

CEIC 2010 Conference- Full Bios.

Joe Keeley (Muse Norris Room AD)
College Nannies and Tutors
St Paul, MN

The winner of the 2003 Global Student Entrepreneur Award, Joe Keeley is the President & CEO of College Nannies & Tutors, the franchisor of the nation's largest nanny and tutor company. An Entrepreneur Magazine Franchise 500 Company, College Nannies & Tutors was founded by Keeley in 2001 while earning a degree in Entrepreneurship from the University of St. Thomas in St. Paul, MN and being a nanny ("manny") himself for two boys during school. While a student, Keeley and College Nannies & Tutors earned such accolades as the Minnesota Collegiate Entrepreneur Award, Great Lakes Collegiate Entrepreneur of the Year as well as the Global Student Entrepreneur Award.

Following graduation, Keeley and College Nannies & Tutors earned investment from Wayzata, MN based Business Development Group and began franchising the concept. College Nannies & Tutors is now operating locations on both coasts and in the Midwest and has been featured in such media outlets as Newsweek, USA Today, CNN, NPR and others. Keeley has been named as one of the "Top 25 under 25 to Watch" by Business Week Magazine, one of the "20 under 30 Who Will Change the World" by Citizen Culture magazine and one of the Minneapolis-St. Paul Business Journal's "40 under 40" by age 27.

Keeley currently serves as President on the board of the Minnesota chapter of the Entrepreneurs' Organization (EO), is a past President of Bizlounge Network (2004 – 2006), and volunteers his time with organizations focused on the advancement of entrepreneurship including CEO, GSEA, BestPrep, Junior Achievement, WomenVenture and is a frequent guest lecturer and Entrepreneur in Residence at Colleges and Universities across the nation through DORM ROOM Entrepreneurship.

Keeley offers this piece of takeaway advice, now knowing what he would have done differently- hire top talent sooner!

Jerome Love (Muse Norris Room BC)
Get Up, Get Out, & Get Something
Houston, TX

Born on a farm in Lake Providence, LA Jerome Love is the founder and President of the largest African American Tradeshow in the state of Texas, and author of the bestselling book entitled, Get Up, Get Out & Get Something!

With his phenomenal triumphs, you'd never guess that on February 14, 1995 he was expelled from high school 3 months prior to graduation, so, Love, is no stranger to

adversity. He wanted a better quality of life for his family. Love began his first business at the age of 19. Through his continued struggles, he discovered a powerful formula for success that he affectionately refers to as GUGOGS, which stands for Get Up, Get Out & Get Something. He has used this potent formula to become a leader in every field of business that he has entered, and build an enviable business enterprise, that includes: LHS Realty Group, where he serves as the Broker / Owner, Texas Black Expo, Inc., author of several books, and a professional speaker, all before the age of 30. Recently he was named by the National Black MBA Association as their 2009 Entrepreneur of the Year. He offers this piece of valuable hindsight, he wished he had listened to the people he asked for advice as well as prepared before jumping out there.

In his book, *Get Up, Get Out, & Get Something* he chronicles his unique journey and teaches readers how to create a “can’t fail” plan and how to take action toward targeted goals. Love transparently shares how he turned his repeated struggles into incredible success prove how anyone can dig deep within and to discover the *motive* that fuels their *motivation*.

Brad and Angie Barber (Pappajohn Center Room 117)
Cabin Coffee, Inc.
Clear Lake, IA

On a summer morning in 2001 Brad and Angie stopped at a bagel shop in Des Moines. They filled their tummies with coffee, bagels and Dr. Pepper (for Brad) Leaving the bagel shop with bagels in hand and Angie enjoying her steaming cup of coffee, Brad was struck by an idea. “I finally figured out what Clear Lake needs downtown!” Angie asked, “What! What?” Brad responded, “An upscale coffee and bagel shop!” Excitedly, Angie responded, “You know, you’re right!” On the way back to Clear Lake, Angie came up with the name of the company, Cabin Coffee Company. With the help of Brad and Angie, they decided the store would be a log cabin with a western twist, inspired by Carol Cartwright, giving customers a warm and cozy environment to relax in. To make it a place for the entire family, Angie suggested the Kids Korrall. Their theme is “Just be Happy and Have Fun!”

The plans for Cabin Coffee Company were all made within a month, with funding and a location intact. However, the day the loan was approved Brad was laid off from his job, and the plans were put on hold. A little over a year later, Brad and Angie took possession of their first location on October 3, 2002. With the help of dedicated friends and family they opened Cabin Coffee Company two months later on December 6, 2002, just in time for Christmas by the Lake. Brad and Angie Barber have franchised their concept and have the original locations in Clear Lake & Mason City, IA and franchise locations in Forest City, IA and St. Charles MN.

Mike Coon (Muse Norris Room EF)
PowerFilm, Inc
Boone, IA

Mike is the CIO with PowerFilm, Inc. Coon has held various roles within the company to include COO and CFO. Powerfilm is a developer and manufacturer of thin, flexible solar panels based on a proprietary low cost production process. The company's objective is to target the building integrated solar power market and to continue to supply products for selected portable and remote solar power applications. PowerFilm is based in the state of Iowa.

