

# Biz360 BizThreeSixty

**THURSDAY, MAY 16, 2019**

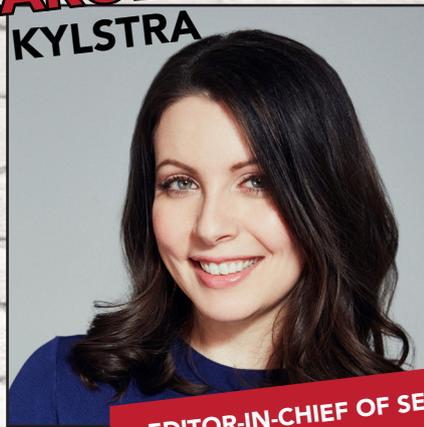
LAKE LAWN RESORT • 2400 GENEVA STREET, DELAVAN, WISCONSIN

**JASON  
FEIFER**



EDITOR-IN-CHIEF OF  
ENTREPRENEUR MAGAZINE

**CAROLYN  
KYLSTRA**



EDITOR-IN-CHIEF OF SELF

**JESSE  
COLE**



OWNER OF FANS FIRST  
ENTERTAINMENT,  
AND AUTHOR OF  
"FIND YOUR YELLOW TUX"

**ROCHELLE  
STEWART**



MARKETER & BUSINESS  
STRATEGIST,  
FOUNDING PARTNER  
OF 3C PARTNERS

**JOE  
THEISMANN**



ENTREPRENEUR, AND FORMER  
STAR QUARTERBACK FOR THE  
WASHINGTON REDSKINS

**KERRY  
FRANK**



ENTREPRENEUR,  
FOUNDER OF COMPLY365

**\$249**/SEAT

Sponsorship opportunities available!  
Contact [BizTank@GenevaSupply.com](mailto:BizTank@GenevaSupply.com)  
for more information!

- 8:00 - 9:00 AM Registration & Networking
- 9:00 AM - 4:15 PM Speakers, Q&A Panel Discussion
- Noon - Lunch provided by Lake Lawn Resort
- 4:15 - 5:30 PM Networking & Happy Hour

For more details visit our website,

**[BizThreeSixty.com](http://BizThreeSixty.com)**   

## Master of Ceremonies



### **Jason Feifer, Editor-in-Chief of Entrepreneur Magazine**

Jason is the Editor-in-Chief of Entrepreneur Magazine, and host of two podcasts: Problem Solvers, about entrepreneurs solving unexpected problems in their business, and Pessimists Archive, a history of unfounded fears of technology. He has been an editor at Men's Health, Fast Company, Maxim, and Boston magazine, and has written about business and technology for the Washington Post, Slate, New York, and others. A novel he co-wrote with his wife, Mr. Nice Guy, came out October 2018, from St. Martins Press. Jason lives in Brooklyn, and is on Twitter and Instagram at @heyfeifer.

## Transition With Confidence



### **Carolyn Kylstra, Editor-in-Chief of SELF**

Carolyn led the transformation of the historically print-rooted brand into a thriving digitally led organization, resulting in SELF's highest traffic and video views in brand history. In her first year as Editor-in-Chief, Carolyn launched SELF as the first health publication on Snapchat Discover, where the brand quickly amassed a large, dedicated following of over 9 million visitors per month. Additionally, SELF won several awards in 2018 under her leadership.

As a health and science journalist, Carolyn is passionate about helping people better understand their bodies and feel their best. She recommitted SELF to a service-driven mission centered on the values of inclusivity, accuracy, empathy, and autonomy.

## Marketing Your Way Through Data



### **Rochelle Stewart, Marketer & Business Strategist**

Rochelle is passionate about fusing creativity, data and business acumen to build growth strategies for startups and traditional enterprise businesses. She began her 12+ year career on Wall Street at UBS Investment Bank. She also spent time in private equity (Brightwood Capital), luxury marketing & branding (L'Oreal) and business development (Popsugar), before transitioning to corporate strategy at Conde Nast.

Rochelle is currently an Engagement Director at Affinity Group, a digital marketing consultancy founded in partnership with TPG Growth. She is also the Founding Partner of 3C Partners - an advisory firm with a client focus on female-founded startups and venture capital funds.

## Their Experience Matters



### **Jesse Cole, Owner of Fans First Entertainment, Author, and Podcaster**

Jesse is the Owner of Fans First Entertainment, who owns and operates the Savannah Bananas and the Gastonia Grizzlies. The teams have welcomed more than 1 million fans to their ballparks and have been featured on MSNBC, CNN, and ESPN.

Cole believes to be successful you need to Stand Out and Be Different. He releases blogs and videos daily on FindYourYellowTux.com. He is passionate about creating attention, loving your customers more than your product and loving your employees more than your customers. Cole's mantra is "Whatever's normal, do the exact opposite."

## Entrepreneurally Speaking



### **Kerry Frank, Entrepreneur, Founder of Comply365**

Kerry Frank is an entrepreneur that has proven how one woman can go about revolutionizing an industry with smarts, courage, and tenacity. Little did she know in 2007, when she founded Comply365, that her efforts would completely transform the aviation industry. She played an instrumental role in the FAA's approval of replacing flight bags with tablets in cockpits.

A great description of Kerry's passion can be summed up in this – Success isn't just about what you accomplish in your life; it's about what you inspire others to do.

## Managing to Win!



### **Joe Theismann, Entrepreneur, and former star quarterback for the Washington Redskins**

A 12-year NFL veteran, Theismann played in 163 consecutive games from 1974-1985. Theismann was selected the NFL's "Man of the Year" in 1982 for his community service and dedication to the health and welfare of children. He won the league's 1983 "Most Valuable Player" Award for leading the Redskins to an NFL-recorded 541 points and a second consecutive Super Bowl appearance. His career ended abruptly in 1985 after sustaining a broken leg during a game against the New York Giants on national television.

The former Washington Redskins quarterback joined ESPN in April 1988, reuniting with play-by-play voice, Mike Patrick. Theismann joined ESPN after spending two seasons as an NFL analyst for CBS Sports.