

MISSOURI VALLEY COLLEGE

15TH ANNUAL  
MAASTRICHT

INSTITUTE OF

ENTREPRENEURSHIP

**MIE**

APRIL 17-19  
2023

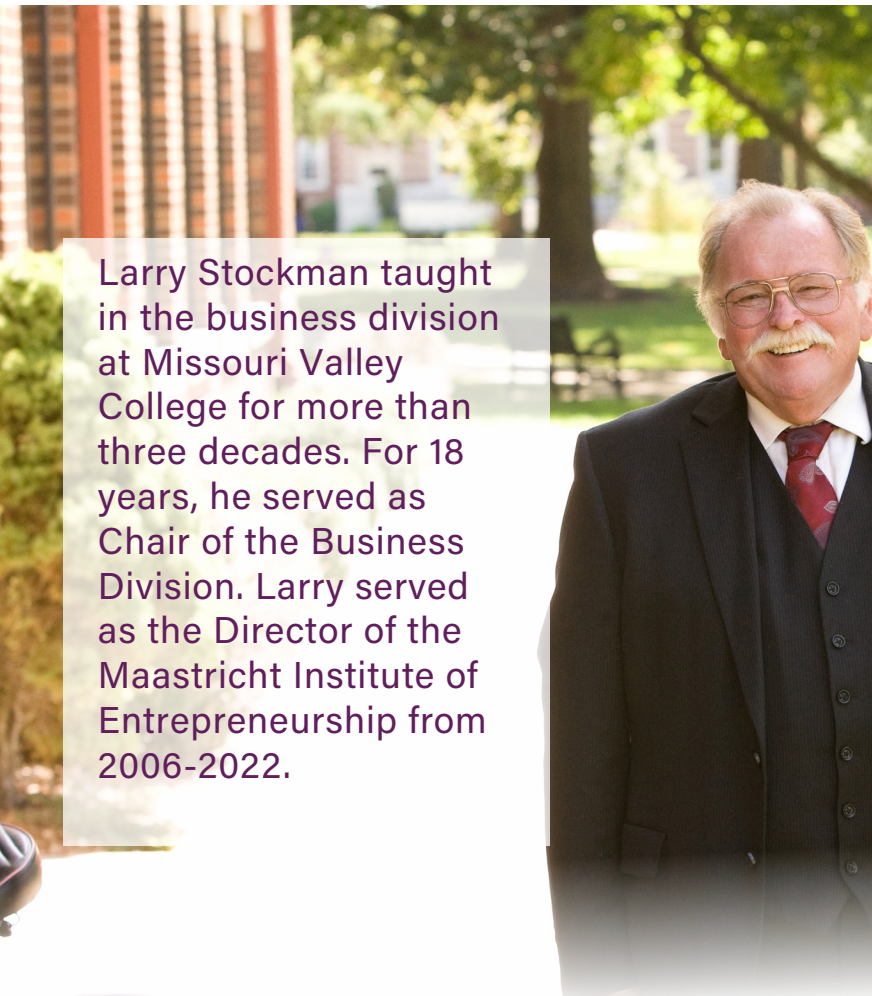
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*Best Wishes to  
Dr. Bonnie Humphrey  
on her retirement*

Dr. Humphrey was one of the innovative co-founders of the Maastricht Institute in 2006. She, along with Dr. Ed Elliott and Dr. Ben Wesly had the vision and laid the groundwork to build the Institute into what it has become today.



Larry Stockman taught in the business division at Missouri Valley College for more than three decades. For 18 years, he served as Chair of the Business Division. Larry served as the Director of the Maastricht Institute of Entrepreneurship from 2006-2022.

*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 2023 Maastricht Institute of Entrepreneurship. This is the 15th 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 15th 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

## >>>>DR. BONNIE HUMPHREY

Welcome to Missouri Valley College and welcome to the 15th 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.



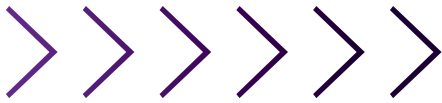
Bonnie Humphrey, MVC President

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# DAY 1

MONDAY

APRIL 17

8:15 - 8:45 a.m.

