



FOR IMMEDIATE RELEASE

**MISSOURI VALLEY COLLEGE PRESENTS FIRST ANNUAL MAASTRICHT
INSTITUTE OF ENTREPRENEURSHIP APRIL 3-6**

Featured speakers provide U.S. and European perspectives.

Marshall, Mo. (March 2, 2006)—Missouri Valley College and the city of Maastricht, Netherlands announce the first annual *Maastricht Institute of Entrepreneurship* April 3-6, 2006 on the Missouri Valley College campus in Marshall, Mo. The *Institute* will feature guest speakers and entrepreneurs from the United States and Europe, representing foundations, politics, the financial industry, and education.

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* 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 lectures, seminars, and round-table discussions. Attendees have the option of attending two or four days.

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 and moderators include: **Mr. Greg Steinhoff**, director of the Missouri Department of Economic Development; **Dr. Robert Strom**, director of research and policy of the Kauffman Foundation; **Dr. John Ashford**, chairman and C.E.O. of the Hawthorn Group; **Mr. Johan Boermann**, managing director of Media Group Limburg (MGL); **Dr. Bruce Morgan**, chairman, president, and C.E.O. of Valley State Bank; **Mr. Gerd Leers**, Mayor of the city of Maastricht, Netherlands; **Dr. Ed Elliott**, Central Missouri State University president emeritus; **Mr. Tommy White**, former vice president of marketing for Marion Laboratories; **Mrs. Ruth Coolen**, head of marketing and communication for Maastricht Aachen Airport in Maastricht, Netherlands; **Mr. Oscar Tshibanda**, managing partner, Tshibanda & Associates, LLC; **Mr. Ron Engel**, agent for Principal Life Insurance and owner of Engel Family Vineyards; **Mr. Gene Harmon**, retired chairman, president, and CEO of Harmon Industries; **Mr. R. Lee Harris**, president and CEO of Cohen-Esrey; **Mr.**

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Herb Kohn, partner of Bryan Cave LLP; **Mr. Ralph Pfremmer**, president and CEO of Pfoodman; **The Honorable David S. Wood**, York County Magistrate Judge; **Mr. Maurice Olivers**, executive director of programs for the University of Maastricht; and **Mr. F. Goetstouwers**, of the University of Maastricht.

Who should attend?

Interested entrepreneurs; business professionals; commercial lenders; CRA officers; chief executives; leaders of financial institutions; venture capitalists; representatives of a foundations, government bodies, higher education policy centers, community and economic development organizations; members of the media; and students.

Registration Information

Visit www.moval.edu for conference details or downloadable registration form. For registration or special needs information, contact *Institute* coordinator Mona Mikels at 660-831-4006 or mikelsm@moval.edu. The cost of the *Institute* is \$35 for two days or \$60 for four days. The cost also includes lunch each day. Conference attire is business casual. The registration deadline is March 24. Send registration form and a check (made payable to Missouri Valley College) to: **Mona Mikels, Conference Coordinator, Missouri Valley College, 500 E. College Street, Marshall, MO 65340.**

Featured Speakers

Dr. Benoit Wesley

Chairman, President, and CEO Xelat Group, Maastricht, Netherlands

Dr. Benoit Wesley has over 35 years experience as an entrepreneur in the Hotel Restaurant and Travel Industry in Europe and in the US. He is the founder and owner of the Xelat Group with operations in Maastricht, the Netherlands and Herzliya, Israel. Dr. Wesley is a member of the supervisory board of the leading Dutch catering company Maison van den Boer B.V. and N.V. Mensec, theatre, Nijmegen, the Netherlands. Dr. Wesley is president of the Jewish community in the province of Limburg and president of the Foundation Collective Maror Funds. He has a diploma from the Hoge Hotelschool of Maastricht and is Doctor of Humane Letters at Central Missouri State University. In May 2004, he received an Honorary Doctorate in Business and Economics from Missouri Valley College in Marshall, Mo. He also received the Scopus Award from the Hebrew University in Jerusalem.

