

Small Business Innovation Summit & Expo *“Practical Tools to Grow & Thrive”*

Speaker Bios

Brian Ball, Senior Vice President, Community Banking, Regions Bank

Brian is a native of Charleston who attended Wando High School and The Citadel. In addition to earning a MBA, he is also a graduate of the SC Bankers School of the University of South Carolina. Brian has worked in commercial banking in Charleston since 1996, and employed with Regions Bank since 1999. He currently lives in Mt. Pleasant.

Daniel Beckley, CTO, BlueKey Web Studios

Daniel Beckley currently serves as Managing Director and CTO of BlueKey Web Studios, a boutique web development firm headquartered in Charleston, SC. Since joining BlueKey in 2005, Daniel has played a vital role in guiding the company through significant growth and expansion topping 400%. Under Daniel's leadership and direction, BlueKey has also gained position as a prominent regional web solutions provider throughout the Southeast region. As an entrepreneur and software developer with over 14 years of experience in the web industry, Daniel manages BlueKey's major software development projects as well as client service and delivery operations.

Jim Bozard, Owner/President, Costal Corrugated

Jim founded Coastal Corrugated in 1987, a packaging manufacturing company. The company continued its growth and was selected as an “Emerging10” company by the Charleston metro Chamber of Commerce and ultimately recognized as the area's Small Business of the Year. The company has also been selected, twice, as a “Roaring 20” winner. In 2000, Jim and four box plant owners like himself built a production operation in Landis, NC to supply themselves and the surrounding market with premium corrugated sheets. Pinnacle Corrugated revenues have since grown to exceed \$50 million annually.

Patrick Bryant, Managing Partner, Go To Team

In October 2007, Patrick Bryant co-founded Go To Team video production company in Charleston, SC. Go To Team now has offices in Richmond, Raleigh, Charlotte, Charleston and Orlando. Daily they shoot footage for clients like Fox Sports, ABC News, and Universal Theme Parks. Also, Bryant has served in the field as Producer, Audio Operator and Production Coordinator. In addition to being able to manage, Bryant can fill in gaps when needed. He's spent a week in front of the Lewinsky's home a Watergate, a week on the campaign trail in New Hampshire, and, of course, countless hours covering hurricanes on the southeast coasts

Scott Cave, Director of Finance and HR, KFR Services Inc.

Scott is Director of Finance and HR at KFR Services, a diversified software and consulting firm in Summerville. He started with the company in 200 and his role expanded to Director of Human Resources, IT and Business Continuity Services. Scott has managed the Human Resources Department for the past three years, and during that time the company has received the Alfred P. Sloan Award for Workplace Flexibility twice (in 2008 and 2009). Scott is also a certified business continuity planner and serves as Chairman of the Charleston Metro Chamber's Business Continuity Planning Council and a member of the Chamber's ThinkTEC Advisory Board.

Glenn DeBiasi, President, LeaderFit

Glenn DeBiasi is an organizational psychologist with 20+ years of experience in executive positions in healthcare, education, distribution, and retail. He has worked in large companies, serving as Director of Management Development for the Pizza Hut Division of PepsiCo, and Vice President of Human Resources for a 10,000 employee company. He has also worked in small companies serving as Board Chair for a 25-person non-profit. He earned his Ph.D. in industrial/organization psychology from Michigan State University, and achieved an SPHR certification.

Lee Deas, Principal/Owner, Obviouslee Marketing

Lee founded Obviouslee Marketing (OM) in 2005 and oversees all marketing strategy, strategic partnerships and integrated marketing solutions for the agency's clients. She also moonlights as past-president and board member of the Charleston American Marketing Association, founder and event director for the Charleston Cinco De Mayo Festival, past Marketing/PR Co-Chair for Charleston Fashion Week and is on the Pecha Kucha committee. She is also one of the founding members of the Parliament Creative Industries Committee and was named one of the 2007 Charleston Regional Business Journal's “Forty Under 40” winners.

Dan DeMaggio, Cloud Wrangler, Animoto

In previous lives, Dan co-founded a medical software start-up, wrote productivity software for fashion recruiters, and built embedded Linux devices to interface with the computer networks in cars. Currently he is the “Cloud Wrangler” for New York-based start-up Animoto. By automating the Animoto infrastructure, he hopes to trick computers into doing his job for him.

