and start having better meetings. With more than 30 years of management experience, Randy Will of RG Will Solutions, LLC offers three tips for making your meetings more meaningful.

BY: REN BISHOP



DETERMINE AN OBJECTIVE

Every meeting should have a specific, stated purpose before it begins. That purpose should be communicated to

all attendees before the meeting starts, Will says. "If no one knows what the meeting is for, that's a real problem," he says. "If you don't have a stated objective, then don't hold the meeting."



UPGRADE THE AGENDA

Writing out specific items that will be discussed is one way to improve a meeting, but giving time restrictions

to each agenda item makes meetings exponentially more efficient. "People will talk only in the time they're given," Will says. "And every minute they're not working, there's opportunity cost."

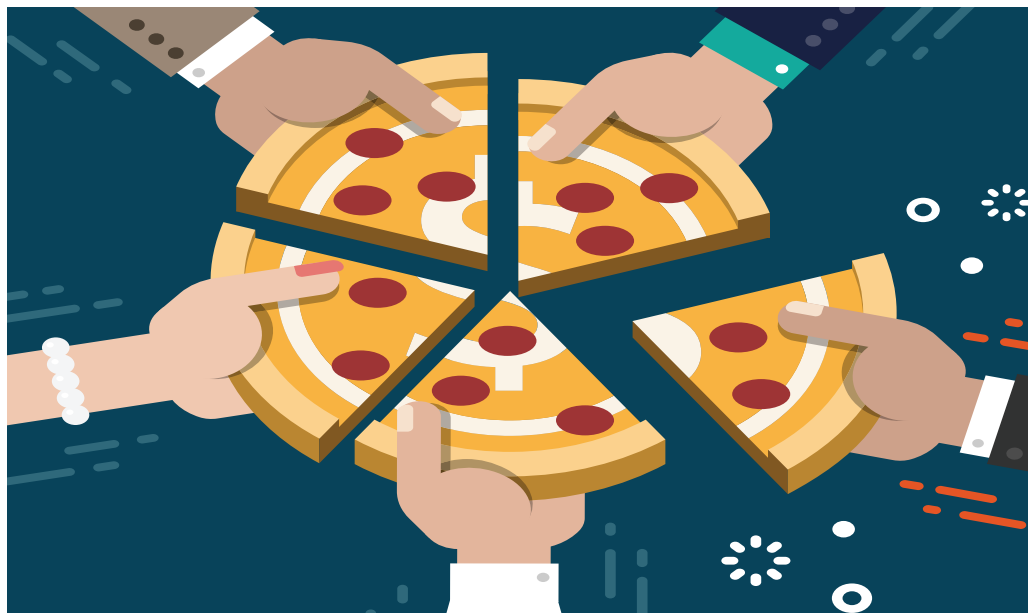


DON'T DELAY DECISIONS

Making decisions during meetings encourages positive changes to be implemented rapidly. "Don't prolong the

pain," he says. "Make a decision. If you keep putting off a decision, especially a hard one, the problem only perpetuates. Make a decision in a meeting, and if it's the wrong one, pivot and make another decision. It's simple."

Meetings can be meaningful with these three tips from management expert Randy Will of RG Will Solutions.



[NEXT GEN]

Dale Rector Jr. was 10 years old when his father started Dale's Roofing, the company he now runs.

Success through the Roof

Rogersville-based Dale's Roofing has reached new heights thanks to a strong set of values passed on from father to son.

BY: ADRIENNE DONICA

Dale Rector Jr. remembers when his father, Dale Sr., started the family roofing business in 1986. At the time, Dale's Roofing had just a handful of employees, and Dale Sr. wore several hats to ensure the company's success. "I remember him selling the jobs, and then he'd go back and run the crew as well," Dale Jr. says. Thirty years later, the business has grown immensely by remaining committed to those same values.

Dale Jr. was just 10 years old when Dale's Roofing opened in Rogersville. As early as middle school, he was helping his dad during the summers. After high school, he joined the business full time as a member of one of the crews that works on roof replacements and repairs. Later, Dale Jr. worked in production overseeing all the crews before joining the sales side of the business. Little did he know, this was all part of his father's succession plan.

Because Dale Sr. had the foresight to train his son in all aspects of the business, Dale Jr. says it was a smooth transition. "I didn't know what he was doing, didn't know what his plan was or why he was making me do some of the things I was doing, but as I look back at it now, I'm glad he was doing what he was doing," Dale Jr. says. The father and



A small dormer shows examples of copper flashing and construction options in the showroom of Dale's Roofing.



