



UtahStateUniversity



Spring 2023

ENTREPRENEUR

LEADERSHIP SERIES

SCHEDULE

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bryant white

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MAR

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APR

THE USU CENTER FOR ENTREPRENEURSHIP

The Jon M. Huntsman School of Business is proud to present the 12th annual series of distinguished speakers in entrepreneurship.

On Wednesdays from January to April, prominent speakers will visit our campus to interact and speak with 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.



BRYANT WHITE

CO-FOUNDER OF FOX PEST CONTROL



MIKE ROMNEY

CO-FOUNDER OF FOX PEST CONTROL

Since its inception just ten years ago, Fox Pest Control has grown to 31 offices in 15 states, employing over 1,000 team members, and generating \$120 million in revenue. Fox is the 13th largest pest control company in the country, and has been recognized by INC 5000 two years in a row as one of the fastest growing companies in America. Mike Romney started a career in door to door sales with Eclipse Marketing in 2000. He sold pest control for nine summers in a row across 21 states, amassing an impressive 7.451 accounts and producing over \$4 million in revenue.

Bryant White received his bachelor's degree in Biological Engineering from Utah State University and found summer sales to be a profitable way to support his family. He generated two and a half million dollars in revenue before transitioning his career to leadership and entrepreneurship. In 2012, Bryant joined with Mike to create Fox Pest Control. Mike and Bryant attribute Fox's phenomenal growth to the emphasis on a culture of teaching leadership and personal development principles to all team members.



MARISSA BARLOW

CO-FOUNDER OF NANI SWIMWEAR



Marissa Barlow studied entrepreneurship at Utah State University and strategy at BYU. She is an entrepreneur, and co-founder of the swimsuit company, Nani Swimwear. At age 15, while struggling to find a fun yet appropriate swimsuit for a family vacation, Marissa decided to start a company that provided quality, modest, and fashion-forward swimsuits. The Mission of Nani Swimwear is to empower women everywhere to love their bodies, seek adventure, and live a “Nani” life.

LLOYD ROBERTS

CO-FOUNDER OF LOANPRO



Lloyd Roberts is a dedicated husband, father, and serial entrepreneur who loves business and investing. Before cofounding his billion-dollar company, Lloyd had many ups and downs as an entrepreneur, with each new venture teaching him valuable lessons for the future. In 2021, his tech company was recognized by Inc. 5000 as the 21st fastest-growing software company in the country. Lloyd has been nominated for several awards, including the WIN100 (Top 100 Entrepreneurs) and the Mountain West EY Entrepreneur of the Year. Lloyd champions the idea of living an intentional life, where life happens for you, not to you. He hopes to inspire others by sharing his discovery of a personal fulfillment formula that can be used by anyone to become truly fulfilled. Learn more at www.gcubedformula.com.



JAY & TONI RAGSDALE

FOUNDER AND CO-DIRECTOR OF FILL THE POT MINISTRY

Reverend Jay was born in Bakersfield, California. He earned a Bachelor's Degree in Animal Science from the University of Wyoming. After "horsing around" for several years, he accepted the call from God to minister to His people. Eventually he came to Utah in search of his brother who was homeless. A year after his brother had died, Jay set out for Pioneer Park on a mission to assist the homeless with a bible and a box of donuts. Fill The Pot Ministry now feeds around 400 people every week in the heart of Salt Lake City, and also provides clothing, shoes, coats, hygiene items, food boxes, and spiritual guidance.

Toni was born in Chicago, Illinois, in an area full of crime and poverty. She works full time as the manager of the Customer Service Department of Insure-Rite for the State of Utah. She is also the co-director of Fill The Pot Ministry and plays a major role to make sure the organization's doors are always open. Toni was the Director of the Women Ministry at Calvary Baptist Church for nine years. In 2019, she received the Humans Rights Award from the Church Women United Organization. Toni thrives from waking up each day with new opportunities to be used by God. "Being available" is her motto.

JESS LARSEN

FOUNDER OF THE GRAYSTOKE GROUP



Jess Larsen founded the Graystoke Group, a holding company that owns three businesses. The first, Graystoke Investments, is a commercial real estate fund focused on one-of-a-kind Airbnb resorts for action sports families near snowboarding mountains, surfing beaches, and national parks. The second, Graystoke Advisors, is a management consulting firm with special operations soldiers who teach leadership classes. The third, Graystoke Media, makes videos and podcasts for some of the largest media companies in the world, as well as for CEO's and Investment Fund Managers. Jess completed the Harvard Business School program on Private Equity and Venture Capital before becoming the CEO of his last investment fund. He also hosts the podcast "The Jess Larsen Show on Innovation & Leadership," where he has interviewed over 750 billionaires, movie stars, pro athletes, unicorn tech founders, and many other high achievers.



SALSA QUEEN ZAPATA

FOUNDER OF SALSA QUEEN



Salsa Queen Zapata (yes, that's her legal name) started selling salsas in 2014 as a single mother in order to provide for her 7 children. She started generating orders through Facebook and also selling her products at farmers' markets. Since then, her company has quickly grown into the largest regional producer of fresh, gourmet salsas now sold in more than 1,000 stores across 25+ states. Salsa Queen immigrated to the US from Mexico with her family when she was a teenager and spoke no English. In 2018, she became a US citizen, which is when she legally changed her name to Salsa Queen. She is living proof that the American dream is still alive. One of her proudest accomplishments is helping her 20+ employees provide for their families, like she has done for hers.

