



[www.MissouriVentureForum.org](http://www.MissouriVentureForum.org)

# Enterprise

October 2009

## Healthcare Services Entrepreneurship— Gap on Physician Shortage

*A presentation by Mary Jo Gorman, MD, MBA, Chief Executive Officer  
of Advanced ICU Care*

### October Forum Facts:

**Speaker:**

**Mary Jo Gorman, MD, MBA**  
Chief Executive Officer  
Advanced ICU Care

**When:**

Friday, October 2, 2009

**Time:**

7:15 a.m.  
Registration & Networking  
7:50 a.m.  
Breakfast & Program  
9:00 a.m. Adjourn

**Cost:**

Members — free  
Guests — \$40.00 per person

**Guests Must Prepay**

(Visa, MasterCard, accepted)

**Where:**

MAC-West  
(Missouri Athletic Club-West)  
Main Dining Room  
1777 Des Peres Rd.  
St. Louis, MO 63131

**Register at:**

[MissouriVentureForum.org](http://MissouriVentureForum.org)

or call 314-241-2683

**Deadline—Noon  
Wednesday,  
September 30, 2009**

With the healthcare debate raging in Washington one fact is indisputable: our nation faces a shortage of doctors, nurses and other healthcare providers that will only get worse in the foreseeable future. Mary Jo Gorman, CEO of Advanced ICU, sees this trend as an opportunity to create technology based healthcare service companies that fill this gap. With a successful local healthcare services company, Critical Care Services, Inc., under her belt, Dr. Gorman decided to tackle the provider shortages in community hospitals across America via telemedicine.

Since it was founded in 2004, she has raised over \$8 million in venture funds and the company has grown by 1,235% through 2008. In 2009, the company was named one of the fastest growing companies in St. Louis, Missouri by the *St. Louis Business Journal*.

Join us on October 2 to hear how Dr. Gorman launched Advanced ICU and her perspective on how healthcare

trends will impact start-up and growth stage companies.

Dr. Gorman received an MBA from Washington University's Olin School of Business, her doctorate

of medicine from Southern Illinois University School of Medicine in Springfield, Ill, and a bachelor's degree in chemistry and biology from St. Louis University. She is the past president of the Society of Hospital Medicine, where she has been a board member for six years. She is a member of the American College of Physician Executives, the Society of Hospital Medicine, and the Society of Critical Care Medicine. She obtained her board certifications in Critical Care Medicine and Internal Medicine.



*Mark Your Calendar and Plan to Attend  
Outlook for Capital 2010*

**November 19, 2009 from 4:00-7:00 p.m.  
at the Hilton St. Louis Frontenac—see page 5 for details**

## President's Column



*Joe Soraghan*

In this, my last President's Column, I want to discuss the two years of my term. These two years have been sad, exciting, daunting, and, thanks to the efforts of those mentioned below, I believe highly successful.

I must first note our continuing sadness at the sudden loss earlier this year of our Treasurer and former President,

Tom Valenti. With his time, his skills and his heart -- Tom was one of the greatest supporters of Forum and of the entire entrepreneurial community. We can never fill Tom's unique place with the Missouri Venture Forum.

As my term began, due to retirement we lost our Executive Director and Association Manager, St. Louis Small Business Inc. and Judy Meador. At the same time we shifted to a website-based administrative system, in which most of our interface with our members and others was our website. This was a difficult but probably necessary transition. Although it is still a work in process, it has largely succeeded, but only at the cost of many hours of work from many people, some of whom are discussed below.

Also, when the economy's meltdown became obvious in the Summer of 2008, members considered dropping, and some dropped, their Forum membership. But since that time, particularly in the last six months, membership is again increasing. Also, attendance at our breakfast meetings and education events is up greatly and the Membership Committee now hosts regular coffees attended by growing numbers of members and guests. Also, our Newsletter now has more content and topics than ever before, and our presence in the entrepreneurial and larger business community is greater than ever. (And Judy Meador is back as our Association Manager.)

