

















SCORE Kansas City Faculty 2020





<p>Kimberly Beer</p> 	<p>Kim is a national speaker and advocate for entrepreneurship and small business marketing. She has been an entrepreneur for over 25 years, soon to celebrate her 20th year as president of the small business marketing firm Midnight Productions, Inc. Kim's mission is to inspire and educate entrepreneurs to create results-oriented marketing tactics that will carry their business to the next level. Her seminars on marketing are honest, enlightening and packed with great action steps and technical instruction. Kim is a Certified Authorized Local Expert and Platinum Solution Provider with the online marketing software company Constant Contact.</p>
<p>Chris Brown</p> 	<p>Chris Brown represents startups, freelancers, and small businesses through his law firm, Venture Legal. As an entrepreneur himself, he uses modern technology to provide efficient legal services using fixed-fee, project based billing. Chris also co-founded Contract Canvas, a digital contract platform for creative professionals. You can find him on Twitter @CSBCounsel.</p>
<p>Erica Brune</p> 	<p>Erica is President of Lever1, a Kansas City-based professional employer organization (PEO) providing human resources, payroll and employee benefit solutions. Within five years of launching Lever1, Erica helped drive the company to become Missouri's Fastest Growing Company of 2017—ranked No. 44 in the nation by Inc. Magazine. She is also CAO of Blue Chair Holdings – which includes subsidiary Gragg Advertising. Honored among Kansas City Business Journal's 2016 Women Who Mean Business, Erica offers 18 years of human resources and strategic fiscal reporting that has led to 45% financial growth year over year for her companies. From providing free HR training workshops to serving on the board of directors for other businesses, Erica is engrained in the community and giving back continues to be an incredibly important aspect of Lever1.</p>
<p>Beth Chappelow</p> 	<p>Beth Chappelow is a veteran event planner with expertise in logistics, event design, and the art of diplomacy. She spent more than a decade in nonprofit fundraising and event planning with posts at The Points of Light Foundation, Nonprofit Leadership Alliance, and The Kansas City Symphony before launching Chappelow Events. Clients consistently praise her calm and steady demeanor, her mastery of details, and her ability to lead a diverse team towards a common goal. Beth serves as the lead planner and designer for Chappelow Events, providing big picture strategy and creative visual concepts for select charitable events and weddings each season.</p>






Arthur Chaykin 	<p>Arthur is an attorney at KennyHertsPerry. As a litigator, business advisor, in-house lawyer, business executive, and law professor, Arthur Chaykin has over thirty-five years of legal experience. He was formerly a Vice-President of Law at the Sprint Corporation and General Counsel to a major manufacturer and distributor of automotive lifting equipment. Due to his extensive in-house experience, Mr. Chaykin is adept at negotiating and drafting general business transactional and contractual agreements of all kinds. Mr. Chaykin was formerly associated with the Polsinelli law firm in Kansas City and began his career at Hale & Dorr in Boston. He was formerly a law professor at the University of Miami Law School, Northern Illinois University College of Law, University of Pittsburgh School of Law, and Washburn Law School.</p>
Chris Coleman 	<p>Chris Coleman is the owner of FranNet of St. Louis & FranNet of Kansas City. Since purchasing the FranNet franchise in 2008, Chris and his team have provided no-cost consultation to individuals who are exploring various forms of business ownership in KS, MO, IL, & IA. Chris serves as Chairman on FranNet's Franchise Advisory Council and sits on the FranNet Board of Directors. Chris seeks to positively impact the lives of those his path crosses with through his business or through his efforts in the community.</p>
Julie Cortés 	<p>Julie is an award-winning freelance advertising/marketing copywriter and proofreader who, after 20+ years in business, has learned the best tips and tricks for getting ahead. She's the founder of The Freelance Exchange and teaches as an adjunct professor at the Kansas City Art Institute. As a public speaker and business coach, she's living out her passion of helping others succeed by sharing savvy advice, best practices and industry standards. With an engaging and energetic style, Cortés easily connects with audiences through her passion and authenticity.</p>
Paulette Crawford 	<p>Thirty-five years of experience in the small business arena has provided Paulette with a wealth of experience in marketing, finance and operations as well as writing for various purposes. She has an accounting degree from Rockhurst University and has over seventeen years of experience with successful small business ownership. She has been involved with many professional development and networking organizations over her career and sincerely enjoys connecting with new individuals from all professions and occupations.</p>
Taylor Curry 	<p>Taylor Curry is a Digital Strategist for Spectrum Reach and knows how to help business set themselves apart from the pack. Taylor specializes in search and customized solutions to create an online presence that will help companies thrive in the digital space. Taylor earned his Bachelor's degree in Communications and Business from the University of Kansas.</p>




