

MISSOURI VALLEY COLLEGE

14TH ANNUAL
MAASTRICHT

INSTITUTE OF

ENTREPRENEURSHIP

MIE

APRIL 11-13
2022

SPONSORED BY:



Larry Stockman taught in the business division at Missouri Valley College for more than three decades. For the last 18 years, he served as Chair of the Business Division. Larry served as the Director of the Maastricht Institute of Entrepreneurship since its inception in 2006.



In Memoriam

Larry Stockman
1951-2022



>>>>DR. BENOIT WESLY

I would like to offer a very warm welcome to all speakers and participants at the 2022 Maastricht Institute of Entrepreneurship. This is the 14th annual Institute and I am delighted that you are able to attend this splendid event.

I am very grateful to the Missouri Valley community, who will do everything to make the 14th session of the Maastricht Institute of Entrepreneurship a great success and beneficial for all of you who are attending. I hope we have a successful and beneficial gathering.



Benoit Wesly

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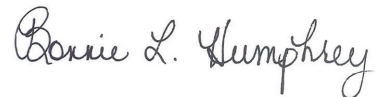
>>>>DR. BONNIE HUMPHREY

Welcome to Missouri Valley College and welcome to the 14th annual of the Maastricht Institute of Entrepreneurship.

I am extremely pleased that you are taking part in this Institute. It is a wonderful academic opportunity for the Missouri Valley community and the surrounding communities.

I am very thankful for our relationship with Dr. Benoit Wesly and our friends in Maastricht, the Netherlands. The international perspective on business, finance, politics and more is an excellent addition to our academic program.

I hope you find this institute rewarding. We are proud to have you with us.



Bonnie Humphrey, MVC President

MAASTRICHT INSTITUTE

>>>STAFF<<<

Eric Sappington

V.P. External Relations

Danielle Durham

Marketing/Public Relations Director

Dr. Benoit Wesly

International Advisor

Dr. Ed Elliott

Institute Advisor

Sharon Hoeflicker • Milena Simic • Stephanie Passasi

Staff



DAY 1

MONDAY

APRIL 11

8:15 - 8:45 a.m.

Registration

Charles L. Bacon Conference Center - Malcolm Center

8:45 - 9:00 a.m.

Welcome and Introductions

Charles L. Bacon Conference Center - Malcolm Center

9:00 - 9:50 a.m.

Cydney Mayfield

Executive Director | Marshall Saline Development Corporation

Charles L. Bacon Conference Center - Malcolm Center

9:50 - 10:00 a.m.

Break

10:00 - 10:50 a.m.

Jayson Thornton, CFP '06

Financial Advisor | Thornton Advisor Group LLC

Charles L. Bacon Conference Center - Malcolm Center

11:00 - 11:50 a.m.

Leslie Nashed, CPA

CFO & Co-Owner | Inter-State Studio & Publishing Co.

Charles L. Bacon Conference Center - Malcolm Center

Breakout Luncheon

12:00 p.m.

Breakout Session 1

Breakout Session 2

Breakout Session 3

Cydney Mayfield

Jayson Thornton, CFP '06

Leslie Nashed, CPA

GUEST WI-FI: User: mguest // Password: 369Vikings



DAY 2

TUESDAY

APRIL 12

9:00 - 9:15 a.m.

Registration

Charles L. Bacon Conference Center - Malcolm Center

9:15 - 9:30 a.m.

Welcome and Introductions

Charles L. Bacon Conference Center - Malcolm Center

9:30 - 10:30 a.m.

Tiffany Dowell '02

Broker-Owner | Simply Realty

Charles L. Bacon Conference Center - Malcolm Center

10:30 - 10:45 a.m.

Break

10:45 - 11:40 a.m.

Rebecca Adams

Founder | Hotleaf Camouflage

Charles L. Bacon Conference Center - Malcolm Center

11:40 a.m. - 12:30 p.m.

Tiffanie Weekley

Owner | Morning Glory Farms

Charles L. Bacon Conference Center - Malcolm Center

12:30 p.m.

Breakout Luncheon

Breakout Session 1

Breakout Session 2

Breakout Session 3

Tiffany Dowell '02

Rebecca Adams

Tiffanie Weekley

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DAY 3

W E D N E S D A Y

A P R I L 13

8:15 - 8:45 a.m.

Registration

Charles L. Bacon Conference Center - Malcolm Center

8:45 - 9:00 a.m.

Welcome and Introductions

Charles L. Bacon Conference Center - Malcolm Center

9:00 - 9:50 a.m.

Kent Glasscock

President & CEO | Kansas State University Innovation Partners

Charles L. Bacon Conference Center - Malcolm Center

9:50 - 10:05 a.m.

Break

10:10 - 11:00 a.m.

Dr. Travis Manroe

Owner | Gladstone Urgent Care

Charles L. Bacon Conference Center - Malcolm Center

11:05 - 11:55 a.m.