Who brought about these and other improvements? Our officers and our committees and their chairpersons. Bob Cockrell's Education Committee and Nicole Ursch's Membership Committee have

generated new member activities, many new members, and new enthusiasm for our educational and networking focuses. Gary Langenfeld, Outreach Committee, and David Meyer, Sorin Vaduva and Jerry Orzano, Communications/Marketing Chairman and Enterprise newsletter editors, respectively, have made the Forum much more visible, and made it the "place to go" to learn about and become involved in entrepreneurship in the St. Louis region. Dan Davison has mentored our 2-Minute presenters during this perhaps most difficult time for entrepreneurs in generations. Our monthly programs—which have improved greatly and are a significant cause of our increased attendance—are the product of the efforts of Program Chairpersons, Steve Callow, followed by Vicki Gonzalez and Anna Doyle, all of whom put in a great amount of time (and some of their personal capital calling in favors, I am sure) to bring the excellent speakers to our meetings. Adding to the efforts required of all the committee chairs was our need—imposed on us by the tough financial times—to transition to our committees much work previously performed by our association manager before my term began. They all "stepped up to the plate", did all that work, and allowed us to continue without a dues increase notwithstanding significant cost increases. (We have not had a dues increase in many years.)

Administratively—with less visibility but extreme importance, Rich Siemsen, our Secretary and Tom Valenti and then Laurie Hopkins (who stepped in as Treasurer to help in this most difficult of financial times) have kept us afloat. And Innovate St. Louis, Frank Stokes and Willem Bakker made the transition to website-based administration possible, and are assisting in improving it further.

I certainly owe these persons a great deal. Our membership and the entrepreneurial community at large also owes them. As President, I have thoroughly enjoyed and benefitted from the opportunity and honor to work with these people and with all our members.

*Joseph R. Soraghan, President*

## October Organization Spotlight

The St. Louis Regional Entrepreneur Educators (STLREE) is a St. Louis regional association of colleges and universities that was formed in the fall of 2006 to help promote and educate the many regional resources designed to support local entrepreneurial activity. Representatives from the St. Louis and Illinois region meet monthly to discuss programs, speakers and the grass roots support systems that help new entrepreneurs find their way into the local economy by understanding the basic concepts of business plans, financial sources and other programs such as mentoring through former business professionals that assist newly formed startup companies (InnovateVMS is a local company that facilitates the mentoring system).

Local colleges and universities that participate in STLREE include Washington University, University of Missouri St. Louis, St. Louis University, Lindenwood University, St. Louis Community College, Missouri Baptist College, Maryville University, Southern Illinois University-Edwardsville, Webster University, Southwest Illinois College and Harris-Stowe State University.

For more information on STLREE call Jim Jump at 314-838-7653.

### Bring Us Your Big Ideas 2010 InvestMidwest Seeking Companies to Present

The 11<sup>th</sup> annual InvestMidwest is scheduled for March 24-25, 2010 and will be hosted by Wells Fargo Advisors in St. Louis. The application process for companies to present at the 2010 InvestMidwest will begin on October 1.

Over 300 attended the 2009 InvestMidwest in Kansas City including 74 venture capital professionals. The event showed 43 companies from throughout the Midwest in the three industry tracks of life sciences, IT/general business and cleantech/alternative energy. The 2010 InvestMidwest will feature these same industry tracks.

InvestMidwest encourages high-growth companies (revenue projections of \$20 million or higher within five years) from throughout the Midwest to apply. Information regarding the application process is on the InvestMidwest web site at [www.investmidwestforum.com](http://www.investmidwestforum.com). Companies that apply by the early application deadline of November 13 will receive preferential consideration by the selection committees. The final application deadline is January 8, 2010. The selection committees include venture capital investors from throughout the Midwest and legal and financial professionals that specialize in entrepreneurial practice areas.

For more information regarding the 2010 InvestMidwest, please contact Christine Walsh at [cwalsh@stlrcga.org](mailto:cwalsh@stlrcga.org) or 314-444-1151.

## Board of Directors

### Officers

President:  
Joe Soraghan  
Danna, McKittrick, P.C.

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Treasurer:  
Laurie Hopkins  
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Immediate Past President:  
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CBIZ/Mayer Hoffman McCann P.C.

### Directors

Education Chair:  
Bob Cockrell  
Montgomery Bank

Two Minute Chair/Mentoring Chair:  
Dan Davison  
Bizmanualz, Inc.