Homes throughout 417-land have turned to Dale's Roofing since the company started in 1986.



Even the copper roof vents show the attention to detail the Rectors hold as a cornerstone of their family business.

PHOTOS BY BRAD ZWEERINK

son still co-own the business together, but Dale Jr. took over the day-to-day operations about a decade ago.

In addition to learning the ropes of the business, Dale Jr. also learned several key lessons from his father, the most basic of which is the importance of hard work. "There's nothing that I haven't done that I expect everyone else to do," Dale Jr. says. "All my guys know that." Encouraging his employees to also work hard has helped the company get where it is today, he says. Since beginning, the business has grown to 45 employees and expanded its services to include guttering and skylight work.

Naturally, that growth hasn't come without its challenges. "Still we always try to do the right thing," Dale Jr. says. "That's how my dad taught me... [to] do business the honest and the right way. Sometimes you lose money, sometimes you have to go back and bite your tongue of what somebody has done wrong, but you make it right to the homeowner."

Sometimes, doing right by a customer can mean passing up a job opportunity. "You may not always go out and sell somebody a roof, but they're going to remember you," Dale Jr. says. "That's what I still preach to my sales guys, all of our guys today, is just be honest." And when the time comes for customers to have work done, they often remember Dale's Roofing.

Dale Jr. acknowledges that running the family business has been challenging at times because of the father-son dynamic, but they have always managed to overcome those problems. "Be willing to talk about the tough times because they're going to come up," he says. "Talk through those problems and know that everybody's goal in the end is the same goal, which is [to] pass the business down."

Looking ahead, Dale Jr. hopes the roofing company will continue to stay in the family. His son is a sophomore in high school and is following in his father's footsteps of helping with the family business during the summers. Although there's no certainty for the future, one thing's for sure: Dale's Roofing has a strong foundation on which it can continue to grow.

“Be willing to talk about the tough times because they’re going to come up.”

—Dale Rector Jr., co-owner of Dale's Roofing



For the Rectors, the family business puts a roof over their heads—and the heads of many 417-land families who want their homes to be safe, secure and dry.

PHOTOS BY BRAD ZWEERINK



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—Jim Messina, *general sales manager for KRBK TV - Fox 5*

SEE PAGE 88

Link

EVERYWHERE YOU NEED TO BE

Shaun Munday performs at Biz 417's 20 Under 30 party.

PHOTOS BY BRAD ZWEERINK, BRANDON ALMS

CALENDAR

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Andrea Sitzes speaks at the State of the Community Dinner. Read more on p. 100.

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NETWORK

8:30-10 a.m., every Wednesday 1 MILLION CUPS

Local entrepreneurs are energizing the community. Keep your finger on the pulse of their sprouting businesses and innovative ideas at this weekly presentation program. This event will not be held on November 23, December 21 or December 28.

Free; Springfield Art Museum, 1111 E. Brookside Drive, Springfield; visit 1mcsf.com for more information



THE IN PARTY

Mix and mingle in Springfield's living room at this weekly event featuring live music and half-price happy hour specials.

When: 5-7 p.m., every Wednesday

Where: Hotel Vandivort, 305 E. Walnut St., Springfield

Cost: Free

More Information: 417-832-1515

7:30-8:30 a.m., Thursday, November 3

Thursday, December 1

GOOD MORNING, SPRINGFIELD!

Knockout some networking before the day really begins at the Springfield Area Chamber of Commerce's monthly breakfast event. Hear the latest news from the city, county and chamber.

\$15 for members, \$20 for non-members; location varies;

call 417-862-5567 or visit springfieldchamber.com for details

8:30 a.m.-4 p.m., Thursday, November 3

EXPO: EXPLORE

Find your next business partnership or client at the Springfield Area Chamber of Commerce's annual expo. When you're not chatting up other people, attend quick and to-the-point workshops to help you get ahead. Free with preregistration, \$5 at the door; Springfield Expo Center, 635 E. Saint Louis St., Springfield; for details, call 417-862-5567 or visit springfieldchamber.com

4-6 p.m., Thursday, November 3 BUSINESS AFTER HOURS

Mix and mingle with Springfield Area Chamber of Commerce members at this happy hour. \$5 for members, \$15 for non-members; Springfield Expo Center, 635 E. Saint Louis St., Springfield; for details, call 417-862-5567