Dr. Robert Strom

Director of Research and Policy, Ewing Marion Kauffman Foundation, Kansas City, Mo.

Robert Strom directs the Ewing Marion Kauffman Foundation's commissioned research, working with the nation's top scholars to advance knowledge in entrepreneurship. Strom has also served on the collegiate and youth entrepreneurship teams during his tenure at the Foundation. Previously, he was a visiting professor at the Bloch School of Business at the University of Missouri-Kansas City and vice president of the National Council of Economic Education. In that capacity, he worked with a national network of state councils and university-based centers for economic education to deliver economic education programs to the nation's elementary and secondary schools. Strom has also been assistant vice president for public affairs at the Federal Reserve Bank of Kansas City, president of the Missouri Council on Economic Education, a professor of economics at the University of Missouri-Columbia, and a member of the economics department at Miami University in Oxford, Ohio. He holds a Ph.D. in economics from the University of Cincinnati.

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Mr. Greg Steinhoff

Director, Missouri Department of Economic Development

In keeping with the Blunt administration's pledge to lead Missouri in a new direction, Greg Steinhoff comes to the helm of the state's Department of Economic Development with a wealth of practical business experience and a fresh vision for the department. He hopes to use that experience to improve efficiency in all divisions of DED, while also reducing barriers that currently exist to successful economic growth. As director, Steinhoff is committed to working with community and business leaders around the state to build the kind of entrepreneurial business climate that will keep current businesses strong and also stimulate new business growth and job creation. In announcing his appointment on January 18, Governor Matt Blunt said Steinhoff had the right kind of experience to meet his administration's goal of creating good family supporting jobs in all areas of Missouri. Blunt said: "Greg Steinhoff has a keen understanding and appreciation of the challenges facing employers and entrepreneurs. I know that Greg will be an effective manager of the Department of Economic Development and an outstanding emissary to business leaders who are interested in relocating to, or expanding their businesses in Missouri." A resident of Columbia, Steinhoff founded Option Care of Columbia in 1985. His home base services company grew to employ over 400 people in mid-Missouri. Steinhoff is well known for his involvement in local community activities, including Chairman of the Board for the Columbia Chamber of Commerce and Columbia Area United Way, serves as treasurer for the Board of Trustees of Boone Hospital Center; a board member of the Regional Economic Development, Inc., Missouri Innovation Center, and Rainbow House; and co-chair of the committee that planned the Columbia Activity and Recreation Center. As a result of his civic leadership, the Columbia Chamber of Commerce recognized Steinhoff with its 2004 Outstanding Citizen Award. Among his many other honors are the Sam Walton Award as Business Leader of the Year, the Businessman of the Year Award from the Columbia Business Times, and the Humanitarian of the Year Award from the Arthritis Foundation. He holds bachelor degrees from both the University of Missouri-Kansas City School of Pharmacy and Westminster College.

Mr. Herb Kohn

Partner, Bryan Cave LLP, Kansas City, Missouri

Mr. Kohn practices corporate, business and banking law, concentrating in the areas of acquisitions, financial transactions, banking and public finance. He is a former member of the firm's Executive Committee. Mr. Kohn was chairman of Kansas City, Mo., Mayor Barnes' transition team in 1999 and chairman of the Mayor's Charter Review Commission in 2000. Among other professional and civic involvements, he has served as director of Missouri Boys State, chairman of the board of Shalom Geriatric and Convalescent Center, chairman of the United Way Professional Group and is a trustee of the Richard and Annette Bloch Cancer Foundation. Mr. Kohn is on the Board of Directors of Bernstein-Rein Advertising, Inc. and American Sterling Bank, and is Chairman of the Board of Trustees at the Kansas City Art Institute. Prior to joining the firm, Mr. Kohn was a partner with Linde Thomson Langworthy Kohn & Van Dyke in Kansas City and served as Jackson County counselor. Before that, he served as law clerk to the Hon. Harvey M. Johnsen, chief judge of the U.S. Court of Appeals for the Eighth Circuit. He holds a J.D. and a B.A. from the University of Michigan.