Outreach Chair:  
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### Directors At Large

Nick Akers  
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Victoria Gonzalez  
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Steve Thomas  
The Net Impact

Nicole Ursch  
Reliance Bank

Mark Witzling  
SBTV.com

## 2-Minute Forum



Dan Davison

At the September meeting, Forum member and past- presenter Seth Burgett, CEO of **Verto Medical Solutions**, announced that Verto has since been named 9<sup>th</sup> among Forbes' Top 25 Most Promising Young Companies in America. With this announcement, Verto has been rebranded as Yurtopia. See [Forbes.com](http://Forbes.com). On October 11th, Best Buy will place Verto's product on their shelves in 43 locations and [BestBuy.com](http://BestBuy.com).

Customers—92% of whom say they would recommend the product to a friend— also reported turning down the volume as much as 40% when using Verto's custom-molded ear jells. Currently the company is performing a clinical study at Washington University Medical Center to determine if custom ear jell users turn down their iPods. A short presentation by Yurtopia CEO Seth Burgett about Verto Medical can be found on YouTube.

David Kloostra described a logistics solution that his company **FreightHunter** will launch to address the 70% of all orders that have a shipping error. By eliminating errors, carriers get paid faster, saving them money. FreightHunter is currently completing beta testing, and projects to be cash flow positive late in 2010. The company is seeking assistance to expand its test program with trucking companies to complete initial product development. Contact David Kloostra at [www.freighthunter.com](http://www.freighthunter.com).

*Interesting in making a 2-Minute Presentation? Visit [www.MissouriVentureForum.org](http://www.MissouriVentureForum.org) for details or contact Dan Davison, 2-Minute Forum Chair at 314-772-1185.*



Seth Burgett, Verto Medical Solutions, LLC



(l-r) Presenter Dave Kloostra, FreightHunter; Don Barnes, PeaceFrog; Asalyn Coachman, 4MoGo

## Nominate Clients and Colleagues for a Small Business Award

Every year Small Business Week highlights the achievements of innovative and successful small businesses in the region and their invaluable contributions to the local and national communities.

This is an opportunity to nominate your clients and colleagues and have them recognized for their outstanding efforts.

Sponsored by the U.S. Small Business Administration, the Small Business Person of the Year competes with winners from all over the country for the National Award. In addition to the Small Business Person of the Year, awards are given for the Family-Owned Business, Young Entrepreneur of the Year, Small Business Exporter, and Entrepreneurial Success. In addition, awards are given to Small Business Champions who support companies through their volunteer activities. The Champion categories are: Financial Services; Home-Based Business; Minority Small Business; Veteran Small Business; and Women in Business.

The award winners will be honored during Small Business Week which will be celebrated in St. Louis May 10-15, 2010.

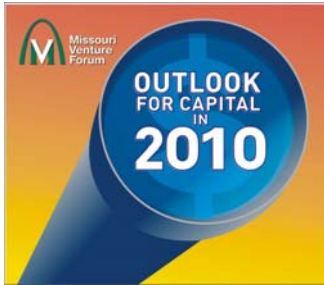
Several MVF members have been honored in the past as Financial Services Champions including Steve Callow, Southwest Bank; Joe Soraghan, Danna McKittrick; and Bob Calcaterra, Startup Midwest. Nick Akers, Akerman, Inc. was a Young Entrepreneur award winner.

MVF member Don Barnes, PeaceFrog, is chair of Small Business Week 2010 and Bob Cockrell, Montgomery Bank was the chair last year.

Visit [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org) for details on who is eligible to be nominated, the nomination process and selection criteria. (See Nomination Guidelines on the Main Menu.)

Nominations are due November 13, 2009. Please call Judy at the MVF office with any questions—314-241-

## Education Committee



### Mark Your Calendar!

**Outlook for Capital 2010**  
**Thursday, November 19, 2009, 4:00-7:00 p.m.**  
**St. Louis Hilton Frontenac**

If you and/or your clients are going to be looking for capital in 2010, you won't want to miss our third annual Outlook for Capital event. Speakers will present their opinions about what we can expect in capital availability for the coming year.

The panel of experts will discuss the outlook for angel capital, venture capital, bank and other sources of funding in the new year. In addition, an entrepreneur who has been actively fund raising will share his views.