Richard Dedor (Pappajohn Center Room 225)
Richard Dedor Communications
Kansas City, MO

Richard Dedor wanted to change lives. He ran for mayor at age 18, he started his own consulting company at 23 and published his first book at 26, He also attended NIACC and UNI and wished he would have asked more questions from small business owners when he had the chance. You have that chance, he is an inspiration and will inspire you to act now and follow your dreams!

Ashley Dull (Recreation Center Room 114)
Artist
Minneapolis, MN

Growing up on a farm in Northeast Iowa, Ashley Dull always had something surrounding her that she wanted to paint. Nature became the basis of many of her paintings. 26-year old Ashley works mainly in the oil painting medium, as well as doing some Giclee reproductions, which is a printmaking technique that prints fine art reproductions from an inkjet printer. She graduated with a Bachelor of Arts in Fine Arts from Luther College and now works as an emerging artist & entrepreneur in the Twin Cities, giving art shows and showing her work in local and state galleries. She hopes to encourage and inspire others to also go after their dreams, for everything is possible if a strong passion and desire is present.

Dane Maxwell (Recreation Center Room 112)
RE/MAX Real Estate Concepts
Ankeny, IA
www.zannee.com, www.agentcarecenter.com, www.clientlunchbox.xom

Intense, a little bit crazy, and relentlessly focused on simplicity, Dane Maxwell is all about searching for (simple) counter-intuitive, breakthrough ideas. Because he couldn't stand working for anyone but himself, Dane went directly from college into Entrepreneurship and started from his parents basement. Within 12 months he became an

advisor to many of the Top 100 real estate companies in the country. Brokers work with Dane because he doesn't tolerate complicated software, and makes stuff that people actually use.

Don Liimatainen (McAllister Hall Room 206B)
Cloquet, MN
Ablaze Custom Cleaning LLC, Red Tie Boutique, LLC

While working the night shift at Home Depot, Don Liimatainen found out that he wasn't going to get rich working for someone else. He found the power and independence of self employment. From that point on 2 businesses have been born Ablaze Custom Cleaning, LLC, Minnesota's professional cleaning company & Red Tie Boutique, LLC, Corporate Concierge services. He started out using the techniques that were taught to him by his brother, and he will teach you those lessons. He attended Fond du Lac Tribal Community College and majored in Business Financial Services.

Spencer Stensrude (Recreation Center Room 113, Session 1 & 2 only)
Mason City, IA
Bert & Ernie's Skate Shop

Spencer Stensrude is a 22 year old that is working day and night on the renovation of his second business while attending NIACC and Buena Vista for his Entrepreneur certificate. He is an owner of Bert & Ernie's Skateshop in downtown Mason City. The business has evolved and moved to a new high traffic location that has enough space to accommodate an indoor skate park. Spencer got his start standing in the mall trying to sell Aquamassages to anyone that walked past. After being in business for a few years he likes to think he is starting to learn a few things, and would like to share these tips with you to help motivate any of you to take the next step to becoming an entrepreneur, or just avoid a few business blunders!

Julie Wright (Pappajohn Center Room 118)
Clear Lake, IA
Executive Financial Architects

Julie Wright is owner of Executive Financial Architects, an independent coaching & financial services firm in Clear Lake, Iowa. A graduate of Iowa State University with a B. S. Degree in Business Administration—Marketing, Wright has worked with entrepreneurs and small business owners for over 26 years in creating wealth and in growing more profitable businesses. She is a speaker for seminars and workshops throughout the world on various business, internet marketing, and financial topics. She is also owner of Essential HealthWorks, an energy medicine practice and entrepreneur in her own right. Julie shares a thought with us “Knowing what I do today –I'd say go for it and play big.”

Derek & Lizanne Engh (Pappajohn Center Room 224)

Britt, IA

Britt Lumber Co.

Derek & Lizanne Engh have owned Britt Lumber in Britt, Iowa since 2007. Both are graduates of West Hancock High School and NIACC. Lizanne went on to earn a BA degree with Buena Vista in Business Management. Derek's has experience as a Precision Agriculture Specialist with Broshar Implement, a John Deere Dealer out of Woolstock, Iowa. Derek worked under the former owners in an internship with Britt Lumber to bring hands-on knowledge of the operations before purchasing the business.

Dawn Bowlus (Recreation Center Room 113, Session 3 only)

Iowa City, IA

The Jacobson Institute

Dawn Bowlus, Director of The Jacobson Institute for Youth Entrepreneurship is helping in part to sponsor the conference. The Jacobson Institute for Youth Entrepreneurship at The University of Iowa is a comprehensive program that enriches K-12 students' lives through classroom and practical educational experiences. Built on three key components—teacher education, development of innovative curricula, and outreach opportunities—the Jacobson Institute provides opportunities for both instruction and practice in entrepreneurship. The Jacobson Institute for Youth Entrepreneurship gives educators the tools they need to teach the “entrepreneurial mindset”—that is, to encourage creativity, innovation, critical thinking, and problem solving, and to prepare students for success in the worlds of business and entrepreneurship.