Dr. John Ashford

Chairman/CEO, Hawthorn Group, Alexandria, Va.

He was once a country & western disc jockey, then campaign manager for a number of senators and governors and consultant to foreign political parties. John Ashford now serves as a senior political communications advisor to Fortune 500 companies. He is the founding chairman of The Hawthorn Group, an international public relations firm based in Alexandria, Virginia. A native of Missouri, where the *Kansas City Star* dubbed him at age 27 a "kingmaker" in Missouri politics, Ashford spent a decade with the late and legendary Matt Reese, "godfather" of grassroots politics. His clients have included a broad range of industry leaders in the alcohol beverage, cosmetics, defense, education, electronics, gaming, oil and gas, and transportation sectors. He is especially well known for his work

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in the electric utility industry. Over the last 20 years he has worked for Detroit Edison, Entergy, Exelon, Salt River Project, as well as Southern Company and all its operating companies. Well known in Washington as a strategist and crisis manager, Ashford has frequently been quoted on crisis situations on NBC-TV, in the WASHINGTON POST and by the Associated Press. He attended Missouri State University and graduated from Missouri Valley College. He received his Masters in Public Administration from Harvard University. He is a member of the American Association of Political Consultants, the National Press Club, the Harvard Club, the Missouri Society, the International Churchill Society, the Scotch Malt Whisky Society, and the American Guild of Organists (“...but I no longer do weddings, funerals or commencements”).

Mr. Johan Boermann

Managing Director, Media Group Limburg (MGL), the Netherlands

Johan Boermann has successfully worked for several companies in the publishing industry as editor, consultant, publisher, and managing director. He has both a law degree and M.B.A. Boermann helps companies to improve, to expand, to change, and to grow as organizational key factors to more profits. Since 2002, Boermann has been the managing director for Media Group Limburg (MGL). MGL is the publishing company of two subscription-based dailies in Southern Holland (Maastricht, Hills, Limburg). Within the product portfolio, MGL also has internet sites, free sheets, monthly magazines, books, and compact discs. Boermann’s focus is on marketing, organizational changes and cost cutting as key instruments to improve profits, readership, advertising, and sales.

Dr. Bruce Morgan

Chairman, President/CEO, Valley State Bank

Director/Founder, Johnson County Bank

Dr. Bruce Morgan has over 25 years of experience as a banker and bank consultant. Presently, he is chairman, president, and chief executive officer of Valley State Bank and is director and founder of Johnson County Bank. Previously, he was director of financial services for the Big-6 public accounting firm, Coopers and Lybrand. Prior to joining C &L, he was executive vice president of a bank holding company directing non-bank subsidiaries and managing assets of seven community bank affiliates. He was director of economics and management science for the Midwest Research Institute, and directed over 300 economic research projects for business and government over a 12-year period. Dr. Morgan has a diploma from the Graduate School of Banking, a Ph.D. and M.A. from the University of Missouri-Kansas City, an M.S. from the University of Missouri-Columbia, and a B.S. from Missouri Valley College in Marshall, Mo.

Mrs. Ruth Coolen

Head of Marketing and Communications, Maastricht Aachen Airport

Ruth Coolen, a native German, has lived in the Netherlands for almost 15 years. A graduate in psychology, sociology, pedagogy and marketing of the University in Düsseldorf, she moved close to Maastricht in 1991 and joined a regional airline in the position Marketing & Sales for Germany. In 1996, Coolen founded her own company, Coolen Consultants—a cross-border marketing agency to support Dutch and German companies to approach new markets in foreign countries. Since November, 2005, Coolen is working under management contract as Head of Marketing & Communications for Maastricht Aachen Airport.

