



Spring 2022

ENTREPRENEUR

LEADERSHIP SERIES



U S U



SCHEDULE

Wednesdays at 6pm
Eccles Conference Center Auditorium

JAN. 12

Mike Glauser
Executive Director
The Center for Entrepreneurship

JAN. 19

Brady Murray
President of Capstone Partners

JAN. 26

Tessa White
Founder of The Job Doctor

FEB. 2

Andrew Daines
Founder of Chassie

FEB. 9

Joel Clark
Co-Founder of Kodiak Cakes

FEB. 16

Adam Morgan
Creative Director at Adobe

FEB. 23

Mark & Spencer Young
Culver's Franchisees

MAR. 2

Allison DeBona
Artistic Director of artÉmotion

MAR. 16

Colby & McKenzie Bauer
Co-Founders of Thread Wallets

MAR. 23

Bibhu Mohapatra
Fashion Designer

MAR. 30

Shark Tank Night
Steve Peterson, Dan Clark,
Jane Day, Peter Foss,
Paul Woodland

ABOUT ELS



The USU Center for Entrepreneurship at the Jon M. Huntsman School of Business is proud to present its tenth annual series of distinguished speakers in entrepreneurship.

On ten 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.

The Center for
ENTREPRENEURSHIP



BRADY MURRAY

President of Capstone Partners - Utah



Brady's start into the world of financial planning and entrepreneurship started while studying business in the Jon M. Huntsman School of Business at Utah State University. He is currently the President of Capstone Partners – Utah, a role he has held since 2013.

A passion in Brady's life includes his love for serving others. He is the Founder of Racing for Orphans with Down Syndrome (RODS), a nonprofit dedicated to helping orphaned children who have Down syndrome find loving homes. Through his and many others' efforts, dozens of orphaned children with Down syndrome have been united with loving families through the sport of triathlon and endurance racing. Brady has completed numerous marathons and Ironman triathlons, including the Ironman World Championship in Kona, HI, where he and his son were featured on the NBC Ironman broadcast.

Believing that no amount of professional success can make up for failure in the home, Brady and Andrea Murray consider the opportunity to be parents and raise their 7 children to be their greatest opportunity to make a positive impact in the world.

capstonepartnersfinancial.com
@capstonepartners

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PARTNERS-UTAH
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January 26, 2022

TESSA WHITE

Founder and CEO of The Job Doctor



Tessa White is the founder of The Job Doctor, a practice dedicated to helping individuals increase their promotability and work success. She is a former Fortune 50 executive, a 20 year expert in human resources, has been named by Disruptors magazine as one of the Top Female Entrepreneurs to watch in 2021, and by USA Today as one of the top speakers to watch in 2022. She is frequently found in the Wall Street Journal, and CNN Business and her book on finding workplace satisfaction will be published by Harper Collins in 2022.

*Tessa
White*
THE JOB DOCTOR

doctortessawhite.com
@jobdoctortessa

ANDREW DAINES

Founder of Chassie

Andrew Daines was born and raised in New York City and is the son of two proud USU graduates. He attended the US Naval Academy in Annapolis for two years then finished his undergraduate degree in Philosophy in 2010 at Cornell University. Andrew launched his first startup, PrePlay, a sports app that allowed fans to make live, real-time predictions about what would happen next in pro sports games. It quickly caught the eye of Major League Baseball and the league made an investment that took the company out of obscurity.

After growing and ultimately selling the business, Andrew worked as a turnaround executive for NFL team owner Stephen Ross. In 2019 Andrew returned to entrepreneurship by launching Chassie, which designs, makes, and sells artistic furniture out of an 8,000 sq. ft. facility in the Bronx. As the world of work evolves, Chassie focuses on home and office desks that meet the new needs of a flexible workforce. After just two years Chassie has designed and built its unique style of furniture for hundreds of consumers and companies from Adobe to Warby Parker to Google.



JOEL CLARK

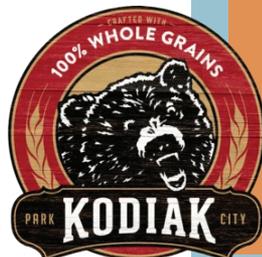
Co-Founder & CEO of Kodiak Cakes



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 is the second biggest pancake mix line in the country. He enjoys spending his free time in the surrounding mountains with friends and family.

kodiakcakes.com

[@kodiakcakes](https://twitter.com/kodiakcakes)



ADAM MORGAN

Executive Creative Director at Adobe



Adam Morgan is an Executive Creative Director at Adobe with 26 years of experience in creativity, strategy, and storytelling. In 2020, AdWeek named him one of the “Creative 100”—the top inspiring creative minds in marketing, media, and culture—in the world. He’s the author of the book “Sorry Spock, Emotion Drives Business,” that proves the value of creativity and design with hard science. He’s a keynote speaker at conferences and events on the topics of creative leadership and content creation. He is the host of the video podcast, Real Creative Leadership, that offers inspiration and guidance on the day-to-day job of being a creative leader.