The panel of experts are:

Banking: Shaun Hayes,  
Sun Security Bank and  
formerly National City and Allegiant Bank

Venture Capital: Randy Weiss,  
Startup Midwest and  
Triathlon Medical Ventures

Angel Investing: Gil Bickel,  
Morgan Stanley and  
St. Louis Arch Angels

Entrepreneur: Seth Burgett,  
Verto Medical Solutions, LLC

Prior year events have been well-received. Members and non-members—please put Thursday, November 19 from 4-7 p.m. on your calendar and tell your friends! The event will begin with networking and refreshments (open bar and hors d'oeuvres) at 4:00 p.m., the program will begin at 4:45. Each speaker will speak for about 10 minutes and then there will be Q&A. The program will formally end at 6:15 followed by more networking and refreshments. Although the schedule ending time is 7 pm, it will continue as long as you have questions!

The event will be held at the Hilton St. Louis Frontenac, 1335 South Lindbergh Blvd. The cost is \$40 per person.

To make a reservation, go to [www.MissouriVentureForum.org](http://www.MissouriVentureForum.org) or call 314-241-2683.

*Jan Hendrickson,  
Senniger Powers, is  
Chair of the Education  
Committee and can be  
reached at 314-345-  
7000.*



*Jan Hendrickson*

***Outlook for Capital 2010 Sponsored by:***

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InvestMidwest Venture Capital Forum

# Membership Committee

Being part of the membership committee is not just about a cool ribbon under our name tags! Sure, being “hosts” at the meetings is part of it, but there are also a number of other things that we do on a regular basis:

- We attend community events as representatives of the Missouri Venture Forum to recruit new members to the organization.
- We call prospects personally to encourage further participation and answer any questions they have about the MVF.
- We organize (usually free!!!) networking events quarterly that are in addition to the regular meetings.



*Nicole Ursch*

Although we get to flaunt our committee work by having a pretty ribbon under our nametags, our success as a committee is only possible because of the work the other committees do. The Education Committee for the amazing programs they develop to guide entrepreneurs. The Marketing Committee for getting the word out about the MVF through the newsletter and press releases. The Mentoring/2-Minute Forum Committee for guiding entrepreneurs through the process of presenting to our membership. The Outreach Committee for collaborating with other organizations in our area that support entrepreneurs. The Program Committee for finding our amazing speakers. And finally, the Technology Committee that keeps us up and running on that new fangled thing they call the internet. In other words, the Membership Committee reels them in, and once they get to a meeting to see what the MVF has to offer, they are caught!

Our goal for this fiscal year is to continue to grow our membership numbers. We hope to accomplish this by continuing to get out in the community and spread the word about the MVF and to be able to continue our quarterly networking events. We are looking for sponsors for the Membership Committee sponsored events; you would be amazed at how little these can cost your company! MVF members interested in being part of the Membership Committee are always welcome. Contact Nicole at [nursch@reliancebankstl.com](mailto:nursch@reliancebankstl.com) to find out more!

*Nicole Ursch is the Chair of Membership Committee and can be reached at 636-537-8080.*

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## Member News

**Seth Burgett**, Chairman & CEO of Verto Medical Solutions reports the Venture Alliance group named Verto as a semifinalist in Forbes Top 25 America’s Most Promising Companies. The finalists from this list will be announced in the Fall and will have the potential to receive a Term Sheet from the Venture Alliance group of investors.

**Bob Cockrell**, Montgomery Bank, has moved to 180 Crestwood Plaza, St. Louis, MO 63126 and his phone number is 314-957-4009.

**Tracy Reckert** is now with Advantage Capital Partners and is located at 7733 Forsyth Blvd. in Clayton. The phone number is 314-725-0800 and email is [treckert@advantagecap.com](mailto:treckert@advantagecap.com).

**Eric Gulve**, Interim President of BioGenerator, has taken over Ken Janoski’s membership. Also, the BioGenerator has moved to 4041 Forest Park Ave., Ste. 116, St. Louis, MO 63108. The email is [gulve@biogenerator.org](mailto:gulve@biogenerator.org) and phone number is 314-615-6350.

# New Members

**Pat Coates, Vice President,  
St. Louis Small Business Monthly**

Company is dedicated to promoting the growth of businesses and furthering the interests of entrepreneurs through its publications—The Small Business Monthly and Annual Business Owners' Guide—and its Expo/Networking event, the St. Louis Business Expo.