Jim Denning, Business and Intellectual Property Attorney, McNair Law Firm

Jim Denning is a 17 year business and intellectual property attorney practicing with McNair law Firm in Charleston, South Carolina. He advises established businesses in addressing operational challenges and opportunities. Jim offers unique insight into extraordinary transactions, mergers, acquisitions, sales, dissolution, and succession planning. He works with start-up and early stage businesses to establish proper foundations for growth. His legal practice includes trademark clearance, prosecution and enforcement, counseling for internet usage, social media and domain name issues, brand development and management, and copyright registration and infringement through licensing and other commercialization activities. Additionally, he aids clients with imports, exports and other international trade transactions. Prior to his law practice, Jim was Chevron chemical engineer for product manufacturing and sales. He holds a Masters of Law in Taxation from University of Washington, a JD and MBA from the University of South Carolina and a BS in Chemical Engineering from Clemson University.

Peter DuBrule, Regional Vice President, South Carolina Manufacturing Extension Program

Pete has manufacturing experience spanning 30 years and numerous different industries. In manufacturing consulting for the last 15 years, Pete has impacted clients by focusing on “the critical few” and by addressing systemic innovation and leverage financial performance. In addition to diverse consulting experience, as a former manufacturing company owner, Pete brings a mix of seasoned practicality and proven theory to bear on the problems being faced in the market today.

Shawn Edwards, Organization Development Director, Charleston Metro Chamber of Commerce

Shawn Edwards is the Organization Development Director at the Charleston Metro Chamber of Commerce. She has been an employee of the Chamber for nine years. Edwards has served on the Tri-County Human Resource Management Association board of directors since 2006 and currently holds the position of secretary. A 2006 Leadership Charleston graduate, Shawn is also a certified BRIDGES trainer and a certified Personal DISCernment Facilitator. She holds an Associate and a Bachelor of Arts degree and is a graduate of Bauder College and Webster University.

Noah Everett, Founder, Twitpic

The idea for Twitpic was simple: create a way to share photos on Twitter. What began as a side project in February 2008 quickly became a trial-by-fire lesson in scaling under the pressure of unexpected and massive growth. As a one-man show, Noah Everett single-handedly grew the site from inception to a service now used by 4.5 million users, including celebrities, politicians, and his mom. Twitpic first became a source of breaking news after photos of the downed plane on the Hudson appeared first on the site. Today Twitpic serves billions of requests every month. Born in the South and raised in Oklahoma, he was too young to get into college when he finished high school at age 15. Instead, he spent 15 hours a day online, teaching himself the mechanics of the internet and laying the groundwork for his later calling as a web developer. He recently relocated to Charleston, SC where he continues to grow Twitpic while tweeting about subsisting on Frosted Mini Wheats.

James Fowles, Shareholder, Ogletree, Deakins Law Firm

James H. Fowles, III is a shareholder in the Columbia, South Carolina office of the Ogletree Deakins Law Firm. Certified as an Employment and Labor Law Specialist by the South Carolina Supreme Court, James practices almost exclusively in that area, representing a wide range of businesses. A significant focus of his practice is counseling clients as their businesses deal with employee and union issues on a day-to-day basis. James is a South Carolina native and graduated from the University of South Carolina School of Law. James also graduated from the United States Naval Academy, served 10 years on active duty in the United States Submarine Force, and subsequently retired from the Naval Reserve.

Troy Hall, Chief Operations Officer, South Carolina Federal Credit Union

With over 30 years as a lending, retail sales and marketing professional, Hall has been involved in the credit union movement for 17 years, both on staff and as an outside marketing consultant. Hall graduated with a Bachelor of Science in Business Management from Point Park University in Pittsburgh, PA. Currently he is pursuing his MBA at Charleston Southern University with his daughter, Ashley. Today, Hall and his wife, Victoria share a multi-generational dwelling in Hanahan with their son, two grandchildren and Hall's parents. Currently Hall maintains a blog and is writing a book about his adventures of loving life in the hallway.