Registration

(MVC Students and Staff, please check in with your MVC ID)

*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.

**Mathew Gass, '04**

*President - Central Region, Brightli*

*Charles L. Bacon Conference Center - Malcolm Center*

9:50 - 10:00 a.m.

Break

10:00 - 10:50 a.m.

**Felicia Hayes**

*Owner, Live Your Best Life*

*Charles L. Bacon Conference Center - Malcolm Center*

11:00 - 11:50 a.m.

**Amy Knight**

*CEO, Proverbs Boutique*

*Charles L. Bacon Conference Center - Malcolm Center*

12:00 p.m.

Breakout Luncheon

Breakout Session 1

Breakout Session 2

Breakout Session 3

**Mathew Gass**

**Felicia Hayes**

**Amy Knight**

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# DAY 2

T U E S D A Y

A P R I L 1 8

9:00 - 9:15 a.m.

Registration

(MVC Students and Staff, please check in with your MVC ID)

*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.

**Daniel Peters '08, '16**

*Sr. Manager of Professional Services, Knowink*

*Charles L. Bacon Conference Center - Malcolm Center*

10:30 - 10:45 a.m.

Break

10:45 - 11:40 a.m.

**Brandon Lucas**

*Owner / CEO, Fusion Technologies, LLC*

*Charles L. Bacon Conference Center - Malcolm Center*

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

**Eric Aufricht**

*Head of Strategy, Marketing and Communications, Mercedes Pay*

*Charles L. Bacon Conference Center - Malcolm Center*

12:30 p.m.

Breakout Luncheon

Breakout Session 1

Breakout Session 2

Breakout Session 3

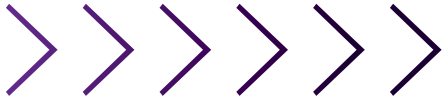
**Daniel Peters**

**Brandon Lucas**

**Eric Aufricht**

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# DAY 3

W E D N E S D A Y

A P R I L 19

8:15 - 8:45 a.m.

## Registration

(MVC Students and Staff, please check in with your MVC ID)

*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.

## **ENACTUS Student Group**

*MVC Students | Missouri Valley College*

*Charles L. Bacon Conference Center - Malcolm Center*

9:50 - 10:00 a.m.

## Break

10:00 - 10:50 a.m.

## **Liz Huff**

*Chef/Owner, Catalpa*

*Charles L. Bacon Conference Center - Malcolm Center*

11:00 - 11:45 a.m.

## **Charlique Rolle, '12**

*Executive Director, Congo Square Theatre*

*Charles L. Bacon Conference Center - Malcolm Center*

11:45 a.m.-12:00 p.m.

## Closing Remarks, Dr. Benoit Wesly

*Charles L. Bacon Conference Center - Malcolm Center*

12:00 p.m.

## Breakout Luncheon

Breakout Session 1

Breakout Session 2

Breakout Session 3

**ENACTUS Student Group**

**Charlique Rolle, '12**

**Liz Huff**

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



## ERIC AUFRICHT

HEAD OF STRATEGY, MARKETING AND COMMUNICATIONS | MERCEDES PAY

As Head of Strategy, Marketing and Communications at Mercedes pay, Aufricht is responsible for the definition and execution of Mercedes pay's long term goals, increasing its brand visibility and leveraging it for consumer focused product marketing. Mercedes pay is the central payment system of Mercedes-Benz, where customers can pay anything within the Mercedes-Benz ecosystem e.g. purchasing cars, upgrading their vehicle's hardware or paying conveniently for their parking tickets out of their cockpit.

Before joining Mercedes-Benz in 2018, Aufricht worked as a consultant for EY and in various positions for Arvato Bertelsmann.



## DANIEL PETERS '08, '16

SENIOR MANAGER OF PROFESSIONAL SERVICES | KNOWiNK

Peters spent time working in many different industries ranging from kiosk-based sales to non-profit therapy in St Louis before joining KNOWiNK in 2017. While at KNOWiNK, he has taken on many different roles varying from assisting in developing and administering training programs, product development, technical support, process/procedure development and client relations.