SAWYER HEMSLEY

CO-FOUNDER AND CBO OF CRUMBL COOKIES



Originally from Preston, Idaho, Sawyer Hemsley moved to Logan, Utah in 2012 to attend Utah State University. Sawyer has always loved working with people and came from a family that not only loves cookies, but is known for eating them warm right from the oven every Sunday. Sawyer's passion for people and cookies led to the beginning of Crumbl Cookies in 2017. A year later he earned his bachelor's degree at USU in communication studies with minors in marketing and multimedia development. Crumbl started as a family-owned business, co-founded by Sawyer, and his cousin, Jason McGowan, as part of a quest to sell the perfect chocolate chip cookie. The first location was opened in Logan, Utah five years ago, and the business has grown to more than 650 locations throughout the U.S. with more than 10,000 employees.



LOLA STRONG

CO-FOUNDER OF THE OTHER SIDE ACADEMY



As a young woman, Lola dreamed of making a difference in the world. Her progress was completely derailed in 1998 when she was prescribed pain killers, which quickly developed into an all-consuming addiction to heroin. Lola's downward spiral led to a place where all drug-addicts go – to a series of rehabs, jails, then prisons. In 2008, she was on her way to her fourth prison term, but an empathetic judge gave her the choice to complete two years at Delancey Street rather than serve her five year sentence. The opportunity was life changing. Today, Lola is a cofounder of The Other Side Academy (TOSA), and the managing director of the Denver facility. Most important to Lola is the fulfillment she gains from using her formidable skills and selfless determination to help others change their lives.



PAUL BULTEMA

EXECUTIVE STRATEGY LEADER AND ADVENTURER



HEATHER BREWER

INTERNATIONAL BUSINESS LEADER AND GLOBAL NOMAD

Paul is an accomplished senior executive and entrepreneur with a 30-year track record of promotion through progressively greater roles of responsibility for global communications and technology companies. Currently, he is the Director of Global Workforce Development for Amazon Web Services (AWS) Infrastructure. Prior to Amazon, Paul worked at Accenture as the Managing Director of Strategy Consulting. Paul earned a Master's Diploma in Strategy & Innovation from Oxford University and an MBA from DePaul University. Paul is an avid adventurer and has completed major marathons on all seven continents. During the 2.5 years of Covid, he and Heather were able to “work reboatly” from their boat, while cruising from Florida to Seattle, via the Panama Canal.

Heather is an international business leader with 20+ years of experience leading strategic growth, global expansions, and management consulting services. She has designed and implemented new solutions and business transformation efforts for many of the most prominent companies around the world. She has worked in 14 countries for firms including Ernst & Young, Deloitte Consulting, Nortel Networks, and The Mills Corporation. Currently, Heather is the Client Relationship Executive at Price Waterhouse Coopers for one of their largest High Tech Clients, leading all aspects of global business development across their portfolio companies. Heather holds a business degree from the University of Washington, and is a founding member of the Certificate of International Studies in Business program.

SHARK



AJ ROUNDS

REVROAD CMO AND CO-FOUNDER

A.J. is a seasoned Sales, Marketing, PR, and HR professional. He graduated from USU with Bachelor's and Master's degrees. His skills include recruiting and managing marketing teams to 5X revenues in new markets. A.J. has also worked in the oil and gas industry as employee #2 of a young startup. He helped grow the company valuation from \$2M to \$25M in 3 years, employing more than 150 employees and securing a \$500M global account.

AMY REES ANDERSON

MANAGING PARTNER OF REES CAPITAL



Amy Rees Anderson is the Managing Partner of REES Capital, an angel investing firm. She is also an author and serves as a contributor to Forbes and the Huffington Post. Previously Amy was the CEO of Medi-Connect Global, a healthcare technology company she grew and sold for \$377 million. She is the recipient of a number of prestigious awards, which include being named CEO of the Year and the Ernst & Young Entrepreneur of the Year.



CHALON KELLER

CENTER FOR ENTREPRENEURSHIP

Before joining the Huntsman School of Business, Dr. Keller served her country as a Civilian Leader in the United States Air Force. Under her leadership, her teams ensured that USAF jets were mission capable and ready to fight at a moment's notice. Dr. Keller currently teaches and promotes entrepreneurial leadership for the Center for Entrepreneurship. She is also a member of the MBA faculty where she leverages her expertise in operations management for the benefit of her students.

JAMES DAVENPORT

CO-FOUNDER OF INTEGRATED FINANCIAL GROUP

James is a founding partner at Integrated Financial Group, LLC. He has worked with business owners and executives in customizing financial strategies to bring about client-specific objectives since 1997. His unique ability is to see the big picture in any situation and create a process and system to ensure all the details are managed effectively. His areas of expertise are tax, business structure, succession planning, and investment strategy. James earned a Bachelor's degree from Utah State University in 1996.



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