Ken Hawkins, Senior Editor, The Digitel

Ken Hawkins has spent years organizing complex topics into information diagrams for the purpose of conveying a complex subject's meaning in as brisk manner as possible. Over time he came to the inevitable revelation that in the age of information overload and hyperlinks the role of a newspaper was different online than in print. Hawkins is a 29-year-old Charleston-native and Clemson graduate.

Tom Jeffrey, Partner/Creative, Hook

Tom Jeffrey has been entrenched in the ad industry for 19 years. In that time he has worked at agencies in Atlantic City, Philadelphia, Boise where he created campaigns for brands such as Compaq, HP, Wheel of Fortune, Jeopardy, Sunoco, Tastykake, Days Inn, Ramada, Charleston Convention & Visitor Bureau and many other local, regional and national brands. A founding partner with Hook, a Charleston based ad agency, Tom is one of the most awarded copywriters in Charleston. He has served as a board member with the local ad club since 2005.

Leslie Haywood, Founder and President, Charmed Life Products

Leslie Haywood is Founder and President of Charmed Life Products, inventor of Grill Charms™. Haywood was a stay-at-home mom to two daughters until April 2006 when a very spicy light bulb moment thrust her into the entrepreneurial ring. Despite a diagnosis of breast cancer in June 2006, Haywood launched her product Grill Charms™ November the following year. Since the debut of Grill Charms™, Haywood has appeared multiple times on CNBC's "The Big Idea with Donny Deutsch", been featured in numerous national magazines and most recently received \$50,000 in venture capital on ABC's Shark Tank.

Kelly Holl, Director, Human Resources, Barling Bay

Ms. Holl has 13 years of progressively challenging accomplishments in all areas of human resources, with extensive experience in employment law, regulatory compliance, employee relations, policy design and interpretation, benefit plan design and administration, recruitment, training and performance management. Prior to joining Barling Bay in early 2008, Kelly worked in the HR department of KPMG, Research in Motion, and Washington Hospital Center. In addition to her corporate experience, Kelly spent several years teaching *The Principles of HR Management* at Carroll Community College in Maryland. She is now Director of Human Resources for Three Saints Bay LLC, the holding company and support services provider for Barling Bay, Amee Bay, SAGE Systems and Old Harbor Native Corporation. A graduate of the University of Maryland, she holds a Bachelor of Arts degree in Business Administration and a Master of Business Administration degree.

Jim Irvin, Co-Owner, Firefly Vodka

Jim is in charge of what goes in the bottle. He is a Vanderbilt chemistry graduate who moved to South Carolina's Wadmalaw Island in 2000 with his new bride, Ann. Together they planted 2,700 Muscadine grape vines to produce South Carolina wine. Jim was working every angle of the family business – planting vines, harvesting the grapes and selling the wine. A few years later, Jim crossed paths with Scott Newitt who was running a local liquor distributor. They instantly hit it off. "You make some nice Southern wine: Scott told Jim. "Now let's make some southern spirit." Firefly Vodka was born. Jim lives on Wadmalaw Island, is married to Ann, and has seven children.

Carol Ivey, President, The Franchise Adviser

With over 25 years experience in franchises, corporations and small business ownership, Carol Ivey understands and can assist potential franchisees in finding the right opportunity. Having started and owned her own businesses gives her the unique perspective to relate to the questions and concerns that all new business owners face. As an independent business consultant, Carol does not work for any franchise, she works with hundreds and selects only those she feels are the best, strongest and will be a benefit to her clients. As a member of the Charleston and Beaufort Chambers of Commerce and working closely with the SBA, SCORE < SBDC and the SC Women's Small business Centers, Carol is very active in assisting new business owners throughout South Carolina. In addition to working closely with retired military veterans, Carol also conducts educational workshops throughout the state to educate potential business owners and the advantages and disadvantages of purchasing into a franchise system.

Jim Kirwan, President, TrySports

Jim came to the United States from Ireland in 2003 and opened the first TrySports in February 2004. In Ireland, he worked in banking for 17 years before setting up a Human Resources Consultancy business in 1990, servicing the Financial Services Sector in Dublin. TrySports is a specialty retail store focused on the aerobic sports of running, walking, swimming, cycling and triathlon. There are now 4 stores located in Mt. Pleasant, Charlotte, Raleigh and Wilmington.

