2020 SERIES SCHEDULE
WEDNESDAYS AT 6 PM • ECCLES CONFERENCE CENTER AUDITORIUM

JAN 15
THE BUSINESS OF DOING GOOD
Davis Smith:
Founder and CEO of Cotopaxi,
Founder of Baby.Com.BR

JAN 22
BUILDING A COMMUNITY OF RAVING FANS
Nicole Tanner:
Cofounder of Swig

JAN 29
ACHIEVEMENT THROUGH AUTOMATION
Mel Torrie:
Founder, President and CEO of Autonomous Solutions Incorporated

FEB 05
THE RECIPE FOR BUILDING A SPECIALTY FOOD BUSINESS
Maharba Zapata:
Founder and Owner of The Salsa Queen

FEB 12
HELPING EARLY STAGE COMPANIES SURVIVE AND THRIVE
Claire Roberts:
CEO of Larada Sciences Inc.

FEB 19
PROVIDING A UNIQUE HEALTH CARE SOLUTION FOR APPLE, FACEBOOK, AND OTHERS
Nate Murray:
Chief Revenue Officer for Crossover Health

FEB 26*
BREAKFAST OF CHAMPIONS; THE POWER OF PRODUCT INNOVATION
Joel and Jon Clark:
Founders of Kodiak Cakes

MAR 18
CLIMBING SEVEN SUMMITS, SAILING SEVEN SEAS
Martin Frey:
Managing Director of Mainsail Partners

MAR 25
BUILDING A WORLD CLASS LITERARY AGENCY
Wendy Keller:
Founder of the Keller Literary Agency

APR 01
SHARK TANK NIGHT: AGGIES CHASING SUCCESS
Amy Rees Anderson
Theresa Foxley
Paul Woodland
Steve Peterson

*TO BE HELD IN THE TAGGART STUDENT CENTER BALLROOM
HUNTSMAN.USU.EDU/MSLE3550
The USU Center for Entrepreneurship at the Jon M. Huntsman School of Business is proud to present its ninth annual series of distinguished speakers in entrepreneurship.

On 10 Wednesdays from January through April, prominent entrepreneurs visit our campus to interact with and speak to students, faculty members, business leaders, and members of the community. The series is also broadcast to our regional campuses across the state and posted on our website for public viewing. Students can enroll in the series for course credit (MSLE 3550).

At the USU Center for Entrepreneurship, we are committed to teaching the skills of entrepreneurial leadership, and assisting with the creation, development, and growth of new business ventures.
Davis Smith is the CEO of Cotopaxi, an adventure brand with a humanitarian mission. He is a member of the UN’s Global Leadership Council and one of President Bill Clinton’s and George W. Bush’s “Presidential Leadership Scholars.” Davis was Silicon Valley Community Foundation’s “CEO of the Year” and previously started Brazil’s “Startup of the Year.” Davis holds an MBA from the Wharton School, an MA from the University of Pennsylvania, and a BA from Brigham Young University. Davis is an adventurer who has floated the Amazon on a self-made raft, kayaked from Cuba to Florida, and explored North Korea.
It all started with the love of a good Diet Coke! With her husband’s marketing degree and her degree of Administrative Assistant (plus building her team as a Mary Kay consultant for many years) they dreamed of creating something from nothing and making it their own. One day while brainstorming ideas for a new business, her husband said, “What is something we have every day, multiple times a day?” Nicole responded, “That’s easy, we get a Sonic (Diet Coke).” He responded, “What if we build a business with just drive-thru fountain drinks?” And that is how Swig came to be!

The Tanners opened their first Swig store in April of 2010 in St. George, Utah in a very small, old building but it had a very big parking lot so that meant a good, long drive-thru! Their goal was to create a destination for people to come get their favorite fountain drink made exactly how they want it, pair it with a delicious, homemade cookie all while staying in their car in a fast drive-thru line. Word spread fairly quickly about this original concept and by spring 2013 Swig was named by Channel 2 news in Salt Lake City as a Top 10 Destination for Spring Break!

Swig opened a 2nd location only a mile from the original store and both stores had lines of cars wrapped around the buildings. The company then grew from 2 locations in 2013 to 16 by 2018 with stores from Logan, Utah to Gilbert Arizona. After forming a partnership with the Four Foods Group, the company added 2 more stores with many more to come in the future. The Tanner’s still pinch themselves that this company and brand has become what it is today. It is a dream come true and all started with the love of a good Diet Coke!
Mr. Torrie grew up on a farm in Alberta Canada and earned a master’s degree in Electrical Engineering from Utah State University. Mr. Torrie then taught at Utah State University and worked on multiple NASA Space Shuttle payloads. 20 years ago he spun out the university’s robotics lab to make driverless vehicles a reality in industries like agriculture, mining, construction, security, material handling, and automotive. Other businesses he’s started with his wife include a restaurant, school of rock/jazz, and a non-profit foundation for disadvantaged youth in Central America. Mel has been an invited keynote speaker and trainer on the topics of Leadership, Entrepreneurship, Robotics, and STEM education in countries like Egypt, Russia, China, Japan, Croatia, Germany, South Africa, and Australia.
Maharba Zapata started Salsa Queen in 2014 as a single mother in order to provide for her 7 children. Since then, Salsa Queen has quickly grown into the largest regional producer of fresh, gourmet salsas in more than 100 stores throughout Utah and Idaho.

