

SCORE Kansas City Faculty 2019

Aviva Ajmera 	Aviva is co-founder, President and Chief Operating Officer of SoLVE, a new kind of consulting firm in Kansas City, based on addressing the needs and challenges of local small business owners. Prior to SoLVE, Aviva was a partner with The Partnering Group and worked for Accenture. She's consulted for blue chip companies including Nestle USA, Kimberly Clark, LG Electronics, 3M, and Fingerhut. She was a Senior leader at Hallmark Cards, in many areas including Product Development, Innovation, Retail, Corporate Strategy, and Customer Strategy, and Business Transformation. She partnered with many brands and retailers, like Disney, The Komen Foundation, and Walgreens. Aviva's been on both the consulting side and the client side of the relationship, giving her a unique perspective. Aviva is an accredited Angel Investor, member of the Central Exchange and on the Board of the Greater Kansas City chapter of the National Association of Asian American Professionals (NAAAP). Aviva has a BA from Rice University and an MBA from the Kellogg School of Management, Northwestern University.
Kimberly Beer 	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.
Erica Brune 	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.
Ed Buckley 	Ed spent most of his career in lending, starting with agricultural real estate lending throughout the USA with 3 insurance companies. He moved into commercial real estate lending and property management, both with insurance companies and with banks when he moved home to Kansas City. Most recently, he worked in restructuring of large commercial loans.. Ed has a BS in Agriculture with majors in animal science and agricultural economics from University of Missouri, as well as continuing education from UMKC, Rockhurst and Harvard.

Andrew Byas 	<p>Andrew Byas has for his entire career worked to assist people overcome the obstacles of life and business. He works as a volunteer at church being an ordained minister, operates his company Andrew Byas Associates, and serves as a certified SCORE Mentor.</p> <p>He served in the US Navy, where he developed confidence and became a proactive, self-motivated individual. He worked at Ford Motor Company in line and management positions, founded Ceasars Royal Coach; and founded and continues to serve as President/CEO of Dynasty Publishing Inc.</p> <p>Andrew attended Oklahoma University, Ford Motor Company HRD Training Center and U.S. Naval Schools Command.</p>
Beth Chappelow	<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>
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>
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>

Ken Harris 	Ken has forty years of banking experience including loan administration, operations, risk management, compliance and mergers and acquisitions. He worked for UMB, Union Nation Bank, Commerce Bank and Team Bank during his career. Ken is experienced in workflow improvement, and training, and received his Bachelor's Degree from Friends University in Wichita. He and his son formed a small start up business which they ran for four years, which he recently sold to his son in order to spend more time on other interests such as SCORE.
Teddi Hernandez 	Teddi is co-founder and Chief Executive Officer of SoLVE, a new kind of consulting firm in Kansas City, based on addressing the needs and challenges of local small business owners. Teddi served as a Legislative Assistant in Washington DC, and worked on multiple state and Presidential campaigns. She became a lobbyist for Hallmark Cards, which brought her to Kansas City, where she led teams in product development, licensing, customer strategy, integrated marketing, advertising and promotion, as well as strategic alliances with companies like Apple, Disney Consumer Products, American Girl, Starbuck's and Major League Baseball. She also has a strong commitment to community service. Teddi graduated from the University of Northern Colorado, studied at the Oxford Pol University in Oxford, England and at UMKC where she earned a Masters in Political Science.
Jimmy Keown 	Jimmy Keown is Brand Strategy Director, Barkley, and recipient of the 2016 Barkley "Entrepreneur of The Year." <p><i>"My mission is to be one step ahead. I'm always aiming to uncover the true problem, imagine the most compelling opportunity and envision the biggest possible future for the organizations I work with AND for. Most importantly, it's my duty to inspire my clients, colleagues and peers to embrace their potential through strategies, ideas, plans and implementations that win."</i></p>
Howard Laubscher 	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.
Joseph Maxwell 	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.

Casey Murray 	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.
Gloria Raymond 	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.
Ed Reeves 	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. Ed holds a Bachelor's Degree in Business from Illinois State University.
Patty Robb 	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.
Vince Sabia 	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.

Alex Shapiro 	<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>
Errett Schmid 	<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>
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>
Kevin Tuttle 	<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>

Paul Van Eram 	<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>
Ann Whitty 	<p>Ann is an experienced business and manufacturing leader. She spent 31 years with Alcoa Inc, where she retired as President, Alcoa China Mill Products, with primary responsibility for operations and commercial leadership for this business. After retiring from Alcoa, she spent a year consulting at a silicon producing plant in Canada. She is currently the District Director of Missouri SCORE, a Board member at Aludium LLC, a member of Synergy Services Board of Directors, and a member of the SCORE National Advisory Council. Ann graduated from the University of Missouri-Rolla with a bachelor's of science in Electrical Engineering and received an MBA from St. Ambrose University in Davenport, Iowa.</p>
Linda Zappulla 	<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>