Ed Doering 	<p>Ed has thirty years in the marketing field, with experience in all facets of the marketing process, including strategic planning, customer analysis, brand management, competitive analysis, PR, advertising, budgeting, forecasting, market planning, market research, product positioning, pricing, sales training, etc. He started out his career in mainframe computer sales with Burroughs, then moved into marketing at Sprint and Black Hills Energy, delivering successful sales and marketing programs. Ed holds a BBA/MBA from University of Missouri-Kansas City, Henry Block School of Business.</p>
Janet Elie 	<p>Janet has over 30 years' experience in management, marketing and sales within the Financial Services Industry. In the last 4 years, Janet has dedicated her services to coaching small business owners with online marketing, social media, email marketing, and consulting on what improvements need to be made to attract the right audience to their business. The current focus of Janet and her partner Gillian's business, Launch4Life, is SEO DIY coaching. Janet lives locally in KC and is a SCORE Mentor. Her favorite motto is "have laptop will travel" so she can be anywhere while helping her clients, by a beach, sipping wine, or hiking in a forest.</p>
Karen Squires Foelsch 	<p>Karen has over 30 years experience working in Information Technology and business management leadership roles. A former Corporate Senior Vice President, she has worked in manufacturing, scientific and educational arenas. She works as a consultant, is a Certified SCORE mentor, has served on non-profit boards and advises both her undergraduate and graduate universities.</p>
Jamie Hurt 	<p>Jamie is the Director of Sales with Spectrum Reach. She brings a fresh perspective and creative solutions to the Kansas City market. Jamie is passionate about connecting clients' brands to the right consumers. She is driven by creating and executing campaigns with proven ROI, conversion, creative ideas and innovative solutions to meet the needs of her customers. Jamie inspires her sales team to achieve success and maximize their potential, while also having a little fun! Jamie earned her Bachelor's degree in Radio, Television and Digital Communications from Texas Christian University.</p>
Joshua Jolley 	<p>Josh graduated University of Southern California's Marshall School of Business, a top 10 business school, with an emphasis on entrepreneurial studies from the #1 ranked entrepreneurship program in the USA, Lloyd Greif School of Entrepreneurship. Josh is a Serial Entrepreneur who started his first online business in 1998, has since sold millions of dollars in online products and services, created viral political sites, marketed a book that became a #1 best seller on Amazon and much more.</p>

Howard Laubscher 	<p>Howard joined Barkley's strategy department from Chicago. In his 15+ years experience, he has worked across categories on several Fortune 100 brands and beyond including: Kraft, Samsung, Coca-Cola, Miller, Esurance, Nintendo, McDonald's. He believes that the real brand strategy work not only guides the brand but it drives business. In addition to Cannes, Effie and Innovation awards, he regularly speaks to MBA programs at Northwestern, Notre Dame, University of Chicago, Loyola and other 4A's events. He is currently leading the Big Brothers Big Sisters national brand transformation project as well as other initiatives at Barkley. When not building brand strategies, you can find him building real world objects around his house or traveling the world with his family.</p>
Joseph Maxwell 	<p>Joseph Maxwell has been in the online commerce industry for over 10 years, starting with writing his own commerce platform from scratch. As such, helping companies succeed online is one of his passions. He recently started the Kansas City eCommerce meetup and is the president of SWIFTotter Solutions, a Kansas City-based company that specializes in growing businesses on the Magento platform.</p>
Andy Michael 	<p>Andy is the Chief Creative Officer at Mr. Green Marketing, LLC. and is a video marketing consultant with over 20 years of experience in full-time broadcast video production. He has produced promotional content for ESPN, Disney, Golf Channel, and powerful fundraising content for a global public-interest TV network. Andy creates needle-moving content for the customers of Mr. Green Marketing, and has in-depth experience in turnkey video production from writing, shooting, editing, producing, directing every stage of production. Andy enjoys teaching video marketing classes and enjoys spending time with his family, camping with them, and exploring the mountains of Colorado where he lives.</p>
Larry Muck	<p>Larry started his work career with an undergraduate degree in business and an MBA from the University of Kansas, working in counseling businesses of all sizes and industries. His 30 plus year career in banking made him uniquely suited to provide guidance to individuals as well as enterprises. With a diversity of experience that includes business analysis, training and development, executive leadership, and marketing/sales with titles ranging from Peon to President, Larry has "seen it all."</p> <p>Turning information into answers is one of the hardest disciplines to master. Being able to connect dots where some struggle to see the dots, is one of Larry's finely-honed skills. Vowing never to get behind in understanding and applying technology, he has turned his passion for knowledge into a deep and wide set of competencies in many business applications.</p>
Casey Murray 	<p>Casey, an attorney with Spencer Fane, helps employers manage difficult situations with their current and former employees. In this capacity, Casey defends employers in discrimination, harassment and retaliation claims, and provides guidance and counsel to clients dealing with challenging employment issues, such as terminations or discipline.</p>

