

ESPN FOUNDER BILL RASMUSSEN ADDED TO SPEAKER LIST FOR MVC ENTREPRENEURSHIP INSTITUTE

Maastricht Institute of Entrepreneurship set for April 19-21 on the MVC campus in Marshall, Mo.

Marshall, Mo. (February 23, 2010)—Larry Stockman, director of the Maastricht Institute of Entrepreneurship (MIE) at Missouri Valley College, has announced that ESPN Founder Bill Rasmussen has been added to the 2010 speaker list. The Institute is set for April 19-21 on the MVC campus.

On Sept. 7, 1979, ESPN went on the air for the first time. Entrepreneurial daring, irrepressible enthusiasm and a dash of good luck gave the world the first 24-hour television network. Once unleashed upon sports fans, ESPN's impact forever changed the way we watch television.

A life-long entrepreneur and sports fan, Rasmussen's innovations in advertising, sports and broadcasting are numerous and include the creation of "*Sports Center*," wall-to-wall coverage of NCAA regular-season and "*March Madness*" college basketball, and coverage of the NFL Draft. He broke the advertising barrier to cable television by signing *Anheuser Busch* to the largest cable TV advertising contract ever.

Rasmussen's latest innovation, College Fanz Sports Network, is changing the way college sports news and information is delivered to fans worldwide, just as his earlier creation, ESPN, changed the way people watched television. Launched 28 years to the day that his most famous earlier creation debuted, College Fanz is the world's largest online college sports community for students, alumni, and other fans of college sports.

For his many accomplishments, Mr. Rasmussen was named to The Sports 100, honoring the 100 most important people in American Sports History. His place in sports history was further recognized by *Sports Illustrated* in 1994, when he was honored as one of the "*Forty for the Ages*," one of forty individuals who has significantly altered and elevated the world of sport during the second half of the 20th century. He has been called "*The Father of Cable Sports*" by *USA Today*.

"We're thrilled to welcome such an accomplished entrepreneur to our impressive 2010 speaker list," Stockman said. "Mr. Rasmussen developed the most successful sports program ever. He's got an excellent story to tell, and I think his expertise in the business world will tremendously benefit Institute attendees."

Dr. Benoit Wesly, chairman and C.E.O. of the Xelat Group in Maastricht, Netherlands and noted Dutch international business entrepreneur, will deliver the keynote address.

Other speakers include: **Brent Bahler '75**, president of Bahler Communications, Alexandria, Va.; **Wynand E.J. Bodewes**, lecturer of entrepreneurship at Maastricht University, Maastricht, the Netherlands; **Robert Dresen**, owner of M5-Solutions, Maastricht, the Netherlands; **Robert Dunham**, founder of the Institute for Generative Leadership, Colorado; **C.A. van den Ende**, founder of SoapBox and Founder of Sportacus, Maastricht, the Netherlands; **Jasmine Grimm '04**, editor-in-chief of *Connections* on-line magazine, Lancaster, Pa.; **E.J. Narcise '81**, CEO of Team Services, LLC, Glenwood, Md.; **Jay Sebben**, principal at Fultonbridge Partners, LLC, Chicago, Ill; and keynote speaker **Dr. Benoit Wesly**, chairman and C.E.O. of the Xelat Group in Maastricht, Netherlands and noted Dutch international business entrepreneur, will deliver the keynote address.

The *Maastricht Institute* is named after the city of Maastricht, Netherlands, and is an outgrowth of experiences and friendships among residents of Maastricht and several cities in the United States.

The goal of the *Maastricht Institute of Entrepreneurship* is to foster an atmosphere of receptiveness and creativity toward comparative entrepreneurial processes. The *Institute* compares and contrasts the entrepreneurial business environment within the United States with that of the other countries highlighting domestic and international philosophies. It will examine different practices and fields to create a climate of creativity relative to entrepreneurial projects.

The *Institute's* format includes lectures, seminars, and round-table discussions.

For complete speaker bios, visit www.moval.edu/academics and click the "Maastricht Institute" link.

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Missouri Valley College is a liberal arts college that provides educational, social and cultural experiences in a decidedly Christian environment. Established in 1889, MVC offers over 30 majors and 7 pre-professional programs, and 15 sports. The most popular majors include education and business, and the newest majors are nursing, graphic design, dance, and hospitality/tourism management, which will begin in Fall 2009. The liberal arts heritage focuses on scholarship, critical thinking and academic excellence to prepare students to become members of a responsible citizenry. For more information, call (660) 831-4000 or visit www.moval.edu.