**Bryan Cooley, CEO, Atama Group, LLC**

The Atama Group provides high end consulting services to enterprise customers and next-generation research labs. In August 2008, it launched Lang-Learner, the most comprehensive language learning suite in the world.

**Dan Kreher, Managing Director,  
Warson Capital Partners**

Warson Capital Partners (formerly Frontenac Financial Group), is a St. Louis-based financial services firm providing investment banking, private equity, and wealth management services. Warson focuses on the capital and M&A needs of emerging growth companies in St. Louis and the Midwest, and is in the process of raising its first private equity fund targeted at \$30 million to further serve such companies.

**Paul Riat**

An entrepreneur seeking his next venture.

**Tony Lombardi, VP, Business Development,  
Impact Group**

IMPACT Group partners with companies to support the workforce as they transition in, within and out of the organization. IMPACT Groups core competencies include outplacement, relocation, retirement and career development programs. IMPACT Group ranked 323 out of the 500 fastest-growing private companies in the country with revenues of \$49 million according to Inc. Magazine's 2009 Inc500 list.

**Robert Vescovo, President, Vesco Logistics**

Using the combined shipping volume of its customers, Vesco Logistics negotiates shipping discounts usually reserved for Fortune 500 companies. The company has developed many highly innovative solutions and programs for the transportation of customers' products.

**Peter Wodtke, Chairman, Peter Wodtke LLC**

Since 1982, Peter has been a self employed investment banker and investor in London, New York, and especially in the Middle East. He is the co-founder with Dr Robert Paul of St. Louis of Nawgan Products LLC, which has created the first, fully credentialed, functional beverage to support cognition during the aging process. Nawgan has gone from the pilot production stage and now is being sold in several stores in the St Louis area.

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## New Missouri Venture Forum Directors

Directors for the 2009-2010 Missouri Venture Forum fiscal year were elected at the September 4 annual meeting. The following directors were elected:

- Dan Davison, BizManualz, Inc.
- Anna Doyle, MarketSphere
- Vince Garozzo, Greensfelder, Hemker & Gale, P.C.
- Ken Harrington, Washington University Skandalaris Center
- Adam Herman, MPP&W, P.C.
- Joe Soraghan, Danna McKitrick, P.C.
- Frank Stokes, Innovate St. Louis
- Nicole Ursch, Reliance Bank
- Mark Witzling, SBTV.com

# Resources for Entrepreneurs

## *INNOVATEVMS*

*INNOVATEVMS* promotes entrepreneurship education and support through team mentoring of innovative, new ventures **at no cost** by experienced serial entrepreneurs and business persons within the metropolitan St. Louis area. *INNOVATEVMS*, the Venture Mentoring Service of Innovate St. Louis, is based on the highly successful Massachusetts Institute of Technology Venture Mentoring Service (MIT VMS) program initiated in 1999 by Alec Dingee, an MIT graduate and accomplished serial entrepreneur, who wanted to give back to MIT.

The Ewing Marion Kauffman Foundation, the Foundation of Entrepreneurship, of Kansas City identified MIT VMS as the best-in-class mentoring program in the U.S. in 2005. In late 2006, the Kauffman Foundation encouraged replication of the MIT VMS program and St. Louis was selected. In May of 2007, *INNOVATEVMS* was formally launched under the auspices of Innovate St. Louis, an umbrella organization promoting entrepreneurship and innovation in the St. Louis area. *INNOVATEVMS* adapted the MIT model by developing the program as community-based, affiliated with five universities in the region, which has grown to six – Harris-Stowe State University, the University of Missouri – St. Louis, Saint Louis University, Washington University in St. Louis, Webster University, with the latest addition being Southern Illinois University – Edwardsville.

*INNOVATEVMS* had its first formal meeting in June, 2007, with 18 mentors volunteering their time to support five ventures. Currently, the number of mentors has grown to almost 100 with 76 new, innovative ventures, representing about 120 entrepreneurs. Twelve ventures are no longer being mentored because they have graduated or closed due to health or similar reasons. *INNOVATEVMS* ventures, like MIT VMS, ventures, may remain with the program until they believe that they are no longer receiving assistance from their mentoring team.

New ventures are referred to the *INNOVATEVMS* program from *INNOVATEVMS* partner universities, *INNOVATEVMS* mentors and mentees, and community

organizations. Of the ventures accepted into the program, about 15% are not-for-profits with social entrepreneurship components.