<p>Klara Parrish</p> 	<p>Klara is an economist and bank consultant. She served over 60 financial institutions in various consulting capacities, specializing in loan portfolio reviews and support with complex credits. Klara currently owns KPA Consulting and also works for Superior Consulting. Klara served as Commercial Lender at the Bank of Lee's Summit, as a Policy Economist and Commissioned Bank Examiner at the Federal Reserve Bank of Kansas City and was an Economist for UBS in Switzerland. Klara holds a lic. oec. publ. graduate degree in Economics/Econometrics/Business from the University of Zurich, Switzerland.</p>
<p>Dave Patrick</p> 	<p>For 20+ years, Dave has created and led high performance growth teams in many intensely competitive categories including: restaurant, hardware, electronics, prof. services, telecommunicationsautomotive, beverage, toys, fashion, jewelry, golf, grocery, apparel, higher education, software, e-commerce, B2B, pet, tech, retail, real estate, and sports.</p> <p>Leadership brands where he's made an impact: McDonald's, Kraft, General Motors, Miller Lite, Sprint, Kellogg, Kroger, LG Electronics, Citgo, ToysRUs, Applebee's, Payless ShoeSource, Burger King, KFC, Ace Hardware, and Bridgestone-Firestone.</p> <p>As an entrepreneur, Dave is President/Partner at WizeWebz, and founded/co-founded 4 other companies: a CEO marketing training firm High Performance Marketing Bootcamp, a marketing services network, a start up incubator WaveMaker Labs, and a digital field marketing platform.</p>
<p>Gloria Raymond</p> 	<p>Gloria is a consultant and coach in all things related to Human Resources and Organizational Design and Development and change management. She developed and coached the culturally diverse HR/OD Team in support of the business strategy with focus on people, performance and possibilities and improved organizational performance for multinational divisions of Eaton and Brunswick Companies, regional banking, a global trade organization, and small start-up businesses. In business and as the SCORE Kansas City Advisory Boards Team leader, Gloria forms, participates in, and directs teams of experts that do an assessment of the business, make recommendations, and coach the business leaders in the prioritization and implementation of the recommendations, resulting in improved individual and business performance.</p>
<p>Ed Reeves</p> 	<p>Ed's career spans thirty-three years with W.W. Grainger, Inc. (Grainger), a global industrial supply and distribution company. His professional focus has been on revenue generation with roles in Field Sales, Corporate Accounts, Sales Management and International Business Development – both domestically and internationally. His skills and expertise include sales effectiveness and training, value proposition modeling and international market & channel development. Over Ed's tenure his activities contributed to Grainger's amazing growth from a \$300M U.S. firm to a \$10B global contender. Ed volunteers with Kansas City SCORE and acts in an advisory capacity to a Connecticut firm in support of their global activities.</p> <p>Ed holds a Bachelor's Degree in Business from Illinois State University.</p>

<p>Patty Robb</p> 	<p>Patty has over twenty-five years of client, agency, and non-profit marketing experience working with organizations of all sizes and industries. While Patty was a senior marketing leader at IBM, she developed brand campaigns for servers, storage, and Global Services. Patty also served on the leadership team of Indian Creek Community Church as Marketing and Operations Director. In addition to her non-profit experience, Patty was the Marketing Director for an agency and worked with many small businesses to improve their digital presence and increase leads. She is a Certified Score Mentor and also serves on the board of directors of the JR Albert Foundation. Patty holds a Bachelor of Science in Business Administration from Rockhurst University.</p>
<p>Vince Sabia</p> 	<p>Vince brings 20 years of experience in sales management, marketing communications and consulting to the marketplace. Vince's responsibilities have included marketing communications and market development. He has reorganized and directed a department that ensured integrated product, advertising and merchandising programs for an 800 person sales force and over 5,000 retailers. He also directed the development of national sales and marketing programs supporting the field sales force. Vince has held key positions at Right Management, Hallmark Cards, Metropolitan Life, The Prudential, and Cornell University Medical Center. Vince is Board Chairman of Beyond Bounds, Inc. and serves on the Overland Park Community Development/Block Grant committee. Vince earned his undergraduate degree from The New York Institute of Technology.</p>
<p>Alex Shapiro</p> 	<p>Alex has worked at non-profits for almost 30 years. He is currently Director of Development for the Kansas City Symphony, where he supervises a team of six staff members who are responsible for raising \$7.5 million annually. In 2017, he oversaw the successful completion of the Symphony's \$55 million endowment campaign. Previously, he served as Director of Institutional Advancement at the Institute of American Indian Arts, a 4-year arts college, in Santa Fe, N.M. Additionally, he was Director of Development for the AIDS Foundation of Chicago. Shapiro has a passion for classical music and played French horn in his youth.</p>
<p>Errett Schmid</p> 	<p>Errett spent the first 1/3 of her career teaching high school history. When her husband established his own catalog marketing consultancy here in Kansas City, she joined him and worked for him for 25 years. And stayed married!!!! She is very proud of that. In his consultancy, all of the employees (around 20) worked with clients. She had only one client -- the business itself. If they needed coffee, she got coffee. If they needed a pension plan, she got a pension plan. In other words, her expertise is doing all the "housekeeping" tasks of the business. Errett earned her BA from Grinnell College, and her MA from University of Minnesota.</p>