11:30 a.m.-1 p.m., Thursday, November 3 Thursday, December 1

WORKING OZARK WOMEN

These monthly lunches by the Ozark Chamber of Commerce bring women in business together to learn from and connect with each other over lunch. Hear from the Fire and Ambulance districts in November and enjoy a holiday networking event in December. \$12 in advance, \$17 at the door; Ozark Community Center, 1530 W. Jackson St., Ozark; for details call 417-581-6139 or go online to ozarkchamber.com

7-8 a.m., Friday, November 4 Friday, December 2

FIRST FRIDAY COFFEE

Morning coffee and networking with the Branson Area Chamber of Commerce is a great opportunity to give your business a boost. Each month's meeting is hosted by a different chamber member business or restaurant. Free to members; location varies; for details, call 417-334-4084 or visit bransonchamber.com

7-8 a.m., Friday, November 4 Friday, December 2

FIRST FRIDAY COFFEE

The Ozark Chamber of Commerce hosts a monthly meet-and-greet for its members. The event is come and go, so feel free to drop in for a few minutes or stay for the whole hour. Free for chamber members, Ozark residents and Ozark businesses; location varies; for more information, call 417-581-6189 or visit ozarkchamber.com

11:30 a.m.-1 p.m., Tuesday, November 8 Tuesday, December 13

GENERAL MEMBERSHIP LUNCHEON

Join the Nixa Chamber of Commerce for lunch, networking and an update on the Chamber's activities, progress and events. In December, celebrate the holidays at the banquet and silent auction. *\$12 for members in advance, \$15 for members two days before, \$20 for non-members; The Bridge, 308 W. Mt. Vernon St., Nixa; for details, call 417-725-1545 or go online to business.nixachamber.com/events*

**5-6 p.m., Tuesday, November 8
Tuesday, December 13**

DSA MIXER

Get to know fellow downtown Springfieldians at the Downtown Springfield Association mixer. Each month's meeting is hosted by a different local business and features an update from the host sponsor, an update from the executive director and introductions all around. *Free; location varies; for more information, call 417-831-6200*

**Noon-1:30 p.m., Wednesday,
November 9**

BUSINESS2BUSINESS CONNECTION LUNCHEON

The Springfield Chamber of Commerce's Business2Business Connection Luncheon is speed-networking small-business style with the chance to network and promote your business. *\$15 for members; Springfield Area Chamber of Commerce, 202 S. John Q. Hammons Parkway, Springfield; call 417-862-5567 or visit springfieldchamber.com for more information*

**11:30 a.m.-1 p.m., Tuesday,
November 15**

WORKING WOMEN IN NIXA LUNCHEON

Business advice often means the most when it's from someone who has been in your shoes. Enjoy lunch while meeting other businesswomen at this monthly event by the Nixa Area Chamber of Commerce featuring speakers, lunch and networking.

\$12 for members in advance, \$15 for members two days before, \$20 for non-members; The Bridge, 308 W. Mt. Vernon St., Nixa; call 417-725-1545 or visit business.nixachamber.com/events for more information

**7:30-8:30 a.m., Thursday,
November 17
Thursday, December 15**

GOOD MORNING BRANSON

Don't let your business fall behind. This Branson Area Chamber of Commerce event is your chance to meet potential clients and collaborators and get updates about the Branson community. *\$10 for members, \$15 for future members; location varies; for details call 417-334-4084 or visit bransonchamber.com*

**4-5 p.m., Thursday, November 17
SIX DEGREES OF NETWORKING**

Mix and mingle at this dynamic, high-energy event hosted by the Nixa Chamber of Commerce, and hear from featured speakers and career coaches or participate in a networking activity each month. This event is open to the public. *Free; Nixa Area Chamber of Commerce, 566 W. Mt. Vernon St., Nixa; for more information, call 417-725-1545 or visit business.nixachamber.com/events*

**4-6 p.m., Thursday, November 17
ROSIE LAUNCH PARTY**

Celebrate the launch of Rosie, a joint program of The eFactory and The Network designed to help female business leaders and owners succeed. *Free for members with registration; The eFactory, 405 N. Jefferson Ave., Springfield; for more information, call 837-2600 or visit efactory.missouristate.edu/events*

**5-6:30 p.m., Thursday,
November 17**

OZSBI OPEN HOUSE & HIGHLIGHTS

Join the Ozarks Small Business Incubator for the reveal of the newly renovated second floor. Plus,

(continued p. 84)

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Link

(continued from p. 83)

hear from local businesses as they reflect on the year.