Tom Lauria, Area Manager, USC/Small Business Development Center

Tom Lauria retired from Avery Dennison after a career spanning 29 years in various Operations Management positions. Offered a second career as a consultant and hired by a client, Kerr McGee Chemical LLC as VP of Global Operations, to manage the integration of two acquisitions, one in Europe. Recently retired for second time, Tom earned his Bachelor's degree from the University of California at Fullerton. After second retirement joined SCORE as volunteer and served as Vice Chair. After 3 years with SCORE, Tom accepted his current position as Area Manager of USC/Small Business Development Center in Charleston. Prior to Moving to Charleston Tom lived in Europe and in the Atlanta area. He served on the Board of Fayette County Bank*, was active in the Fayette County Georgia Chamber of Commerce and served as its President. He also served as Chairman of Tyrone, GA Economic Development Authority and as a Board member of Big Brothers/Big Sisters. Upon moving to Charleston, Tom joined the Board of Charleston Habitat for Humanity.

Rieva Lesonsky, CEO, GrowBiz Media

Rieva Lesonsky, CEO of GrowBiz Media, is a widely recognized small-business expert and author of the bestselling book *Start Your Own Business*. Former Editorial Director of *Entrepreneur* Magazine, Rieva has been meeting with, consulting to and speaking to America's SMBs—and the big corporations that want to reach them—for over 25 years. This experience has given her an inside perspective on what entrepreneurs want, how to connect with them, and how to help them grow successful businesses. Rieva has worked with B-to-B marketers including American Express, Dell, State Farm and many others, and with organizations including ASBDC, SCORE and the SBA, to market to and educate entrepreneurs.

Kate Lewis, Senior Marketing Manager, Benefitfocus

After graduating from Duke University in 1997, Kate joined the Management Development Program at Prudential Insurance Company in Newark, NJ> She spent five years at Prudential in a marketing role rotating through various business units, working the last two years at prudential.com located in New York City. Kate relocated to Charleston in 2002 and served as Marketing Manager for Wild Dunes Resort and the Daniel Island Company. She joined Benefitfocus in 2008 as a Senior Marketing Manager focused on driving brand awareness in the carrier market.

Peter Lucash, CEO, Digital CPE

Peter is the CEO of Digital CPE, an information, consulting and training firm helping small and emerging businesses to improve their management and direction. The company also publishes "Business indigo," and e-newsletter covering knowledge-based and creative companies along the South Carolina and Georgia coast. Peter is a Lecturer at Northeastern University and other universities, where he teaches business, strategy, entrepreneurship and marketing. He holds an MBA from Columbia University, and has 30 years of business experience in small and large business organizations, consulting firms and related settings.

John McElwaine, Partner, Nelson Mullins Law Firm

John McElwaine is a partner of Nelson Mullins Law Firm focusing his practice in the cutting-edge fields of intellectual property, internet and technology litigations and strategic counseling. He has extensive experience in researching analyzing trademark availability opinions, preparing and prosecuting trademark applications, including drafting amendments and responses to examining attorneys, and trademark strategic counseling. He also manages, maintains and polices several large corporate and educational institutions trademark portfolios. John earned a Juris Doctorate from the University of South Carolina School of Law in 1995 and a Bachelor of Arts in Political Science and history from the South Carolina Honors College at the University of South Carolina in 1992.

John "Jack" Mitchell, Regional Director - External and Legislative Affairs, AT&T

Jack Mitchell is the Regional Director of External Affairs for AT&T, representing AT&T in the Lowcountry. Jack relocated to South Carolina from Irvine, CA where he worked in AT&T's wholesale organization, the division which works with other telecommunications companies in the highly competitive communications industry. Prior to that assignment, he also served as a Regional Director of External Affairs for AT&T's operations in Orange County California. Before coming to AT&T, he was a legislative analyst and advisor to the Los Angeles City Council. In this capacity, Jack focused on economic development policies, emergency operations and telecommunications issues. He holds graduate degrees from Syracuse University, where he attended the Maxwell School of Citizenship and Public Administration and the school of Social Work.

