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**FOR IMMEDIATE RELEASE**

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**MISSOURI VALLEY COLLEGE PRESENTS FOURTH ANNUAL MAASTRICHT INSTITUTE OF  
ENTREPRENEURSHIP APRIL 19-21**

*Featured speakers provide U.S. and European perspectives.*

**Marshall, Mo.** (March 25, 2010)—Missouri Valley College and the city of Maastricht, Netherlands announce the 2010 *Maastricht Institute of Entrepreneurship* April 19-21 on the Missouri Valley College campus in Marshall, Mo. The *Institute* will feature guest speakers and entrepreneurs from the United States and Europe, representing business, media, theatre, communications, and more.

**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: **Bill Rasmussen**, founder of ESPN and CollegeFanz, Grand Island, Neb.; **Brent Bahler '75**, president, Bahler Communications, Alexandria, VA; **Wynand E.J. Bodewes**, lecturer of entrepreneurship, Maastricht University, Maastricht, the Netherlands; **Robert Dresen and C.A. van den Ende**, owners, M5-Solutions, Maastricht, the Netherlands; **Robert Dunham**, founder, Institute for Generative Leadership, Colorado; **Jasmine Grimm '04**, editor-in-chief, *Connections* on-line magazine, Lancaster, PA; **Jim Henry**, screenwriter and playwright, Chicago Street Theatre, Chicagoland; **E.J. Narcise '81**, CEO, Team Services, LLC, Glenwood, MD; **Jay Sebben**, principal, Fultonbridge Partners, LLC, Chicago, IL.

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 *Institute* goal is to foster an atmosphere of receptiveness and creativity toward comparative entrepreneurial processes. The *Institute* will compare and contrast 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 presentations and round-table discussions. Attendees have the option of attending one, two or three days.

**Registration Information**

Visit [www.moval.edu/academics](http://www.moval.edu/academics) and click the link for Maastricht to find conference details or downloadable registration form. For registration or special needs information, contact *Institute* coordinator Sharon Hoeflicker at 660-831-4034 or [hoeflickers@moval.edu](mailto:hoeflickers@moval.edu). The cost of the *Institute* is \$50 for one day or \$100 for 3 days. The cost also includes lunch each day. Conference attire is business casual. The registration deadline is **April 14, 2010** (or until full). Send registration form and a check/money order (made payable to Missouri Valley College) to: **Sharon Hoeflicker, MIE Conference Coordinator, Missouri Valley College, 500 E. College Street, Marshall, MO 65340.**

**\*\*FOR SPEAKER BIOGRAPHIES, PHOTOS AND MORE, VISIT**

<http://www.moval.edu/Maastricht/index.php>

**ABOUT MISSOURI VALLEY COLLEGE**

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](http://www.moval.edu).