Renee Hoagenson

Serial Entrepreneur

Charles L. Bacon Conference Center - Malcolm Center

12:00 p.m.

Closing Remarks, Dr. Benoit Wesly

Charles L. Bacon Conference Center - Malcolm Center

12:30 p.m.

Breakout Luncheon

Breakout Session 1

Breakout Session 2

Breakout Session 3

Kent Glasscock

Dr. Travis Manroe

Renee Hoagenson

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CYDNEY MAYFIELD

EXECUTIVE DIRECTOR | MARSHALL SALINE DEVELOPMENT CORPORATION

Cydney Mayfield is a 2000 graduate of the University of Missouri and a 2003 graduate of the University of Iowa College of Law. She recently became the Executive Director of the Marshall Saline Development Corporation where her passion is to grow small businesses.



JAYSON THORNTON, CFP '06

FINANCIAL ADVISOR | THORNTON ADVISOR GROUP

Jayson M. Thornton, CFP is a financial advisor, specializing in tax and financial planning. He is a certified financial planner licensed as a tax advisor and investment advisor. Jayson hosts a popular finance YouTube channel, "Pocket Watching with JT," with over 50,000 subscribers. Jayson graduated with his bachelor's degree from Missouri Valley College in 2006 as a Cum Laude, Honors graduate. He received his graduate certificate in Financial Planning from Howard University School of Business, the premier HBCU (Historically black colleges and universities) in Washington DC. At Missouri Valley, Jayson became a member of Phi Beta Sigma Fraternity, and met his wife Kendra (Caldwell) Thornton '07. Jayson has been recognized by the US Department of Treasury for his "Outstanding Contributions" in tax counseling, providing pro bono financial planning services to the elderly and low income, and volunteering with the National Association of Black Accountants. In 2020, Jayson was named to the Association of African American Financial Advisors 50 Under 50 list. This program recognizes and celebrates influential Black/African American financial advisors. Honorees are judged on their accomplishments, contribution to the industry, and leadership. In 2021 he was voted one of the Best Accountants in St. Louis by the readers of St. Louis Small Business Monthly.



LESLIE NASHED, CPA

CFO & CO-OWNER | INTER-STATE STUDIO & PUBLISHING CO.

Leslie Nashed is a Certified Public Accountant and the Chief Financial Officer and Co-Owner at Inter-State Studio & Publishing Co., North America's largest family-owned school photography, planner, and yearbook publishing company headquartered in Sedalia, Missouri. Leslie started her career in public accounting, joining KPMG LLP in their audit practice after graduating with a Bachelor's degree in Accounting from Drury University in Springfield, Missouri in 2005. She spent over six years with KPMG, working in their Kansas City, Missouri office on several publicly traded clients before taking an international assignment with KPMG Grand Cayman to serve as an Audit Manager in their hedge fund division. She then took a role as Controller at an international law firm, Ogier, on Grand Cayman for two years before returning to Missouri to work for Inter-State Studio, a company started by her grandfather, Guy Snyder, in 1933.



TIFFANY DOWELL '02

BROKER-OWNER | SIMPLY REALTY

Tiffany (Marshall) Dowell is the broker-owner of Simply Realty in Marshall, MO. She attended Missouri Valley College & earned an elementary education degree and later a Masters in Educational Administration. Tiffany taught elementary school from 2003 to 2015, but life took her in another direction. She decided to go into the business world and began selling real estate in 2015. Her dream was to open her own business, so, in 2017 she opened Simply Realty on the Marshall Square. Customer service is her number one priority and the company loves to build relationships with their clients. Helping them achieve the American dream of home ownership is a fulfilling accomplishment, each and every time. Benefiting the community is also important to Tiffany. She and her agents teach classes at the Saline County Career

Center and are active in the community. Tiffany is the current President of the Central Missouri Board of Realtors and recently became a member of the Missouri Valley College Alumni Advisory Board. She is also beginning a new business venture, Simply Property Management, which is kicking off this spring.



REBECCA ADAMS

FOUNDER & CEO | HOTLEAF CAMOUFLAGE

Rebecca Adams is passionate about the outdoor industry and getting people outside. She is a USAF veteran turned entrepreneur who started the women's outdoor apparel company Hotleaf Camouflage. Hotleaf started as an idea and turned into a brand that has partnered with Ariat International, Honeywell, Inc. for Muck Boots, Cashel, and others and has had products in national and worldwide retailers. Rebecca is now a returning student studying Textile and Apparel Management with an emphasis in Apparel Product Development, minoring in Entrepreneurship at the University of Missouri and plans to launch another outdoor brand in 2024.



