



# **BIZ** **417**

# **THE DISRUPTORS**

**5 LOCAL START-UPS  
SHAKING UP THEIR INDUSTRIES**

**VOLUNTEER  
POWER PLAYERS**

**8 BOARD MEMBERS  
MOBILIZED FOR CHANGE**

**CONTACTS AND  
CONNECTIONS**

**YOUR DAY-BY-DAY GUIDE TO  
NETWORKING IN THE NEW YEAR**

JANUARY/FEBRUARY 2016  
VOLUME 1 ISSUE 2 | \$4.95



# Set Up

SPARKS OF INSPIRATION

## 14 PUBLISHER'S NOTE

Identify your style for start-up success

## 15 TAKEAWAY

A skimmer's guide to what's inside

## 16 FEEDBACK

The community has spoken

# Start

BREAKTHROUGH STRATEGIES

## 20 FOUR TO FOLLOW

Clif Smart's must-know tweeters

## 21 THE REPORT

History gets new life as downtown lofts

## 21 THE NEXT BIG THING

Purists keep it classic to stay on top

## 21 REDEFINE

Head underground for your security needs

## 22 NIGHTSTAND

Ethical insights for leading your team

## 22 BACKGROUND NOISE

A playlist for both yogis and CEOs

## START-UPS & UPSTARTS

20 Logic Forte

20 Panda Laundry Factory

21 I Pour Life

22 Springfield BackOffice

26 Integrity Pharmacy



# Know

TOOLS TO HELP YOU DOMINATE

## 56 CULTURE CLUB

Parenting meets workweek at 2balance

## 56 LUNCH BREAK

Woo and wow potential employees

## 57 THE KNOW-HOW

Shared desks mean shared success

## 57 WORKWEEK WORKOUT

Posture power poses to try now

## 58 ADVICE & WHISKEY

Sips and tips with Randell Wallace

## 60 GIVING BACK

Going green to save more than just cash

## 61 HOW-TO

Solve your identity crisis

## 62 WORKSPACE

Lights, camera, success with Chris Louzader

## 64 FAMILY TREE

Inheriting a spirit of entrepreneurship

## NEXT GEN

68 Men's Suit Mart

70 Harter House



# Link

EVERYWHERE YOU NEED TO BE

## 74 CALENDAR

Must-attend events to kick off 2016

## 80 SCENE

We've been out and about—see the snaps





**E**ach issue of *Biz 417* is chock-full of tips, advice and life lessons from those who have been trying new things, learning from their mistakes and reflecting on their successes. We've collected the most useful lessons from each story and gathered them here on one page. Skim it to find the story that's right for you, review it after you've read the issue for added reinforcement, or if you're too crunched for time, tear it out for a convenient, summarized version of this issue's highlights.

## Fast Food, Faster Profits PAGE 20

The core of Jason Klein's business, Logic Forte, is helping businesses proactively monitor their data. He says by monitoring and understanding your business's metrics, you can address and prevent losses before it's too late.

## Q&A With Panda Laundry Factory PAGE 20

Samson Yi has pitched his laundry service start-up, Panda Laundry Factory, to many investors over the years. His top tip is to earn their respect by knowing your business inside and out and by being straightforward about what you don't know.

## Living Sky High PAGE 21

Springfield's downtown is bustling with activity. Instead of tearing down the historic buildings that create the city's character, developers have learned how to work within existing buildings to bring bright new life to a storied community.

## Three Tips for Committing to Your Cause PAGE 21

Entrepreneur Julie Higgins dives into the nonprofit world with I Pour Life. To make the transition work, she recommends taking the 501(c)(3) classification seriously and being transparent with your investors' money.

## Purists: Keeping it Classic PAGE 21

As technology advances to improve lives, some companies have an edge in keeping it old school. Three local businesses prove the best strategy to success isn't with the latest shiny gadgets, but rather by committing to classic methods and long-lasting quality.

## Maximizing Potential PAGE 22

When entrepreneurs wear all the hats in order to get their businesses off the ground, they limit their potential for growth. Springfield BackOffice takes that concept and delegates responsibility to its support staff, allowing entrepreneurs to work to their fullest capacity.

## Redefining Pharmacy PAGE 26

Integrity Pharmacy is reinventing how we take medicine. President Joshua Jones advises taking risks and following those ideas that have never been done before because you might end up revolutionizing an industry.

## The Disruptors PAGE 32

Each of these five start-ups has skyrocketed to success, but along the way, they've learned to take advice from the critics to improve their ideas and to build a team of eager and passionate followers who can take their businesses to the next level.

## Best Board Members PAGE 42

These eight business mavericks put their talents to work as our community's best board members. During their tenures, each has learned to stay focused on their organization's core purpose in order to make the most effective change.