Free; Ozarks Small Business Incubator, 408 Washington Ave., West Plains; call 417-256-9724 or visit ozsbi.com for more information

7:30-9 a.m., Friday, November 18

CHAMBER COFFEE CONNEXION

Reenergize your morning with a jolt of coffee and valuable networking with Nixa Chamber of Commerce members at this monthly meet-up. Chamber membership is required to attend. *Free for members; Cruisin' USA, 105 Ridgecrest Ave., Suite 1, Nixa; for details, call 417-725-1545 or visit business.nixachamber.com/events*

11:30 a.m.-12:30 p.m., Friday, November 18

BRANSON BUSINESS CONNECTION LUNCHEON

Get some face time with some other businesspeople in Branson at this networking luncheon. Don't forget to practice your elevator speech as you have the opportunity to introduce yourself and your business to the room.

\$15 for members, \$20 for future members; Radisson Hotel Branson, 120 S. Wildwood Drive, Branson; for more information, call 417-334-4084 or visit bransonchamber.com

11:30 a.m.-1 p.m., Tuesday, November 22

XMIN (EXCEPTIONAL BUSINESSMEN IN NIXA)

This Nixa Area Chamber of Commerce event is catered toward businessmen looking to build long-term relationships with business owners in a variety of industries and fields. Join the XMIN for lunch, networking and a roundtable discussion.

\$12 for members in advance, \$15 for members two days before, \$20 for non-members; Nixa Area Chamber of Commerce, 566 W. Mt. Vernon St., Nixa; call 417-725-1545 or visit business.nixachamber.com/events for more information

5-7 p.m., Thursday, December 8 HOLIDAY PARTY & YOUNG PROFESSIONAL OF THE YEAR PRESENTATION

Celebrate 2016 with The Network at its annual holiday party. The event also recognizes the finalists and winner of the 2016 Young Professional of the Year award. *Free; Veridian Events, 309 South Ave., Springfield; for details, call 417-862-5567*

6-9:30 p.m., Thursday, December 8

2016 ANNUAL MEETING & AWARDS BANQUET

Celebrate 2016 with the Missouri Chamber of Commerce at this evening affair featuring country music artist Billy Dean as emcee, plus music from Voices of Glory and Rob Sindorf. In addition to its annual updates, the group honors several businesses, including Herschend Family Entertainment and other 417-land companies. *\$149 or \$1,100 for table of eight; Big Cedar Lodge, 612 Devil's Pool Rd., Ridgedale; for details, visit mochamber.com or call 573-634-3511*

5-6:30 p.m., Thursday, December 15

BUSINESS AFTER HOURS

Mix and mingle with Branson Chamber of Commerce members at this monthly after-work gathering hosted by a different local hot spot each month. *\$5 for members, \$10 for future members; Silver Dollar City, 399 Silver Dollar City Parkway, Branson; for more information, call 417-334-4084 or visit bransonchamber.com*

6 p.m., Wednesday, December 21 THIRD ANNUAL SPRINGFIELD CREATIVES HOLIDAY PARTY

Party your pants off at the annual Springfield Creatives Holiday Party. Grab your dates and enjoy a look back at the year. Plus, hear the results of the 2017 board election. *Free with membership; location TBA; for details, visit facebook.com/springfield.creatives*

LEARN

8 a.m.-noon, Tuesday,
November 1

SIX PEOPLE PRACTICES FOR MANAGERS

Learn how to improve your communication and people practices with HR Consultant Kari Stewart at this four-hour seminar hosted by OTC's Center for Workforce Development. \$139; Missouri Job Center, 2900 E. Sunshine St., Springfield; for more details, email cwd@otc.edu

11:30 a.m.-1 p.m., Tuesday,
November 1

Tuesday, December 6 THE ASSOCIATION FOR WOMEN IN COMMUNICATIONS LUNCHEON

The Association for Women in Communications features a monthly speaker focusing on trends, tips and ideas to increase the knowledge of the attendees to help further their careers. \$15 for members, \$14 for AWC student members, \$25 for returning guests, free for first-time guests; 425 Downtown, 425 W. Walnut St., Springfield; for more information, visit awcspringfieldmo.org

6-9 p.m., Tuesday, November 1
Tuesday, November 8
Tuesday, November 15
LUNCH AND LEARN WITH
SCORE

Learn how to grow your business with the help of Jerry Myers from Southwest Missouri SCORE. He is leading workshops on finances, operations and maximizing your company's value this month. \$10 for members, \$15 for non-members; Nixa Area Chamber of Commerce, 566 W. Mt. Vernon St., Nixa; for more information, call 417-725-1545 or visit business.nixachamber.com/events