Through the first 24 months of the program, *INNOVATEVMS* mentors donated over 3,100 hours to the program, conservatively valued at more than \$775,000, through team-based mentoring, with four to six mentors working with each innovative venture. Unlike other mentoring programs, *INNOVATEVMS* mentors self-select the teams that they want to mentor. During the first five months of 2009, 12 *INNOVATEVMS* mentored ventures raised more than \$2.3 million from venture capital firms, angel investors, SBIR/STTR awards, loans, grants, and friends and family. It is estimated that for every \$1.00 invested into *INNOVATEVMS*, more than \$4.64 in services were returned to the St. Louis community via the *INNOVATEVMS* program. For comparison, during the decade since its inception, MIT VMS has assisted over 1,100 MIT-affiliated mentee entrepreneurs representing over 500 ventures. Collectively, MIT VMS mentored-ventures have raised more than \$550 million in equity capital, a very impressive feat. During the last year, MIT VMS mentors have donated over 10,000 hours to the MIT VMS program.

*INNOVATEVMS* continues to attract new mentors and new entrepreneurs/ventures on a weekly basis. Growth during the next 12 months will expand the program to include 130 mentors providing advice for 150-170 entrepreneurs in 100 ventures. This growth can be fueled only through the addition of funding for more personnel as *INNOVATEVMS* currently operates a very lean program, with many operating expenses covered through in-kind donations.

If you are interested in becoming a mentor or being mentored, you can learn more about *INNOVATEVMS* at [www.innovatevms.org](http://www.innovatevms.org)

Pete Peters, PhD, Executive Director  
Phyllis Ellison, MBA, Associate Director

## *Scenes From The September MVF Meeting*



(l-r) Spotlight Organization Speaker Jim Brasunas and Jing Wang, IT Entrepreneur Network



(l-r) Steve Thomas, The Net Impact; Phil Brumbaugh CPA; and Dennis Breite, St. Louis County Economic Council



(l-r) Chris Walsh, InvestMidwest Venture Capital Forum; Brad Pittenger, XIOLINK; and Joy Ann Venverloh, Lexx Funding, Inc.



(l-r) Brian Weinstock, Danna McKittrick, P.C. and Bob Cockrell, Montgomery Bank



(l-r) Andy Bourey, Vistage St. Louis and Hal Hardin, Administaff



(l-r) Sean Mansfield, Flying Eagle; Bill Ellis, Conrad Ellis Group; David Meyer, Spoke Marketing, LLC

## Editor's Pick



*Enterprise Newsletter  
Editor Sorin Vaduva*

### **E-Verify Finally Goes Into Effect**

*by Susan Martin, PHR*

The E-Verify on-line program is another tool to strengthen employment eligibility verification. While the rule has been controversial—and postponed four times—the E-Verify Federal Contractor Rule reinforces federal policy that the government only does business with companies that have a legal workforce.

#### **What Should Employers Expect?**

Starting September 8, 2009, certain federal contractors and subcontractors are required to begin using E-Verify to confirm that all new hires--as well as existing employees directly performing work under federal contracts--are authorized to work in the United States.

The Federal Contractor E-Verify Rule applies to prime federal contracts with a period of performance longer than 120 days and valued above \$100,000 for employees working in the United States. The Rule applies to subcontractors only if the prime contract includes the E-Verify clause. For subcontracts that flow from such prime contracts, E-Verify is required for services or construction above \$3,000. The Rule also exempts certain contracts from E-Verify (check the website listed below).

Enrolling in E-Verify does not provide a safe harbor from a worksite enforcement operation from U.S. Immigration and Customs Enforcement (ICE), but it creates a rebuttable presumption that the company has not knowingly hired an unauthorized alien.

#### **What Should Employers Do?**

The United States Citizenship and Immigration Services (USCIS) has published information and FAQs on its website regarding application of the rule.

As an employer participating in E-Verify, the company must post a notice provided by the Department of Homeland Security (DHS) indicating participation in the E-Verify program as well as the anti-discrimination notice. The postings must be in a prominent place that is clearly visible to prospective employees and all employees who are to be verified through the system. Once the company is enrolled and able to log into the E-Verify online system, these notices can be found in the "On-line Resources" section.