As the company has grown, Peters has worked with jurisdictions within 26 different states and assisted in large scale product roll outs in major markets from coast to coast. Currently, he is working with a small team to build a new professional services department to better assist

clients' product implementation, election personnel training and election support services. He said the department will also be refining company processes and procedures to enhance the overall client journey in providing safe and secure elections nationwide.



## AMY KNIGHT

CEO | PROVERBS BOUTIQUE

Amy Knight founded Proverbs Boutique in 2016. Proverbs is an online, family-owned boutique in Central Missouri, based out of Concordia. Proverbs' mission is to provide a personal shopping experience that eliminates the stress of online shopping, while providing high-quality, affordable and trendy styles.

Proverbs was started at a kitchen table, with one style of shirt. Today it operates out of a 2,000-square foot warehouse and is approaching 100,000 orders all over the US and Canada.



## BRANDON LUCAS

OWNER/CEO | FUSION TECHNOLOGIES

Brandon L. Lucas is a successful and serial entrepreneur with over 20 years of experience building businesses, promoting brands, and managing highly successful teams. While he has built companies in various fields, his primary passion lies with technology services and technology related products.

Based out of Moberly, Mo., Fusion is one of the largest IT Management companies in Central Missouri, specializing in managing IT services for small businesses, local government, and schools. Fusion has also recently committed several large investments to 5G Cellular radios that operate on the newly formed CBRS spectrum with implementation over many rural areas in Central, MO.

While running businesses takes a considerable amount of time, Brandon feels that it is very important to give back to the community. Some of his past leadership roles include President of the Moberly Rotary Club, President of the Moberly Area Chamber of Commerce, President of the Moberly Alumni Association, President of the Moberly Downtown Association, and member of the board of Economic Development. Last year, he was also elected to a 3-year term on the Moberly City Council.

## CHARLIQUE ROLLE '12

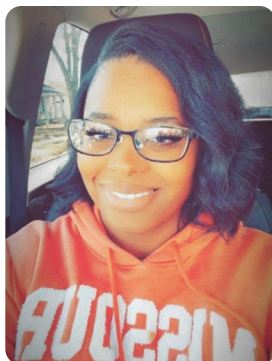
EXECUTIVE DIRECTOR | CONGO SQUARE THEATRE



Charlique C. Rolle is an arts administrator, interdisciplinary artist, choreographer, director, producer, playwright, actor, writer, and Executive Director of Congo Square Theatre. Rolle holds a BA in Dance (Summa Cum Laude) from Missouri Valley College with minors in Theatre and Business, an MA in Ministry Leadership from Moody Theological Seminary, and an MBA from Concordia University Chicago.

A Bahamas native, Rolle's passions are telling Black stories, creating works that catalyze healing, freedom, and transformation, and providing resources and structures for communities to breed creative freedom, sustainability, and longevity. Rolle is the new President of the African American Arts Alliance of Chicago, Treasurer of the League of Chicago Theatres, a member of Chicago Women in Philanthropy, Chicago African

Americans in Philanthropy, the Young Nonprofit Professionals Network, was named as one of Newcity's Players 2022: The Fifty People Who Really Perform for Chicago, and is 2023 IMPACT Fellow with the Chicago Urban League and University of Chicago's Booth School of Business. Additionally, Rolle serves as the Associate Director of the August Wilson New Voices national and Chicago competitions in partnership with Derrick Sanders (Associate Director of Drama at Juilliard), the Goodman Theatre and the League of Chicago Theatres. Rolle is also an Adjunct Professor of Arts Entrepreneurship at The Theatre School at DePaul University.



## FELICIA HAYES

OWNER | LIVE YOUR BEST LIFE LLC

LYBL LLC provides in-home services and residential home care in Marshall. Hayes' passion has always been taking care of the elderly, which began at the age of 15.