Mr. Oscar Tshibanda

Managing Partner, Tshibanda & Associates LLC, Kansas City, Missouri

Oscar Tshibanda has nearly 20 years of world-class management consulting and information technology integration experience. During his career, Tshibanda has focused on developing and implementing measures to improve management controls and operations through the use of information technology. Over the past decade, Tshibanda has successfully developed and led five different consulting practices for Deloitte & Touche LLP, IBM Global Services, and now his own

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company, Tshibanda & Associates, which he began in November 2001. Some of Tshibanda's key clients include the city of Kansas City, Mo., UMB Financial Corporation, Nebraska Department of Social Services, Federal Reserve Bank, Boeing Credit Union, CIGNA Behavioral Health, and more. He holds bachelors of science degrees in both business administration and accounting from Missouri Valley College.

Mr. Tommy White

Retired, Marion Laboratories

Tommy White had 36 successful years with the same pharmaceutical company, Marion Laboratories, and its subsequent merged companies. Marion was founded by Ewing Marion Kauffman, an entrepreneur, owner of the Kansas City Royals, and founder of the Kauffman Foundation and the Center for Entrepreneurial Leadership—a foundation of over \$1 billion. White started with Marion Labs right out of college and his career path spanned from sales management to product management and finally to marketing director of a multi-million dollar company. He then moved to vice president of marketing for the western half of the United States.

Dr. Ed Elliott

President Emeritus, Central Missouri State University

Dr Ed Elliott earned the Doctorate of Education degree from the University of Northern Colorado in Greeley, Colo. in 1969, a masters of arts degree from Columbia University in New York City in 1964, and a bachelor of arts degree from William Jewell College in Liberty, Mo. in 1960. Dr. Elliott is President Emeritus of Central Missouri State University, Warrensburg, Missouri. Elliott served as president of CMSU for 14 plus years from 1985-1999. He retired from Central Missouri in 1999 after a 40-year career in education, 35 of those years in higher education. Dr. Elliott also served as president of Wayne State College, Wayne, Nebraska, from 1982-1985, after serving on the WSC faculty for 11 years. He served as interim president of Missouri Valley College, Marshall, Missouri, for several months while the college searched for a new president in 2004-2005. Dr. Elliott is a member of the University of Northern Colorado Alumni Hall of Fame, a recipient of the William Jewell Alumni Achievement Award and is past chair of the American Association of State Colleges and Universities Board of Directors. He served as a member of the AASCU Board of Directors from 1995-1999. Since retirement, Elliott has continued active consulting with higher education administrators throughout the Midwest and serves on several boards. He has spoken and written extensively on issues in higher education, social and personal values and strategic planning.

Mr. R. Lee Harris

President and CEO, Cohen-Esrey, Kansas City, Missouri

R. Lee Harris has been a member of the NAI Cohen-Esrey team since 1975. During his career, he has been active in property management, commercial leasing, investment brokerage, syndication, development and consulting. Harris has been personally involved in the management of approximately 44,000 multifamily units and 25 million square feet of office building, industrial and shopping center space throughout the country. He has worked with real estate investment trusts, insurance companies, pension funds, banks, savings and loans, developers, government agencies and corporate and individual investors. Harris received his Certified Property Manager (CPM) designation in 1979 from the Institute of Real Estate Management (IREM). That same year, he became a member of IREMs Academy of Authors by publishing numerous articles regarding the commercial real estate industry. Harris was the 1986 president of the Kansas City IREM Chapter and was the Chapters 1988 recipient of the Certified Property Manager of the Year Award. He was awarded his Counselor of Real Estate (CRE) designation by the American Society of Real Estate Counselors (ASREC) in 1994. In 1991, Harris authored the book "The Customer is King!", published by Quality Press of Milwaukee and has written a wide range of articles for *The Journal of Property Management*, *Affordable Housing Finance Magazine*, *Real Estate Issues*, and a number of other publications. Harris is a member of the executive committee for the Kansas State University Foundation Board of Trustees

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and chairs the real estate committee for the foundation. He holds a bachelors of science degree in economics from Kansas State University. In addition to directing NAI Cohen-Esrey's day-to-day asset/property management and brokerage activities, Harris supervises regional operations and corporate ventures, serves in a client liaison capacity, provides consulting services, coordinates corporate administration and performs in a business development role. He is also actively involved in the development and acquisition of income property.

