
















## SCORE Kansas City Faculty 2022





<b>Kimberly Beer</b> 	<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>
<b>Chris Brown</b> 	<p>Chris Brown represents startups, freelancers, and small businesses through his law firm, Pixel Law. 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>
<b>Beth Chappelow</b> 	<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>
<b>Julie Cortés</b> 	<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>
<b>Ed Doering</b> 	<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>






<p><b>Janet Elie</b></p> 	<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>
<p><b>Karen Squires Foelsch</b></p> 	<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>
<p><b>Gregg Gimlin</b></p> 	<p>Gregg retired in 2015 from his independent consulting practice, founded in 2004, providing financial management services to privately held and non-profit businesses. He previously had a 30 year career in corporate financial management. His experience includes work with international public companies, private manufacturing companies, educational and entertainment companies, and a major public non-profit organization. He has created and used budgets, forecasts and projections throughout his career in leading companies through daily decision making and in helping form strategic goals and initiatives</p>
<p><b>Ivan Griffin</b></p> 	<p>Prior to joining AltCap, Ivan Griffin spent several years in various financial services including mortgage loan origination and commercial loans. He also spent time as a Financial Advisor and a Commercial Insurance Agent working with small business owners. His community involvement has been providing financial literacy education to the community regarding investments, financing, insurance, and credit.</p>
<p><b>Crystal Howard</b></p> 	<p>Crystal Howard is a skilled tax attorney who counsels clients on a wide range of federal income tax matters, including those related to business transactions. Crystal advises partnerships and corporations on tax matters in the context of entity formation, reorganization and dissolution. She spent eight years in private practice, advising businesses and individuals on a range of tax planning and controversy matters, as well as pension, health and welfare benefits, and ERISA compliance and served as in-house counsel to a nonprofit organization and as a tax research specialist for a multinational tax preparation company. She received her Master's in Law and Juris Doctor from the UMKC School of Law and her Bachelor of Arts from William Jewell College.</p>






<b>Darryl Johnson</b> 	<p>Darryl is the Founder of Business Credit Works and a Financial Consultant. Darryl grew up in Kansas City, Missouri, and has had a career path that includes massage therapy, finance, real estate, and entrepreneurship.</p> <p>After 20 years in corporate America, working with such well-known companies as Wells Fargo, Bank of America, J.P. Morgan Chase, Alliance Financial Services and PennyMac Loan Services, he made the leap of faith to follow his dream, pursue his passion, and become his own boss. Utilizing his experience in the world of mortgage and finance, Darryl started Business Credit Works.</p>
<b>Jared Marsh</b> 	<p>Jared is an experienced litigator who has represented individuals and business owners throughout his career. He has worked in one of Kansas City's largest law firms, as well in smaller law firms in Johnson County, Kansas and Jackson County, Missouri. Jared really enjoys the opportunity to be a jack-of-all-trades for his clients, working to learn and understand their business needs to protect their business and achieve their goals.</p> <p>Jared received his Bachelor of Science Degree in Criminal Justice from Drury University in Springfield, Missouri and his Juris Doctor, with distinction, from the University of Missouri-Kansas City School of Law. His practice areas include Employment Law, Human Resources, Business Formation, Agreements and Contracts, Business Litigation, In-House Counsel, Risk Management, Administrative Law, Regulatory Compliance and Training and Employee Benefits.</p>
<b>Joseph Maxwell</b> 	<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>
<b>Kesi Milligan</b> 	<p>Kesi Milligan is a licensed Health &amp; Life Insurance Agent and Realtor in the state of Missouri. She returned to college in 2015 to pursue a Bachelor of Arts Degree in Urban Studies at UMKC. Her internship with Blue Hills Neighborhood Association (BHNA) created a permanent shift in her professional aspirations.</p> <p>Ms. Milligan joined AltCap as a Business Development Officer where she has the opportunity to continuously make a positive impact in communities of color coupled with her purpose of servitude. Being a part of the AltCap team allows Ms. Milligan to do what she does best - CONNECT, MOTIVATE, and EDUCATE individuals to better themselves, their business, and the people they serve.</p>
<b>Tonja Nero-Britt</b> 	<p>Tonja has 25+ years' experience analyzing business plans, household income and expenses as a Bankruptcy Analyst for the Department of Justice. Tonja's passion for helping others inspired her to create her own business, TNB Financial Services, LLC, assisting businesses and individuals with operating expenses and budgets to determine profit and loss revenues, and future feasibility and resilience of their business. Tonja is a Certified Mentor with SCORE, advising small businesses on creating, interpreting and analyzing Balance Sheets, Income Statements, Profit and Loss Statements and challenges with Cash flow. She has taught at Penn Valley Community College and volunteered for the Women's Employment Network (WEN). She holds a M.B.A. degree from Baker University, Kansas City, MO.</p>