Before Adobe, Adam was a creative director at several international ad agencies, delivering award-winning advertising campaigns. He was named a 40 under 40 Business Leader by Utah Business Magazine and Utah Ad Professional of the Year in 2014. He’s one of the few creative leaders to have a master’s degree in marketing strategy from Northwestern. To read one of his articles on data-driven creativity, you can visit his magazine “The Creative Machine” on Medium or learn more about his book and speaking topics at adamWmorgan.com.

adobe.com
[@adobe](https://twitter.com/adobe)



MARK & SPENCER YOUNG

McDonald's & Culver's Franchisees



Mark Young spent 30 years owning and operating McDonald's restaurants as a franchisee. During this time, he owned 6 of the highest volume McDonald's in the western region, including the Park City McDonald's featured on the Jay Leno show during the SLC 2002 Winter Olympics. Throughout his McDonald's career he experienced positive sales growth year-over-year for 24 straight years. Mark has a master's degree from Michigan State University, in Organizational Behavior. His most recent pursuits have been owning a Costa Vida franchise, working with his sons, and spending quality time with his amazing wife of 42 years – Sue.

Spencer Young, son of Mark and Sue Young, grew up working in his father's McDonald's. After graduating with a business degree from Dixie State University where he played football, Spencer found the Culver's brand and fell in love. In 2015, Spencer opened the Orem, UT Culver's, and a few years later followed with the St. George, UT and Logan, UT Culver's. Spencer has an MBA from Utah Valley University. Alongside his wife, Rachel, Spencer co-founded PYR Reflective, a reflective athletic clothing company.

culvers.com
@culvers



ALLISON DEBONA

Owner & Artistic Director of artÉmotion

Allison DeBona is the owner and Artistic Director of artÉmotion. She is also a First Soloist with Ballet West and has been with the company since 2007.

She was a featured cast member on seasons 1 & 2 of the CW Docu-series Breaking Pointe. She has been featured in issues of Dance Magazine, Dance Spirit Magazine, Pointe Magazine, and Dance Track Magazine. She shared the cover of Dance Teacher Magazine, February 2018, with Rex Tilton. In August 2016 she was featured in an eight-page editorial for Vogue Italia.

Allison has a Bachelor of Science degree in Ballet from Indiana University, Bloomington, where she trained under former New York City ballet acclaimed Principal Ballerina, Violette Verdy. Additional training includes American Ballet Theatre's New York Summer Intensive and Pittsburgh Ballet Theatre's Graduate program. She grew up under the artistic direction of Jean Gedeon at Pittsburgh Youth Ballet and Debbie Parou at the former Parou Ballet Company.



artÉmotion

Artistic Directors: Allison DeBona & Rex Tilton

We develop Artists, not just Dancers.

artemotionballetschool.com

[@artemotionusa](https://www.instagram.com/artemotionusa)

March 16, 2022

COLBY & MCKENZIE BAUER

Co-founders of Thread



Colby and McKenzie Bauer are the co-founders of Thread®, a functional and expressive ‘carry’ accessory brand. They founded Thread after getting married and moving to Hawaii in 2015. Thread has grown rapidly and in 2019 was ranked #104 in the list of fastest growing companies in the US by INC. 5000, and listed again in 2020 as #442.

Thread holds it together while you do your thing! Offering wallets, bags and other accessories including lip balm holders and Airpod cases. More than the products they sell, Thread’s hope is to encourage their community to keep pushing and seek for progression no matter what life throws at them. Thread exists to help you “Carry On”.

McKenzie and Colby love to travel, eat yummy food, and adventure together with their two little girls Rae (4) and Scottie (2). They’re passionate about serving others, building businesses, and making a difference in their community.



T H R E A D

threadwallets.com
@thread_wallets

March 23, 2022

BIBHU MOHAPATRA

Fashion Designer



Bibhu Mohapatra moved to the U.S. in 1996 from Odisha, India. At a young age his mother Sashikala instilled in him a near obsession with handwork and textiles and a deep appreciation for making clothes that function and symbolize something powerful.

Bibhu served as the design director for J.Mendel, then in 2008 launched his eponymous label. After just a few years, his signature dresses and sharply cut jackets became collector's pieces, drawing the attention and support of powerhouses such as Lupita Nyong'o, Gwyneth Paltrow, and former first lady Michelle Obama.

In January 2010, Bibhu was a finalist for the Women's Apparel Rising Star Award presented by the Fashion Group International. In May 2010 he received the Young Innovator Award from the National Arts Club and in June 2010 he became a member of the council of Fashion Designers of America. In January 2011, Bibhu received the Ecco Domani Fashion Foundation Award.