Maharba immigrated to the US with her family when she was still a teenager and spoke no English. When her first child was born, she spent 11 months practically living at the Children’s Hospital after he was diagnosed with leukemia and unfortunately, he passed away. Following a divorce, she found herself needing to provide for her seven children without any work experience or even a high school degree. It was important that her new business reflect her love of cooking and cultural background, which is how Salsa Queen was born.

Initial orders were generated from Facebook postings. She and her children would make the salsas around their small kitchen in their Magna house. On Saturday, she would drive to various parking lots throughout the Salt Lake valley and meet up with the buyers. Knowing that there was a market for her gourmet products, she applied to various farmers’ markets and was accepted into the Wheeler Farms Farmers’ Market. At the end of her first season, she was able to get into four local stores and eventually got into Smith’s, Harmons, and Dan’s.

One of Maharba’s proudest accomplishments is that her initial motivation of providing for her family is now allowing her 50+ employees to provide for their families. Just this past year, Maharba has become a citizen of America, living proof that the American dream is alive.
Claire Roberts is the Chief Executive Officer of Larada Sciences and does business as Lice Clinics of America, which operates more than 300 franchised clinics in 34 countries. Claire specializes in launching early stage ventures, leading them through high growth and positioning them to reach their high performance potential. She has a diverse industry background as a CEO covering manufacturing and distribution, technology, new media, and medical informatics. In addition to her private sector CEO experience, Claire was a key player in the launch of BioCrossroads, the Indiana life sciences economic development organization. She most recently served as CEO of ArbiterSports, an NCAA-backed SaaS venture headquartered in Sandy, Utah. Claire heralds from Seattle, Washington, holds a Bachelor of Arts degree from the University of Washington and is an alumnae of Deloitte and Touche.
Nate Murray is an entrepreneur and founder working to fundamentally change how healthcare is experienced, delivered and financed. His passion is to develop innovative business models that will improve the broken US healthcare system. In 2010, he cofounded Crossover Health based in Orange County, CA. Nate, together with his two founding partners built an entirely new category of primary care, providing one simple place to go for trusted care—in person, online, anytime. Crossover Health has grown into a thriving business with nearly 1,000 employees and $100M in revenue.

Crossover Health works with the most innovative employer partners such as Apple, Microsoft, Facebook, and Comcast/NBCUniversal. Nate works closely with the senior executives of these “healthcare activist” employers, and Nate is primarily responsible for revenue growth, account management, and strategic initiatives.

Nate earned his Bachelor of Arts in Economics from the University of Utah and his Masters degree in Business Administration from Brigham Young University. He currently lives in Laguna Niguel, CA with his wife and 4 sons, and enjoys basketball, surfing, coaching his boys in sports, and spending time with his family.
Joel's story is a study in perseverance. When his brother Jon handed operations of Kodiak Cakes over to him in 1997, Joel was a 23-year-old economics major attending the University of Utah. Over the next 12 years, Joel juggled side jobs, earned an MBA from Oxford University, and still found time to make Kodiak Cakes a success. In 2017, Joel was honored by Utah Business Magazine as CEO of the year, and in 2018, he was honored by Ernst and Young as Entrepreneur of the Year. Today, Joel continues to run Kodiak Cakes, which is now located in Park City, Utah and claims the second biggest selling pancake mix line in the country. He enjoys spending his free time in the surrounding mountains with friends and family.