Judith Moore Cookie Monster (CEO and Founder), Charleston Cookie Company

After several different careers ranging from being one of the first women hired to work on a trading desk for a small securities firm and one of the first women hired by American Express in sales, Judith Moore "retired" to work as a volunteer in hospice. This led her to return to graduate school to obtain her Masters' degree in Marriage and Family Therapy, after which she began a private practice as a psychotherapist and to offer a seasonal series of weekend and week-long retreat workshops for seven years. A lifetime hobby baker, in 2001 she went on a quest for the perfect chocolate chip cookie recipe and wound up creating her own from scratch because she didn't like any of the recipes she found published. The cookie she developed became, in 2003, the first cookie offered by the then brand new Charleston Cookie Company which debuted at the Chamber of Commerce's Business Expo that year. In the six years of the company's existence, Judith and her team are proud to have received awards such as the SCORE Business of the Year and the US Chamber of Commerce's Blue Ribbon Small Business Award in 2008.

Scott Newitt, Co-Owner, Firefly Vodka

Scott's nickname is "The Firefly Guy" and is in charge of everything outside the bottle. Born and raised in Honey Island Swamp, Louisiana and a graduate of LSU, Scott is very proud of his southern roots and was committed to creating a true southern product. "We used to drink sweet tea like milk when I was a kid," Scott said and he always felt that the fireflies he caught in his backyard as a child were magical creatures. When Scott told Jim "let's make some southern spirit," they had no idea how overwhelming the response to Firefly Vodka would be. Scott lives in Mt. Pleasant, is married and has three children.

David Odle, President and CEO, The Odle Group

Born and raised in Pittsburgh, PA, David Odle is a graduate of the University of Michigan where he obtained a BS in Economics and Psychology. An entrepreneur at heart, he bought his first business (a retail ice cream franchise) at the age of 21. He moved to Columbia, SC in 1991 to join a scrap metal recycling firm and moved to Charleston in 1995 when he purchased apparel wholesaler Hyman's Wholesale Company. Since then he has added a screen printing and embroidery firm, a promotional products company, a uniform distributor, a retail uniform shop, a resort tee shirt wholesaler, a retail pizza concept as well as commercial real estate interests.

Jane Perdue, CEO, The Braithewaite Group

Jane Perdue is CEO of The Braithewaite Group, a professional development firm headquartered in Charleston. Jane is a coach, consultant, facilitator, speaker and author whose executive career includes 15 years as a vice president working for Fortune 100 companies. Her last corporate position was Vice president, Human Resources and Training for Comcast. She has worked for and with large corporations, mid-sized firms, small businesses and Silicon Valley internet start-ups. Jane provides volunteer career counseling at the Center for Women and is a mentor for the Charleston Young Professionals organization. Her specialties include executive and business coaching, leadership development, organizational assessment, strategy design and execution, and professional speaking as well as meeting and retreat facilitation.

Chrys Rynearson, Technical Specialist / Lead Planner, SPAWAR Systems Center Atlantic / BarCamp Charleston

Chrys Rynearson has been working professionally on the web since 1996, when he built an online content repository to support naval military efforts during Operation Joint Endeavor. As a cryptologic technician for the United States Navy, he blended early efforts on the web with core business goals to demonstrate how this new medium could support and sustain various operational requirements. After ten years in uniform, Chrys left the Navy to work as a webmaster for a Seattle-based dot-com which specialized in software solutions for the utility industry. While in Seattle, he also consulted with local businesses on web design and photography related projects. Chrys was hired by SPAWAR in 2002 to work out of the European office of Stuttgart, Germany, where he managed R&D efforts with open source software and open technology development. For the past four years, he has been working on a project that consists of developing web applications with the Drupal Content Management System. All developed code, adding up to approximately \$5 million, has been contributed back to the open source community and is freely available for anyone to use.