TIFFANIE WEEKLEY

OWNER | MORNING GLORY FARMS

REGISTERED NURSE, BOARD CERTIFIED LACTATION CONSULTANT

Tiffanie Weekley has a passion for health, nutrition, and cattle. As a registered nurse, and lactation consultant, she is more than familiar with the correlation between nutrition and health. Little did she know her passion for health and nutrition would lead her back to the farm and into entrepreneurship. Morning Glory Farms came to fruition in 2018, when Tiffanie's worlds collided. Morning Glory Farms is a family-owned and operated farm providing high-quality beef, pasture-raised in mid-Missouri. Tiffanie and her family recently opened a

Morning Glory Farm storefront where customers can come and purchase fresh and local bone broth, biltong, beef, eggs and Morning Glory merchandise. Tiffanie and her husband, Tim, live on the farm near Blackwater, Missouri and have three children, Allison and husband, Justin, Kaitlen and Samuel.



KENT GLASSCOCK

PRESIDENT & CEO | KANSAS STATE UNIVERSITY INNOVATION PARTNERS

Kent Glasscock is the president of the Kansas State University Innovation Partners (KSU-IP). KSU-IP deploys technological innovation throughout the world stemming from Kansas State University research via licensing, corporate partnerships, economic growth initiatives and new company creation. Local, regional, and state economic development is a particular area of KSU-IP focus with the recently announced "K-State of Possibilities Economic Prosperity Plan for Kansas" which commits to creating 3K new jobs and \$3B in new direct investment in Kansas by 2030. During Glasscock's tenure, KSU-IP has generated nearly \$100M in direct cash benefit back to the university. Prior to joining KSU-IP in 2003, Glass-

cock spent 16 years in public office including service as Mayor, Majority Leader and Speaker of the Kansas House of Representatives. Ingram's magazine has named Glasscock one of its "50 Kansans You Should Know." Glasscock has a long history of community leadership in Manhattan with service on literally hundreds of committees, boards, and task forces. He has chaired or served on the steering committee of numerous K12, quality of life, and economic development funding initiatives that have created public/private community investment of over \$500M. Glasscock also serves as President, CEO, and Board Chair of his family retail lumber and related businesses operating in Missouri, Iowa, Utah, and Kansas. Glasscock is a Kansas State University graduate, earning a bachelor's degree in English, 1976. He also grew up in Manhattan, Kansas.



DR. TRAVIS MANROE

OWNER | GLADSTONE URGENT CARE

Dr. Travis Manroe is an entrepreneur with several different successful businesses in various sectors. He is the sole owner of Gladstone Urgent Care clinic in Gladstone, MO. In addition to the urgent care clinic, he is a managing partner and owner of Family Foot Docs in Gladstone, MO as well. Dr. Manroe is partner-owner of a chain of restaurants in the Kansas City area for Champion Burritos and is owner of PixySix Agriculture with three 4,500 sq ft greenhouses in Brookfield, MO in which they experiment and grow genetically modified hemp plants and seeds. Dr. Manroe is a full time professor at Park University in the Masters in Healthcare

Administration program and full time professor at Missouri Valley College for the Business Division. Lastly, Dr. Manroe is a published author of two books: America's Nightmare; and The Ugly Duckling Effect.



RENEE HOAGENSON

SERIAL ENTREPRENEUR

Renee Hoagenson is a serial entrepreneur in the direct-mail, advertising industry. She started her career in advertising sales, first in radio, then television and finally newspaper before starting her first publication in 2003. Renee started three magazine publications and sold each of them which still operate in their respective cities. She was awarded angel investment funding for a niche marketing product she developed with a partner. She also ran for Congress, creating a business-like campaign structure with a focus on marketing, and raised half a million dollars. Recently, Renee purchased a direct-mail advertising prod-

uct in Columbia, MO where she makes her home. She serves on the Visioning Commission for the City of Columbia and has served on several charitable boards including Rotary. Renee has three children and a dog named Cello.



DR. BENOIT WESLY
CHAIRMAN & CEO OF THE XELAT GROUP
MAASTRICHT, THE NETHERLANDS

Dr. Benoit Wesly has over 35 years experience as an entrepreneur in the hotel restaurant and travel industry in Europe and the U.S. He is the founder and owner of the Xelat Group with operations in Maastricht, the Netherlands and Emek Hefer, Israel.

Dr. Wesly is a former 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. He is president of the Jewish community in the province of Limburg and former president of the Foundation Collective Maror Funds. He has a diploma from the Hoge Hotelschool of Maastricht and received a Doctorate of Humane Letters from Central Missouri State University.

In May 2004, he received an Honorary Doctorate in Business and Economics from Missouri Valley College. He also received the Scopus Award from the Hebrew University in Jerusalem. In May 2009, Wesly was appointed as honorary consul of the state of Israel making him the first honorary consul ever appointed in the Netherlands. In November 2015 he received the Pontifical Equestrian Order of Saint Sylvester Pope and Martyr.