Remember: the use of E-Verify does not replace an employer's Form I-9 obligations. Employers must continue to complete and retain I-9 Forms for each newly hired employee.

For more information on E-Verify, contact Chris Cluney at 314-754-0219 or [chris.cluney@aaimstl.org](mailto:chris.cluney@aaimstl.org).

*Susan J. Martin, PHR is the Member Answer Center Coordinator with AAIM Employers' Association.*

## Missouri Venture Forum Committees

### Entrepreneur Education

Purpose is to educate and guide entrepreneurs by developing and presenting educational programs.

Chair: Janet Hendrickson — Senniger Powers

Bob Cockrell — Montgomery Bank

Bill Ellis — Conrad Ellis Group

Jacque James — R.L. Hulett & Co.

Margaret Kenyon — AAIM

Judy Meador — Meador Management

Pete Peters — InnovateVMS

Bill Prenatt — Simply Successful LLC

Joe Soraghan — Danna McKitrick, P.C.

Joy Ann Venverloh — Lexx Funding, Inc.

### Marketing/Communications

Purpose is to promote the Missouri Venture Forum and partner organizations and write and edit the Enterprise newsletter.

Chair: David Meyer — Spoke Marketing, LLC

Newsletter Editor: Sorin Vaduva — ImRel, LLC

Stephen R. Callow — Southwest Bank of St. Louis`

Barry Gleeson — Marketing Solutions, Inc.

### Membership

Develop and implement programs, activities and events that will foster and support the recruitment and retention of members and also provide a benefit to the members, as well as carry out the mission of the Forum.

Chair: Nicole Ursch — Reliance Bank

Nick Akers — Akermin, Inc.

Kate Betz — SIUE

Andy Bourey — Vistage (TEC) St. Louis

Rochelle Freeman — New York Life

Barry Gleeson — Marketing Solutions, Inc.

Hal Hardin — Administaff

Jacque James — R.L. Hulett & Co.

Doug Kolker — MPP&W, P.C.

Tim McFadden — Armstrong Teasdale LLP

Steve Thomas — The Net Impact

Sorin Vaduva — ImRel, LLC

#### Interested in joining a Committee?

#### Call the Committee Chair:

Education	Jan Hendrickson	314-345-7000
Marketing	David Meyer	314-517-8459
Membership	Nicole Ursch	636-537-8080

## Missouri Venture Forum Committees

### 2 Minute Forum/Mentoring

Purpose of the mentoring program is to help entrepreneurs succeed in their entrepreneurial endeavors.

Chair: Dan Davison — BentonsEdge LLC; Bizmanualz, Inc.

Andy Bourey — Vistage (TEC) St. Louis

Bob Calcaterra — Start Up Midwest Bio Seed Fund

Steve Thomas — The Net Impact

### Outreach

Purpose is to encourage collaboration between MVF and other organizations that support the region's entrepreneurial community.

Chair: Gary Langenfeld —The Boeing Company

David Butler — Heartland Innovations, LLC

Chris Walsh — InvestMidwest

Bob Calcaterra — Start-Up Midwest

Lisa Constance — SBTV

Kristine Jarden — SIUE Entrepreneurship Center

### Program

Identify and arrange for topics and speakers for the monthly meetings and determine other events with different meeting formats that would be of value to members.

Chair: Victoria Gonzalez — Nidus Center

Vice Chair: Anna Doyle — MarketSphere

Bob Calcaterra—Start-Up Midwest

Adam Herman—MPP&W

Joe Soraghan—Danna McKitrick, P.C.

Steve Thomas - The Net Impact

### Technology

Purpose is to constantly improve and enhance the Forum's online networking capabilities and community.

Chair: Sorin Vaduva — ImRel, LLC

Willem Bakker, Technology Entrepreneur Center

Steve Thomas — The Net Impact

David Meyer, Spoke Marketing, LLC

**Interested in joining a Committee?**

**Call the Committee Chair:**

Mentoring  
Outreach  
Program  
Technology

Dan Davison  
Gary Langenfeld  
Victoria Gonzales  
Sorin Vaduva

314-772-1185  
314-232-6540  
314 812-8002  
314-600-0709

**Questions? Call the MVF Office at 314-241-2683 or visit [www.MissouriVentureForum.org](http://www.MissouriVentureForum.org)**