Cindi Rourk, Loan Officer, Charleston Local Development Corporation

The Charleston Local Development Corporation (LDC) is a not-for-profit alternative small business lender, meaning that all of its clients have been declined traditional commercial credit. After 15+ years working in various Charleston Banks, Cindi joined the LDC as their loan officer...great timing! The credit market has tightened and the LDC's products are in great demand. Cindi brings experience from her past bank roles in marketing, sales management, retail and small business lending to assist area entrepreneurs obtain funding. She presents loan packaging seminars regularly to area business associations, SCORE and to FastTrac classes.

Ray Schipani, Principal, Business Development Solutions

Ray Schipani is the Principal of Business Development Solutions, a resource for business growth strategy and implementation. He has been a small business Owner/President and also held senior management positions with companies in various industries such as high technology (commercial and military), manufacturing and services. As president of a small manufacturing company he quadrupled revenue and profits by focusing on the customer and process improvement. Through BDS, he is applying his knowledge and experience to help small businesses resolve problems so they can better identify and seize opportunities; especially in today's difficult economy. He has a bachelor's degree in engineering, a master's degree in business, and been awarded several product patents.

David Stasiukaitis, Vice President, Low Country Case & Millwork

David's father, Robert Stasiukaitis, founded Low Country Case & Millwork in 1990. He grew up working and training in all of the different departments of the business. In 2007, he graduated from College of Charleston with a Bachelor of Science in business Administrations with a concentration in both Marketing and Finance. Upon his graduated, he was promoted to Vice President and began working for the company full time. Currently, he manages the day to day operations in both the office and the plant as well as all marketing and public relations. He is actively involved in all the company's finances and capital expenditures and also a full time estimator.

Joan Ustin, Principal, Joan K. Ustin & Associates

Joan is Principal of Joan K. Ustin & Associates, an organization development consulting firm based in Charleston. She brings to her practice over 25 years of experience as an executive and consultant in private industry, government and non-profits with particular expertise in human resource development. She specializes in organizational assessments, management and employee training, and the design of performance management, selection and succession planning systems. Her clients reflect her diverse capabilities and interests. She has worked with companies in health care, financial and legal services, manufacturing, technology and real estate, the government sector, human services, and educational and cultural institutions.

Kent Wagner, Co-Founder and Director of Operations, AbundaTrade (formerly Millennium Music)

Kent is a tattered survivor of two decades of music retail. He is a father of two, a frustrated poet, and centerfielder for the New York Mets. He is pretty sure that he is right on the threshold of discovering the meaning of life. He also likes ellipses...

Marc Williams, President, Charleston Business Brokers

Marc Williams is a graduate of the College of Charleston and the University of South Carolina School of Law. As an attorney, Marc's early career included acting as General Counsel to several businesses primarily in the capacity of transaction and contract negotiation and management as well as acquisition and divestiture of corporate assets or divisions. Marc has owned several businesses, acquired several businesses, raised venture capital for business start-ups, and had leading roles in debt financing and capital funding for various business sizes. It was this business acquisition and divestiture experience that led Marc to business brokerage and the acquisition of Charleston Business Brokers.

Derek Willis, Coastal Zone Manager, SC Launch / SCRA

Derek was Founder and President of Digital Rome, a venture capital group for technology start-ups and co-founded FiberXone.com, vertical exchange for the synthetic fiber and raw materials industry. Previously Mr. Willis has held executive and management positions with e-commerce and software development companies, and manufacturing companies. Derek holds a B.A. in Communications from Berry College and is a native of Rome, GA.

Clayton Woodson, Co-Founder and Director of Operations, AbundaTrade (formerly Millennium Music)

Clayton is a corporate refugee who has spent a significant amount of time doing quite a bit of this and that here and there. When he isn't involved in a tumultuous love/hate relationship with technology, new business development and spreadsheets, he is teaching himself acrobatics, fire spinning, and aerial silks.

Lawrence Kai-Yun Yeh, CEO, International Public Works

Kai is the co-owner of International Public Works, a \$19.5 million engineering and construction firm that he and Cyrus Sinor started in 2002. In seven years, the company has established a market presence in a highly competitive environment. Originally from Maryland, he earned a BS in Ocean Engineering from the United States Naval Academy and was commissioned as a Civil Engineer Corps officer in the Navy. In 2000, Kai earned an MBA from the University of South Carolina.