2-4 p.m., every other
Wednesday

LEGAL OFFICE HOURS

Every other Wednesday, drop

into The eFactory for a free legal consultation with Amanda Tummons of Husch Blackwell. Free with registration; The eFactory, 405 N. Jefferson Ave., Springfield; call 417-837-2600 or visit efactory.missouristate.edu/events for more information

6-8 p.m., Tuesday, November 8 TAX PLANNING FOR SMALL BUSINESS

Tax season might be the worst season of all. Avoid the pain by preparing at this workshop for small business owners. Registration ends November 7. \$20 for members, \$35 for non-members; Ozarks Small Business Incubator, 408 Washington Ave., West Plains; for details and to register, call 417-256-9724 or visit ozsbi.com



INFORMATION TECHNOLOGY INDUSTRY

ROUNDTABLE DISCUSSION

The City's Department of Workforce Development continues to address the IT skills gap with industry professionals, educational institutions and community partners at this roundtable.

When: 7:30-9 a.m., Wednesday, November 9

Where: Missouri Job Center, 2900 E. Sunshine St., Springfield

Cost: Free with registration

More Information: This is the second event in a four-part series. For more event details or to RSVP, contact Megan Short at mshort@springfieldmo.gov or 417-841-3386.

6-9 p.m., Wednesday, November 9 & Thursday, November 10
Wednesday, December 7 & Thursday, December 8

THE SUCCESSFUL BUSINESS: PLANNING & FUNDING

Kick-start your business with this two-day course hosted by the Small Business & Technology Development Center. Learn how to create a sustainable business plan and secure funding.

(continued p. 86)

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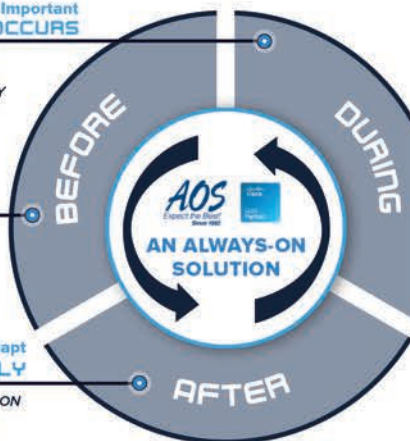
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Link

(continued from p. 85)

\$139 includes business planning software and workbook; The eFactory, 405 N. Jefferson Ave., Springfield; for more information visit sbtidc.missouristate.edu

11:30 a.m.–1 p.m., Thursday, November 10

CEO SERIES: 2016 SPRINGFIELDIAN BILL KIRKMAN

Learn how Bill Kirkman, this year's recipient of the Springfieldian Award, joined BKD LLP right after graduating college and worked to grow the firm from a \$8 million to a \$500 million operation, in addition to being an active community member. Free; Springfield Area Chamber of Commerce, 202 S. John Q. Hammons Parkway, Springfield; call 417-862-5567 for details

1–5 p.m., Monday, November 14 COMMUNICATING FOR LEADERSHIP SUCCESS

Communication is key for a reason. Join Randy Will and OTC's Center for Workforce Development at this can't-miss event for any supervisor or manager looking to improve his or her communication skills. \$139; Missouri Job Center, 2900 E. Sunshine St., Springfield; for more details, email cwd@otc.edu

3:45–5 p.m., Tuesday, November 15

MEMBER BRIEFING

Learn how to get the most out of your Springfield Chamber of Commerce membership, and hear all the great perks available to you at this member briefing. Free; Springfield Area Chamber of Commerce, 202 S. John Q. Hammons Parkway, Springfield; call 417-862-5567 or visit springfieldchamber.com for details

11:30 a.m.–1 p.m., Wednesday, November 16

AITP LUNCH MEETING

Hear from industry experts during a panel discussion

about infrastructure at the monthly meeting for the Southwest Missouri chapter of the Association of Information Technology Professionals. Free to members and guests with registration, \$10 for lunch for guests; Hilton Garden Inn, 4155 S. Nature Center Way, Springfield; visit aitpspringfield.org for details



60 MINUTES TO SUCCESS

Stay successful at this Springfield Area Chamber of Commerce event designed to help you tackle the biggest challenges facing business owners today.