Mr. Ron Engel

Owner, Engel Family Vineyards, Napa Valley, California and Agent, Principal Life Insurance

In some languages, Ron Engel's last name means *angel*. Is it pure coincidence, then, that Ron's business is soaring? Principal Life's 2005 Producer of the Year – his second consecutive honor – has much for which to be thankful. Thankful for the influential advisors who refer him. Thankful for the “tremendous support systems” of his agency and company to help producers grow their business. Thankful for a career that allows him the freedom to pursue interests like amateur wrestling and his Napa Valley vineyard, Engel Family Vineyards (his labels feature a halo). In today's complex financial services world, Ron's an example of “old school”; he relies on referrals and focuses almost solely on life insurance. He maintains a humble demeanor in an industry that's often high energy, high pressure. And in 1974 when he entered UCLA's Master's of Business Administration program, he had the lowest entrance exam score of 300 students (one of whom was company Chairman and CEO Barry Griswell!). So some may say it's a miracle this son of a painting contractor has risen above the ranks twice in a row as top producer. Ask Ron about his success, and he credits it to building relationships – with clients, professional advisors and home office staff. These days Ron doesn't have much time for seeking new business; existing clients and advisor referrals keep him busy. But although a fraction of his cases represent a large chunk of his premiums – like many high-selling producers – Ron doesn't ignore the small client. “I feel an obligation that even if a case is \$250 annual premium, it's like if you're a priest - you don't preach based on how wealthy people are; you accept the poor people too.”

Mr. Ralph Pfremer

President and CEO, Pfoodman, St. Charles, Missouri

With over 25 years of food service experience, Ralph Pfremer's operational career spans from local family restaurants to nationally-recognized culinary establishments. He studied Culinary Arts and Hospitality Services Management at Forest Park College in St. Louis and apprenticed under Golden Toque and famed executive Chef Wolfgang Bier at the St. Louis Club in Clayton. He later applied his management and operational skills in fine restaurants spanning from California and Arizona to Washington and Texas. His career highlights include food and beverage director for Washington University and Director of Dining Services at Lindenwood University in St. Charles, MO. He also acted as Regional Dining Services Account Manager for MCI Worldcom, as well as Bank of America. His knowledge and experience has been vital in the opening of over 40 restaurants, thereby providing sound strategy to new business and development. On a personal note, Ralph puts exercise high on his list of priorities. He competes in top amateur road and off-road masters competitive cycling events throughout Midwest. As a member of Team VeloForce an elite bicycle team sponsored by Michelob Ultra, Savvis and Big Shark Bicycles, he is known for his motivating efforts in business and sport. To Ralph, personal success comes from convincing others to pursue the health benefits of fitness, performance and achievement.

Mr. Gene Harmon

Retired Chairman, President, and CEO, Harmon Industries, Blue Springs, Missouri

Gene Harmon began his career as sales engineer for Harmon Industries in 1961. Over the course of his 40-plus year career, Harmon would also serve as VP of sales and engineering, president and CEO, and chairman of the board. Although retired, Harmon still serves as a consultant for GE Harris Harmon Railway Technology, LLC (formerly Harmon Industries). As consultant, Harmon is the

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liaison/spokesperson with the U.S. Government in rail transportation. Harmon holds a BSEE from the Georgia Institute of Technology.

*****For photos of speakers, please contact Chad Jaecques at jaecquesc@moval.edu.***

ABOUT MISSOURI VALLEY COLLEGE

Missouri Valley College is a liberal arts college, which provides educational, social, and cultural experiences in a decidedly Christian environment. Established in 1889, MVC offers 27 majors and 7 pre-professional programs, and 12 sports and 20 varsity teams. 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.

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