<p><b>Debra Nickelson</b></p> 	<p>Founder of Trillium C, LLC a veterinary consulting business, Dr. Nickelson has experience with private practice, nonprofits and six different animal health companies. With an MBA in Strategic Management, she can assist in strategic planning, marketing, networking, customer service and business ideas. She has worked in technical services, diagnostic tests, sales, training, product management, regulatory affairs, marketing, project management, public speaking, community education, non-profits, and associations. She is an alternate delegate with the American Veterinary Medical Association, representing the American Association of Industry Veterinarians.</p>
<p><b>Klara Parrish</b></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><b>Dave Patrick</b></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, telecommunications, automotive, 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><b>Ed Reeves</b></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 &amp; 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><b>Patty Robb</b></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><b>Pam Rosterman</b></p> 	<p>Pam leads the HR department at Lever1, a Kansas City based professional employer organization (PEO) providing integrated services which allow business owners to cost-effectively outsource the management of human resources, payroll, employee benefits and Workers' compensation. Pam has over 30 years of experience. Pam brings HR experience focusing on organizational growth, and a winning culture. She also is a Certified Situation Leadership Trainer, providing clients with the training they need for their workforce.</p>
<p><b>Mary Shannon</b></p> 	<p>Mary is the founder of Connectus Worldwide, a professional business consulting firm specializing in the delivery of services to Minority, Woman-owned, Veteran, and LGBTQ Business Enterprises, as well as majority organizations seeking to connect and do business with diverse businesses. Prior to starting Connectus Worldwide, Mary managed a supplier diversity program for a Multi-Billion Dollar company. Mary served two consecutive terms as co-chair of the National Minority Supplier Development Council's (NMSDC) "The Working Group." She is on the Leadership Council for the National Small Business Association in Washington D.C., the Certification Committee and Advisory Board for the Kansas City Women's Business Development Center, Prospect Business Association Board, and the Board for the International Association of Women, KC Chapter. She holds a Master of Arts in Management from Webster University. She lives, plays, works, and worships in the greater Kansas City, Missouri area.</p>
<p><b>Alex Shapiro</b></p> 	<p>Alex has worked at non-profits for almost 30 years. He is currently Vice President of Philanthropy for the Kansas City Symphony, where he supervises a team of eight staff members who are responsible for raising \$8.5 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><b>Errett Schmid</b></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>
<p><b>Bill Sherry</b></p> 	<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&amp;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 Pittsburg. Published 23 papers and conference talks.</p>
<p><b>Sarah Shipley</b></p> 	<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>
<p><b>Kelly Sievers</b></p> 	<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 &amp; 2016.</p>
<p><b>Susan Spaulding</b></p> 	<p>Susan is an award-winning businesswoman, consultant, coach, mentor and published author. Using her expertise gleaned as a business owner and from a forty-year consulting career in marketing and communications, Susan's clients have generated sales, cultivated world-renowned brands, and sustained thriving businesses. She started her career as an advertising agency executive and developed, acquired, grew and merged a market research business.</p> <p>Recalibrate, A Strategic Guide for Accelerate Growth was her first book where she captured stories about what it takes for a business to recalibrate, to know when to take a hard-right turn. Recalibrate for Life 2.0, her most recent book, is focused on the stories of Business Leaders in search of Life 2.0.</p>

<p><b>Megan Stanek</b></p> 	<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>
<p><b>Brande Stitt</b></p> 	<p>Brande Stitt currently serves as Program Director for the Women's Business Center in Fairway, Kansas. The WBC helps develop, mentor and fund women led businesses. She previously served as the Network Builder for KCSOURCELink and Director of Small Business &amp; Entrepreneurship for the Greater Kansas City Chamber of Commerce. Brande received her Bachelor of Arts in psychology from Drury University in Springfield, Mo., and a Masters of Education in community/agency counseling from the University of Missouri-Columbia.</p>
<p><b>Rob Warzel</b></p> 	<p>Rob is an attorney with Spencer Fane's Phoenix, Arizona office. He advises clients all over the country on all aspects of human resources counseling, employment litigation and traditional labor law, helping businesses identify risks and equipping them with the tools necessary to minimize the time and resources spent on legal matters. He works with clients ranging from large enterprises to sole proprietorships in complex matters involving breach of contract, wrongful termination, discrimination, retaliation, restrictive covenants, fraud, negligence and more. Rob earned his undergraduate degree in international business at Carleton University in Ottawa and his Juris Doctor from the Arizona State University Sandra Day O'Connor College of Law.</p>
<p><b>John Teasdale</b></p> 	<p>John's career has been spent fighting for the underdog. In jobs and in volunteer capacities, his passion is to support those who need assistance by providing resources for people in need so they can be successful in life and in business. At AltCap, he participates in securing funding for their Covid Relief + Recovery Loan Fund, as well as supporting business owners to secure low-interest loans to keep their business moving forward during these difficult times.</p> <p>In his downtime, he enjoys hiking, bird watching and fishing, as well as spoiling his 11 year old dog, Sunny, and 5 nephews and 1 niece.</p>
<p><b>Linda Zappulla</b></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>