When: 11:45 a.m.–1 p.m., Wednesday, November 16

Where: Springfield Area Chamber of Commerce, 202 S. John Q. Hammons Parkway, Springfield
Cost: \$15 for members, \$25 for non-members

More Information: call 417-862-5567 or visit springfieldchamber.com for more information

10–10:45 a.m., Thursday, November 17

MEMBER BRIEFING AND ORIENTATION

Learn the ins and outs of the Nixa Chamber of Commerce and hear about how to get the most out of your membership.

Free with reservation; Nixa Area Chamber of Commerce, 566 W. Mt. Vernon St., Nixa; for details or to RSVP, call 417-725-1545 or visit business.nixachamber.com/events

**11:30 a.m.–1 p.m., Thursday, November 17
Thursday, December 15**

GOOD AFTERNOON OZARK!

Stay up-to-date with the Ozark Chamber of Commerce at this monthly luncheon. November's theme is attracting local shoppers. In December, the event focuses on the Gratitude Day Food Drive. \$12 in advance, \$17 at the door; Ozark Community Center, 1530 W. Jackson St., Ozark; call 417-581-6139 or visit ozarkchamber.com for details

**11:30 a.m.-1 p.m., Thursday,
November 17**

DEVELOPING OUR WORKFORCE: BUSINESS ENGAGEMENT IN EDUCATION AND WORKFORCE PROGRAMS

Workforce development helps everyone in the community. Learn how to play your part at this event hosted by the Springfield Area Human Resources Association. \$20 for members, \$30 for guests; Hilton Garden Inn, 4155 S. Nature Center Way, Springfield; visit sahramo.org for details

**4-5:30 p.m., Thursday,
November 17**

MATA IDEA MASHUP

The Mid-America Technology Alliance presents a monthly happy hour centered around panel discussions on technology with an eye toward retaining and attracting a strong tech workforce.

Prices vary; The eFactory, 405 N. Jefferson Ave., Springfield; call Sherry Coker at 417-343-3017 or visit matasgf.com

**7:30-9:30 a.m., Friday,
November 18**

Friday, December 16

LEADERSHIP MASTERMIND

People Centric Consulting Group gathers organizational leaders each month for a strategic breakdown of ways to manage and lead effectively. Enjoy dynamic presentations, engaging discussions and breakfast.

\$89 per session or \$890 for the year; 425 Downtown, 425 W. Walnut St., Springfield; for more information, call 417-887-6760 or visit 417tix.com

**11:30 a.m.-1 p.m., Friday
November 18**

LUNCH+20 SERIES

Professional development meets networking at this monthly series hosted by OTC's Center for Workforce Development. In November, Laurie Stowers coaches attendees on business communication etiquette.

\$10; 425 Downtown, 425 W. Walnut St., Springfield; visit workforce.etc

edu/business-solutions/lunch20 for more information

**11:30 a.m.-1 p.m., Wednesday,
December 7**

2016 MANUFACTURING OUTLOOK

Manufacturing is one of the largest industries in 417-land. Join the Springfield Area Chamber of Commerce to discuss the forecast for the industry in 2017.

\$35 for members, \$45 for non-members; University Plaza Hotel & Convention Center, 333 S. John Q. Hammons Parkway, Springfield; call 417-862-5567 or visit springfieldchamber.com for details



B-SCHOOL BREAKFAST SERIES: BREAKFAST WITH THE MASTERS

Hear from some of 417-land's most influential leaders from Biz 100 as they discuss their achievements and share advice for other businesspeople.

When: 7:30-9 a.m., Thursday, December 8

Where: Andy B's Entertainment Center, 1127 E. Battlefield, Springfield

Cost: \$15 in November, \$20 in December

More Information: See who the panelists are at biz417.com. Submit questions by tweeting using #bizbschool

1-5 p.m., Monday, December 12

TAKING THE H.E.A.T.

Customers aren't always happy. Learn how to effectively handle complaints at this four-hour seminar hosted by OTC's Center for Workforce Development. \$139; OTC Springfield Campus, 1001 E. Chestnut Expressway, Springfield; for more details, email cwd@otc.edu



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[THE SCENE]

Brandwich: Make Multi-Channel Marketing Work For You



Jim Messina speaks to the crowd about multi-channel marketing and making it work for small businesses.



Michael Peacock and Cameron Duneman



The panel of professionals shares their insights on branding.

“Nielsen reports that choosing two channels of media can increase your brand awareness by 80 percent.”