Bill Sherry 	<p>Bill is a senior executive with 30-years of experience leading broad cross-functional teams in the telecommunications, electronics and optoelectronics industries. Areas of expertise were developed while working at AT&T, Epitaxx, ANADIGICS and Texas Instruments, and include business leadership and management, business strategy development, product/technology roadmaps and market development, systems and applications engineering and sales support. Actively engaged in recruiting, mentoring and diversity initiatives. Degrees include BSME, Worcester Polytechnic Institute; Ph.D. Materials Science, Massachusetts Institute of Technology; and Certificate, Executive Business Program, Katz Business School, University of Pittsburgh. Published 23 papers and conference talks.</p>
Sarah Shipley 	<p>Sarah is an award-winning consultant with a love for all things civic. In 2008, she left K Street for KC and has not looked back. With over 20 years of experience in marketing, communications and public relations, she finds product market fits for a number of high-profile clients and leads marketing strategy and outreach efforts on many education and infrastructure projects. A lifelong learner, she has earned degrees from Bradley University (BS), the University of Oklahoma (MA), and an MBA from Washington University in St. Louis. In 2017 she was named a Top Connector in KC by the Kauffman Foundation and is Chairwoman of the Kansas City Startup Foundation.</p>
Kelly Sievers 	<p>Kelly Sievers, Managing Director of the Women's Capital Connection, spent 18 years in the trenches of retail entrepreneurship. She has purchased, grown and sold four different retail businesses, including Scandia Down on the Country Club Plaza. Kelly consulted with entrepreneurs at the Women's Business Center and then began her current role as the Managing Director of the Women's Capital Connection, an angel investment group of more than 40 women who invest in women-led companies. Kelly has a BS degree in Communications and Business from Iowa State University. She was awarded the Kansas Women Business Advocate of the Year in 2007 and made the Kansas City Techweek 100 list in 2015 & 2016.</p>
Megan Stanek 	<p>Megan Stanek has owned and operated a small consulting business for over a decade in the Oklahoma and Kansas markets. Her expertise is working with individuals exploring business ownership as a career option or investment opportunity, matching them with businesses to explore that best fit their unique goals and talents. She helps clients understand the pros and cons of franchising, costs and financing options, types of industries and business models, and keys to effective research.</p>
Ben Terrill 	<p>Ben Terrill is the owner of FranNet of Missouri, Kansas, Southern Illinois, and Eastern Iowa. He specializes in matching entrepreneurs with business ownership opportunities in the franchise space. He's always been an entrepreneur at heart, but prior to joining FranNet, he served 20 years in a variety of sales and sales management roles across the advertising, health care and commercial art industries. Ben has a bachelor's degree from the University of Missouri School of Journalism.</p>

<p>Kevin Tuttle</p> 	<p>Kevin Tuttle is an intellectual property attorney with Spencer Fane. He counsels and assists clients in the development, acquisition, enforcement, and defense of intellectual property rights so they can increase the value of their companies, and grow and protect their market position. Kevin is regularly involved in domestic and international transaction and litigation matters pertaining to patents, trademarks, and copyrights.</p>
<p>Paul Van Eram</p> 	<p>Paul serves as SBA Business Development Officer at Bank Midwest. Paul has over 30 years of business experience, spanning from governmental taxation to consulting with McGladrey, one of the top ten CPA consulting firms in the United States. He has worked with a broad array of clients including manufacturing, distribution, healthcare, professional services and construction. He has helped his clients with issues such as cash flow constraints, lackluster sales, operational efficiency, technology changes, global transitions, mergers and acquisitions, accounting issues, and state and local taxes.</p>
<p>Linda Zappulla</p> 	<p>Linda has more than 25 years of marketing experience in every marketing discipline for highly regarded consumer brands as well as start-up ventures. She launched brands with revenues from \$3 million to \$300 million, over her career with companies including Payless ShoeSource, Birch Telecom, Revlon and Lenox China, as well as small start-ups. She served in strategic marketing and brand management functions for consumer products as well as business-to-business companies. She is currently a consultant in marketing, entrepreneurship and leadership development, and an adjunct professor at KU and UMKC. Linda received her MBA from the Harvard Graduate School of Business Administration, and her undergraduate degree from Barnard College.</p>