Jon started Kodiak Cakes in 1994 based on his Mother’s suggestion of creating a whole grain food mix company. At the time, he had completed his bachelor’s degree in accounting from the University of Utah and was working for the OC Tanner Company in Salt Lake City. In 1995, Jon’s brother, Joel, came on board and helped sell Kodiak Cakes in resort towns and gift stores. In 1997, when Jon decided to go back to the University of Utah for an MBA, he turned the tiny company over to his brother Joel who has developed it into a nationally recognized brand. Jon spent the next two decades in healthcare leadership and consulting. He worked for the University of Utah Hospital, Stanford Hospital, Hospital Corporation of America (HCA) as well as three healthcare consulting firms.
Martin Frey has worked in the Utah Governor’s Office for Economic Development since 2004 where he has led a push and helped Governor Jon Huntsman Jr. create a pattern for continued and growing business development in the state of Utah. Before his tenurae at the Governor’s office, he worked in Silicon Valley as a senior director for Cisco. Martin is the first person in history to climb the 7 summits (the highest peaks on each continent) and cross the 7 seas by sailboat. His accomplishment is recognized by Guinness World Records. He has a passion for adventure and continues to serve on boards for businesses, serve students at universities and colleges, coach entrepreneurs, and coach business leaders.
Wendy Keller is an award-winning former journalist, a respected literary agent, an author, speaker and acclaimed book marketing consultant. She got her first job as a newspaper reporter as a 16 year old college freshman. Since then, Wendy has worked for PR Newswire; the Knight-Ridder newspaper chain; as managing editor of Dateline magazine; and as associate publisher of Los Angeles’ La Gaceta, the second-largest Spanish language weekly at the time. She founded what is now Keller Media, Inc. as “ForthWrite Literary Agency” in 1989, and has sold more than 1,200 books to top publishers.

Wendy was 26 when her own first book was published. Today, she is the author of 31 published books under 9 pseudonyms and 11 self-published books. She has been a featured guest on 53 television programs, including Dr Phil, Dateline NBC, CBS The Early Show, Hannity and Colmes, Crosstalk, Fox, ABC, and Politically Incorrect. She has been a guest on +500 radio shows, primarily in North America, and has been interviewed/quoted in The Chicago Tribune, New York Post, The Wall Street Journal, Arizona Republic, Dallas Morning News, Playboy, The Scotsman, Maxim, Parenting, and the Miami Herald.
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A minor in Entrepreneurship prepares all students to become entrepreneurial leaders. During the four-course program, students are equipped with the knowledge, resources, and networking opportunities to create innovative solutions, and learn the entrepreneurial process step by step.

Through a proven and effective curriculum based on over 20 years of research, students learn from successful entrepreneurs all over the world, while being taught by professors who have entrepreneurial experience.

FLEXIBLE PROGRAM
Students have the opportunity to complete the minor in several formats: in-class, online, or a combination of the two. Any of the minor courses can be taken during Fall, Spring or online during Summer semesters.
A Utah native, Theresa is passionate about promoting the Beehive State. She has served as EDCUtah’s President and C.E.O since 2017 and has helped usher in a new era that is highly focused on internal team culture, driving stakeholder value, and economic development preparedness. A recovering attorney and self-described “deal junkie,” Theresa has enjoyed being part of Team Utah’s efforts to attract dozens of companies on expansion and relocation projects representing various industries throughout the state, including Goldman Sachs, Vista Outdoors, Stadler Rail, and Facebook. Prior to joining EDCUtah, Theresa was a senior leader at the Utah Governor’s Office of Economic Development. Earlier in her career, Theresa represented a diverse set of clients in private legal practice on a multitude of general corporate and financial matters. Theresa lives in Salt Lake City with her husband and son. They love spending time outdoors together with their Bernese mountain dog.
AMY REES ANDERSON

FOUNDER OF MEDICONNECT GLOBAL; FOUNDER AND MANAGING PARTNER OF REES CAPITAL

Amy Rees Anderson is a successful entrepreneur, angel investor, philanthropist, author, and public speaker. She is the Managing Partner of REES Capital, an Angel Investing Firm; the founder of the IPOP Foundation, a charity focused on promoting entrepreneurship as a pathway to self-reliance; and is serving on 12 boards. Amy is also a contributor to both Forbes and the Huffington Post and is the author of the newly released book “What Awesome Looks Like.” In 2018, Amy partnered with Utah State University’s CGO to launch the Amy Rees Anderson Academic Entrepreneur’s Program. Previously, Amy was the CEO of MediConnect Global, a healthcare technology company she grew and sold for over $377 million. Amy is the recipient of numerous awards including the Ernst & Young Entrepreneur of the Year Award, and the first women to be named BYU’s Entrepreneur of the Year. She’s been featured in Inc. Magazine, The Wall Street Journal, Businessweek, and many other national publications. In 2015 Amy received an honorary PhD.

PAUL WOODLAND

FORMER CFO OF DREYER’S GRAND ICE CREAM, INC.

Paul spent the first five years of his business career as Director of Planning and later Vice President of Finance and Administration for one of the divisions of Saga Corporation. Subsequently, he served for 17 years as the Chief Financial Officer for Dreyer’s Grand Ice Cream, Inc., a publicly-held company. Along with the other members of the executive team, Paul led the business from $48 million to $1 billion in revenues. He became the President and CFO of Hooked on Phonics for the final seven years of his career. Paul received a B.S. in Economics from BYU and an MBA from the Stanford University Business School. He is currently the President of the Advisory Board for the Center for Entrepreneurship in the Huntsman School of Business at Utah State University.
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