—Chris Jarratt, *creative director and partner at Revel Advertising*



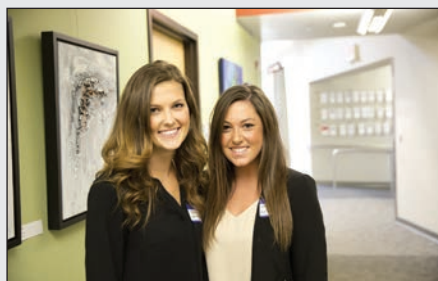
After hearing the panel speak on branding, the crowd also received tips from Revel Advertising on how to best utilize each outlet.



The panel included representatives from multiple media outlets to give advice on how to get the most out of each medium and create a marketing strategy.



Jim Messina and Stuart Lipscomb speak to the crowd.



Hayley Poppell and Shelby Greninger



Kent Oglesby shares his insight.

Event Info:

DATE: September 15, 2016 | LOCATION: The eFactory | SPEAKERS: Stuart Lipscomb, Jim Messina, Janelle Moffett, Kent Oglesby, Gary Whitaker

PHOTOS BY KEVIN ORILEY

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[THE SCENE]

Biz Insights: How the Overtime Rule Impacts Your Business



Sarah Gremminger and Mary Beth Kleinsasser



Greg McKinney and Jeremy Brokate



Kimberly Cooper and Rob Clements

“I think that people who are doing this really well are the ones who are communicating with their employees.”

—Candida Arvizu, *human resource advisor at HR Advantage*



Guests ate lunch catered by Simply Delicious while listening to human resource professionals give insight on the overtime rule.



President and Associate Publisher Logan Aguirre introduced the speakers.



Lynette Weatherford and Candida Arvizu presented on the changes in the overtime rule.



Steven Loehr, Megan Dolan and Jessica Simmerman

Event Info:

DATE: September 16, 2016 | LOCATION: 417 Magazine office | SPEAKERS: Candida Arvizu and Lynette Weatherford | WEBSITE: biz417.com

2016 Missourian Award Honorees



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[THE SCENE]

20 Under 30



Billy Viles, left, and Suzanne Jenkins of B.J.'s Trophy Shop at the 20 Under 30 party.



Biz 417 Editor Adrienne Donica and Digital Director Dayle Duggins hosted the awards ceremony.



Attendees explore hospitality options offered by Wynham.



This year's class includes finance whizzes, advertising and computer programming standouts and a healthy number of entrepreneurs.

“They are all helping keep 417-land a vibrant, exciting, and prosperous community.”

—Adrienne Donica, *editor of Biz 417*



B.J.'s Trophy Shop provided each 20 Under 30 winner with a personalized trophy.



20 Under 30 honorees were gifted their own swag bags and personalized wooden nametags to wear throughout the night.



Madeline Brown, Travis Liles, Adrienne Donica and A'dja Jones



Laura Johnson, Jarad Johnson and Jim Anderson talk during the party.

Event Info:

DATE: September 23, 2016 | LOCATION: Missouri Spirits | SPEAKERS: Adrienne Donica, Dayle Duggins | WEBSITE: biz417.com



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Kevin Hays Dunaway

- 2016 Kansas & Missouri Super Lawyers – Workers' Compensation



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[THE SCENE]

20 Under 30



Throughout the night, partygoers admired a car from presenting sponsor Elite Mercedes.



Abby Glenn enjoys a beer with Emily Christopher and Katherine Newman.



Accessories were on display from The Haberdasher.



The cocktail party celebrated some of the youngest and brightest impacting the community and workforce in 417-land.



Sunni Nutt and Felicia Rose snap a pic at the 20 Under 30 party.



Garrett Lane, Whitley Lane, Jessica Lowder and Garrett Lowder



Guests enjoyed a tap takeover by Miller Lite and handcrafted cocktails from the Missouri Spirits staff.



20 Under 30 winners chatted in a private VIP area.

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Minorities in Business Monthly Networking Event & Reception



Samuel Knox speaks at the Minorities in Business monthly networking meeting at Q Enoteca.



Nechell Bonds and James Bonds



Carolyn Hembree and Joe Robles



Quinci Williams, Saehee Duran and Kim Jones talk at the Minorities in Business monthly meeting.



Springfield's Minorities in Business members meet monthly to network.



Quinci Williams and Cheryl Clay



John Oke-Thomas and Gloria Galanes



Bradley Knox and Justin Clark

Event Info:

DATE: October 4, 2016 | LOCATION: Q Enoteca | SPEAKERS: Samuel Knox, Wes Pratt | WEBSITE: mibspringfieldmo.org



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[THE SCENE]

Good Morning, Springfield!