Hayes treats all clients like they are her family. She is a mother of 4 – Keyanna (21) Jakorie (19) Brandon (16) and Nicholas (7), who inspire her daily and remind her that giving up is not an option.

This is LYBL's second year in business, and Hayes has plans to add additional services and become the No. 1 provider not just for in-home services but for the care home as well.





## MATHEW GASS '04

PRESIDENT, CENTRAL REGION | BRIGHTLI

Mathew Gass is a highly accomplished and respected professional in the field of social work. With over two decades of human services experience, he has dedicated his career to improving the lives of individuals and families, providing compassionate care and support to those in need.

Gass has worked in a wide range of settings throughout his career; residential settings, community mental health centers, state habilitation centers, and private practice. He has also been actively involved in community initiatives, serving on nonprofit boards and committees focused on improving access to healthcare and social services for under served populations.

Currently, he serves as President of the Central Region for Brightli, a leading provider and innovator of health and wellness solutions for individuals, families, and communities. In this role, he oversees the development and implementation of innovative programs and services designed to promote health and well-being, enhance quality of life, and empower individuals to take control of their health. Gass is a licensed clinical social worker and has earned multiple certifications in areas such as motivational interviewing, dialectical behavioral therapy, crisis intervention, and trauma-focused care. Gass is dedicated to his work and driven by a strong desire to make a positive impact on the world around him. He is committed to ensuring that rural areas and underrepresented individuals have access to high-quality, compassionate care and support, and he continues to work tirelessly to achieve this goal.



## LIZ HUFF

CHEF/OWNER | CATALPA

Chef Liz Huff grew up in Marshall and learned to cook at the New England Culinary Institute in Montpelier, Vermont. She worked as a food service manager at Harvard Law School, a butcher in Newton Centre, MA, and a front of house manager at a Spanish tapas restaurant near Harvard Square before returning to Missouri in 2001 when she opened her first iteration of Catalpa in Arrow Rock, home to just 56 residents.

Huff operated the award-winning restaurant for many years serving high-end gourmet meals in a small historic home in the village. Through overcoming addiction, a cancer scare and Covid-19, Huff has remained steadfast in her passion for locally sourced and made-from-scratch cuisine. In June 2020, she reinvented herself and kept her restaurant alive by serving over 15,000 sandwiches in her front yard.

In March 2021, she bought a new building on Arrow Rock's Boardwalk, renovated it with a fresh retro look and a now famous golden bathroom perfectly made for Instagram. Catalpa in its newest form opened a year ago and features pizzas, toasted sandwiches, boozy milkshakes and frozen cocktails with Huff's signature flair.

After attending the 2023 NAFEM (North American Association of Food Equipment Manufacturers) show in Orlando in February, Chef Huff has pivoted once again. She has plans to install the first Pizza Vending Machine in the Midwest in Columbia, Mo in June of this year. Her goal is to have 12 machines operating in Missouri by the end of 2024.



## ENACTUS STUDENT GROUP

MVC STUDENTS | MISSOURI VALLEY COLLEGE

Economics 240/340/440, better known as ENACTUS, is an elective course within the Missouri Valley College business department where business is used as a catalyst for positive social and economic impact. ENACTUS educates, inspires, and supports young people to use innovation and entrepreneurship to solve the world's biggest problems.

ENACTUS facilitates the development and implementation of educational ventures for students aimed at cultivating a holistic understanding of past and present economic issues all the while looking toward future economic opportunities. Students can expect to learn central tenets of a free market system and focus on developing appropriate leadership skills, as well as a sense of service and responsibility to their community and world around them.

Dr. Travis Manroe and Melvin Corlija are the instructors for the following students: Isaac Bausley, Leonardo Bilitardo, Kyle Comins, Gabriel Ellefsen, Daniel Herмосilla Agudo, Mark Hurst, Carolos Jimenez, and Petar Krivokuca.



## 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.

# MAASTRICHT INSTITUTE

## >>>STAFF<<<

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Institute Director

**Dr. Benoit Wesly**

International Advisor

**Dr. Ed Elliott**

Institute Advisor

**Eric Sappington**

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