BIBHU
mohapatra

bibhu.com
@bibhumohapatra

SHARK TANK NIGHT



millrock.net

STEVE PETERSON

Steve Peterson is the General Partner and Portfolio Manager of Millrock Capital and Millrock Development, founded in 2001. Prior, Steve founded American International Systems (A.I. Systems) and sold the business in 2001 to a public company, RAND Worldwide. Steve received a BS in Administrative Systems, Management, and Operations from the Jon M. Huntsman School of Business at USU.



danclark.com

DAN CLARK

Dan Clark is the founder and CEO of Dan Clark and Associates - an international high performance communications and training company. He is also a professor, award-winning athlete, New York Times best-selling author, recording artist, and one of the most sought after speakers. He was inducted into the National Speakers Hall of Fame and named one of the top ten speakers in the world.



strategicleadershippartners.com

JANE DAY

Jane began her corporate adventures in Silicon Valley with a number of firms, including PalmPilot, where she led the healthcare vertical market development and premium product line marketing from its pre spin-off and IPO days. She continues to consult and facilitates executive strategic planning as a Partner in Strategic Leadership Partners. Jane is currently pursuing her PhD in Business at Case Western Reserve University.



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PETER FOSS

Peter Foss is a leadership and management consultant at Strategic Leadership Partners. He is passionate about helping organizations create powerful strategies and produce critical results. Peter grew up in a textile factory in Denmark and started his first company when he was 10-years old. He teaches executive MBA students courses in entrepreneurship, leadership, operational excellence and strategy.



icecream.com

PAUL WOODLAND

Paul 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.

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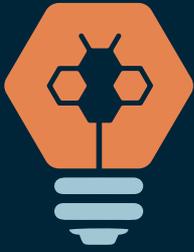
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JON M.
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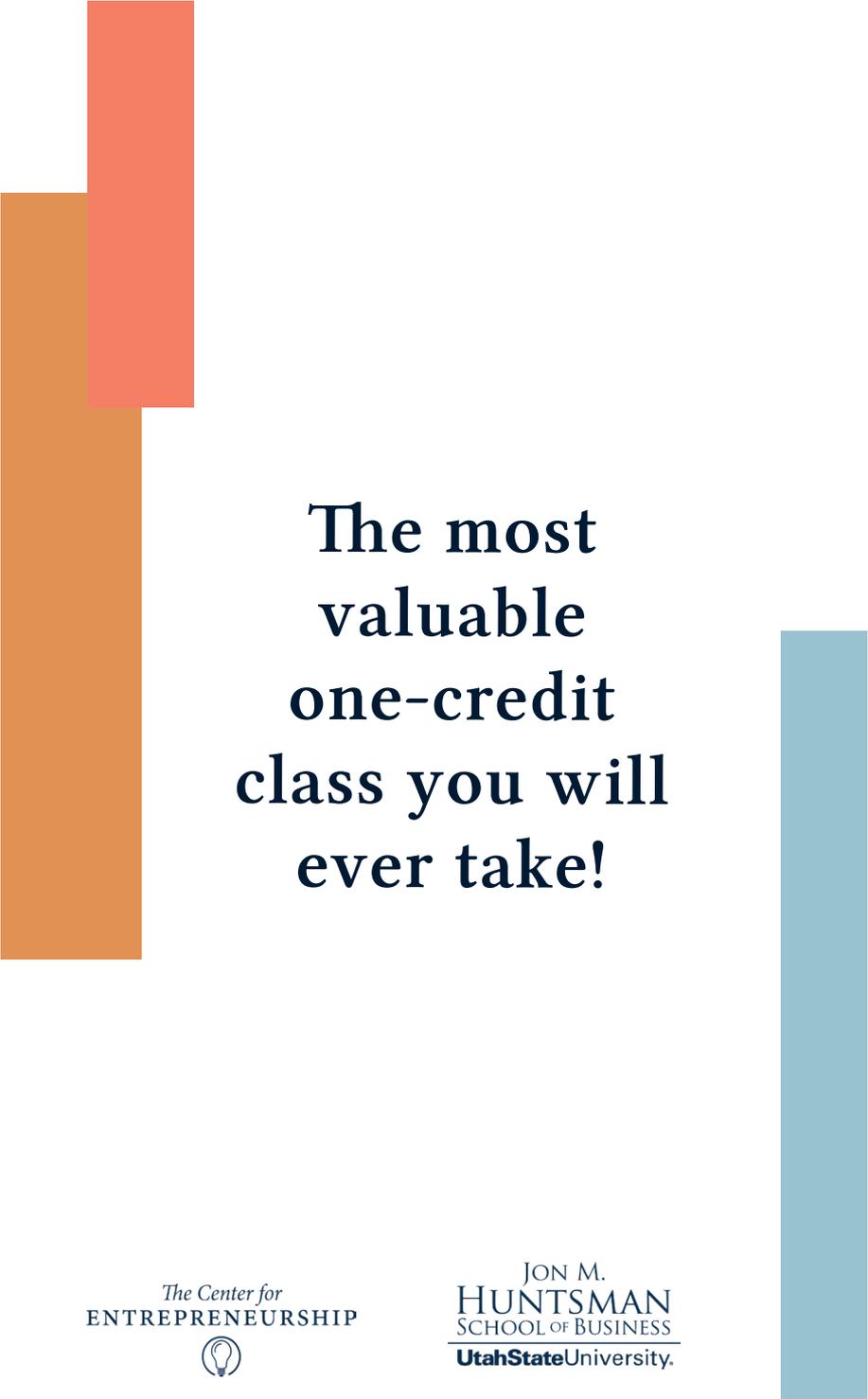
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