Jeff Munzinger and Paul Williams



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Melody Hutchison and Anne Hyde

“Integrate this sense of possibility into the mindset of everything we do and then exert the leadership to build the possible.”

—Bob Cirtin, *Greene County presiding commissioner*



Bob Cirtin speaks at the Springfield Area Chamber of Commerce's monthly Good Morning, Springfield! breakfast at The Gallery at the Gillioz Theatre.



Ryan Mooney, Allen Kunkel and Mary Lilly Smith



John and Roseann Bentley



Justin Cohan and Jennifer McClure



Tim Smith and Chris Coulter

Event Info:

DATE: October 6, 2016 | LOCATION: Gillioz Theatre | SPEAKER: Bob Cirtin | WEBSITE: springfieldchamber.com

Hogan Land Title President and Real Estate Attorney Kim Hogan Chaffin is proud to also serve 417-land as the Vice President of Friends of the Garden, on the Board of Directors for the Chamber of Commerce and on the Foundation Board for Christ Episcopal Church.

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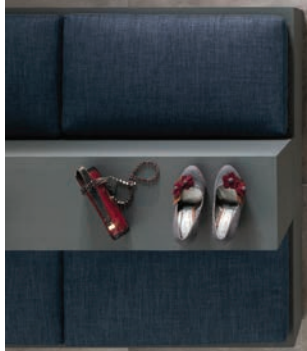
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[THE SCENE]

State of the Community Dinner



Kevin Boyce, Shawn Martin and Rusty Darnell



Andrea Sitzes, Executive Director of the Ozark Chamber of Commerce, speaks to community members at the dinner.



Amy Fite, Christian County's prosecuting attorney, listened as presenters explored the topic of building the future of Ozark.



Stephen Childers speaks to the crowd about Ozark's growth.

“We have to continue to grow. You have to have strong infrastructure to support that growth.”

—Stephen Childers, *Ozark City Administrator*



Members from city organizations, including Ozark School District, City of Ozark, Ozarks Technical Community College and the Missouri Department of Transportation presented updates for the community.



Andy Mueller, Assistant Design Engineer for the southwest district of MoDOT, joked with the audience about road repairs.



Terry and Dana Burpo



Nathan Posten and Chuck Branch

Event Info:

DATE: October 6, 2016 | LOCATION: Ozark Community Center | SPEAKERS: Craig Carson, Stephen Childers, Jeff Jochems, Andy Mueller, Kevin Patterson, Andrea Sitzes | WEBSITE: ozarkchamber.com

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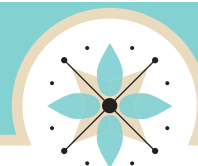
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[THE SCENE]

B-School Breakfast Series: Hustle & Grow



Biz 417 Editor Adrienne Donica hosted the panel.



Brian Kincaid and Rayanna Anderson



Garrett Lowder, a 20 Under 30 winner and B-School panelist, shares his experience as a young professional.



Jody Glazner, A'dja Jones, Garrett Lowder and Brian Kincaid were all panelists and 20 Under 30 winners.

“Being a mentor means putting the needs of the person you’re working with above your own.”

—Jennifer Chastain, principal of Nixa’s John Thomas School of Discovery



Jody Glazner discusses her mentorship with Julie Higgins, founder and executive director of I Pour Life.



JP Roberts and Mollie Crawford



Daniel Raines began mentoring A'dja Jones when she started working at Missouri State University.

Event Info:

DATE: October 13, 2016 | **LOCATION:** Andy B’s Entertainment Center | **SPEAKERS:** Jennifer Chastain, Jody Glazner, Julie Higgins, A'dja Jones, Brian Kincaid, Garrett Lowder and Daniel Raines | **Website:** biz417.com

PHOTOS BY BRAD ZWEERINK

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DOWNTIME

MUSIC MAN

Brett Johnston, the marketing and development director for the Springfield Regional Arts Council, has always loved music, rhyming and writing. He began playing the piano as a child, but his musical inclination took a turn when he first heard the rap song “Crushin” by Fat Boys. These days Johnston can be found rapping on a variety of local stages. He spits literary-inspired rhymes once a month at Lindberg’s Tavern as part of Wild Bob’s Musical Book Club and enjoys performing kid-friendly music at local libraries. As a father with two young children, he’s grown to appreciate making music that people of all ages can enjoy.




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501

HEADQUARTERED
AT 501 MAIN STREET
PINE BLUFF, AR 71601

LOCATIONS IN

4 STATES



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**Subject to credit approval.