## Hand-Turned Success PAGE 46

E.B. Latheworks founder Eric Johnson has grown his business steadily and rapidly by staying on the forefront. His advice is to always be thinking about what is going to be the next big thing and how your product and business can fill that upcoming need.

## Doctor's Orders PAGE 47

Dr. Chris Spinelli turned his idea into a product and then took that product and launched The Wingman Harness, LLC. He says his secret to success has been jumping in and taking the risk of seriously pursuing his idea instead of waiting and regretting missing the opportunity.

## What Women Want PAGE 56

When Sheri Hawkins founded 2balance, she looked to the community to help build the company's culture. By viewing the community as an extended family, she and her staff are able to work community-improvement projects into their everyday schedules.

## Cash in on Coworking PAGE 57

Working alone might not be as beneficial as you'd think. If you're an independent worker, freelancer or small start-up, the collaboration you'll find in a coworking space will help you solve problems quicker and stay connected to valuable resources.

## Advice Served Neat with Randell Wallace PAGE 58

As Partner In Charge of Lathrop & Gage, Randell Wallace's top tip is putting others first and doing your best work, so that your satisfaction will be worth more than any financial reward that will inevitably follow.

## Saving Lives with Soap PAGE 60

The DoubleTree by Hilton is known for its sustainability measures, including the Clean the World program. Implementing these programs gradually and ensuring that each meets a sufficient return on investment makes going green a wallet-friendly decision as well.

## Solve Your Identity Crisis PAGE 61

Mark Steiner was a man of many roles, until he learned that the best way to succeed was to find the one thing he loved most and to pursue it at full force. That meant dropping his side businesses to focus fully on his company GigSalad.

## A Star-Studded Space PAGE 62

Chris Louzader has been a life-long movie fan. When she took a job in video production, she found that the best way to pursue her interest without burning out was to do it on a freelance and side-project basis while keeping her day job.

## All in the Family PAGE 64

Four generations of the Haik family own, operate or have started businesses throughout 417-land, and each has gotten ahead thanks to the rigorous work ethic and keen eye for business they learned from the first generation.

## The Right Fit PAGE 68

Inheriting the legacy of your family's business can be daunting, but Ben White says his confidence and success come from working alongside his father, his mentor, and having a relationship built on respect and constant learning opportunities.

## A House United PAGE 70

Brad Bettlach is part of the third generation to take the reins of 417-land family of stores Harter House, and his No. 1 priority is maintaining his grandparents' commitment to service, a task he accomplishes by always having a "How may I help you?" attitude.





## FAST FOOD, FASTER PROFITS

### The Problem

When you bite into a burger, you usually don't think about labor costs, sales revenues or food inventory. However, a lot of data goes into running a restaurant, and Jason Klein has dedicated his professional career to harnessing that data to create more efficient and more profitable restaurants. What he's discovered is that many restaurants, particularly in the fast-food segment, are losing money because their data isn't organized in an accessible way. Even if it were, owners don't often have time to dissect where profit loss is occurring. "If you wait to address that loss, it's usually too late," Klein says.

### The Big Idea

Klein knew if he could somehow collect statistics from various industry websites, vendors and computer systems and organize them into a set of dashboards with customized reports, then he'd be able to show restaurant owners the big picture in real time instead of them only seeing bits and pieces weekly or monthly. He already owned a tech business that provided online statements for Sonic Drive-In franchisees, so this new venture was a natural progression to help pinpoint his company's purpose.

### The Learning Curve

Klein realized bogging his clients down with numbers was overwhelming, and he should instead be presenting his research in a user-friendly way that gives restaurant owners the freedom to manage people rather than integers. The computer program he designed highlights inconsistencies in an easy-to-read format with graphs and charts, while a series of clicks zeroes in on why costly leaks are occurring. "When you're running a restaurant, your focus is on running a restaurant and not being a data guru," he says. "This allows them to focus on the data that matters, the data that can really help them make a difference in their bottom line."

### The Strategy

By late 2015, Klein had branded his new entity Logic Forte, which now serves 290 restaurant locations in 19 states, including several in 417-land. He continues looking for partnerships with other franchisees who struggle with getting their finances under control. "We can have a huge impact on their businesses right away and make them more profitable," he says.—Jennifer Adamson





2111 S. Eastgate Ave.  
Springfield, MO 65809

\*\*\*\*\*ECRLOT\*\*C062

P-6 P16 5902

JASON KLEIN

LOGIC FORTE

405 N JEFFERSON AVE

SPRINGFIELD MO 65806-1110



Presort STD  
US Postage PAID  
Permit # 21  
Freeport OH