

Class 33



LEADERSHIP
SPRINGFIELD

**Communications & Technology
Program Day**

1/16/2018

**“IMAGINATION IS
MORE IMPORTANT
THAN KNOWLEDGE.
FOR KNOWLEDGE
IS LIMITED,
WHEREAS
IMAGINATION
EMBRACES THE
ENTIRE WORLD,
STIMULATING
PROGRESS,
GIVING BIRTH TO
EVOLUTION.”**

-Albert Einstein

WELCOME

Welcome to your Communications & Technology Program Day. The theme for today is collaboration, which is rapidly changing as both Communication and Technology evolve. We have put together a lineup of amazing companies, speakers and locations with the hope that you will be *inspired* by the cutting edge things happening right in our own community, *developed* in your personal skills, and connected with some of the brightest minds in 417-land.

Today we want you to get hands-on - you will have an opportunity to not only see, but experience. The flow of the day was carefully crafted to ensure maximum energy levels and interest. You will start with food in your belly, build awareness of the technology landscape, explore, be amazed, get appropriately scared, indulge in some secret energy boost, train to be a trader, receive small group development, and kick back with friends. All this in a single day!

Would you expect any less from a team out of Class 33?

Enjoyment of the Day Requirements

1. **Kindle your imagination** Look at everything through your wow lens. Think about how a kid feels at Disney, with a chocolate shake, eating M&Ms, and hugging Goofy - channel that feeling.
2. **Think ahead** Consider how what you see and hear will transform your business. You will be getting insights from the future and the present that can transform every business.
3. **Write it down** Look for one takeaway from every session and write it down (I said write it down twice because its important, well actually now I said write it down three times, well... you get the point)
4. **Be all here** Work will get by without you for one day. (Fight the dark side of technology - constant connectedness - harness it for good)
5. **Butterfly Tattoos** Don't even think about them, we all know where that leads.

PROGRAM DAY AGENDA

- 7:30 am** Breakfast & Networking (The eFactory)
Sponsored by SMC Packaging / Catered by Simply Delicious
- 8:00 am** Landscape of Springfield Technology and Collaboration
(The eFactory)
Purpose: Paint the broad picture of new opportunities growing in our community
- 9:00 am** The eFactory Activity
Purpose: Hands-on experiences, team building, and personal interactions with innovators
- 10:30 am** Springfield Underground Tour
Purpose: To create awareness of the cutting edge technologies and services right under our feet.
- 12:30 pm** Lunch & Cybersecurity - Current Trends and Attacks
(Chamber of Commerce)
Purpose: Education on business and personal Cyber Risks in the modern era
- Sponsored by Computer Recycling Center /
Catered by Simply Delicious
- 2:00 pm** MSU Glass Hall Tour / Financial Simulator
Purpose: The impact of design on collaboration and technology
- 3:00 pm** Speed Learning Breakout Sessions (MSU Glass Hall)
Purpose: Invest in our classes personal development on communication methods
- 4:30 pm** Wrap Up / Drinks / Virtual Reality Experiences (The eFactory)
Purpose: What did we learn and what are we going to do with it?

**“TECHNOLOGY IS
BEST WHEN IT
BRINGS PEOPLE
TOGETHER.”**

-Matt Mullenweg

LANDSCAPE OF SPRINGFIELD TECHNOLOGY AND COLLABORATION

Purpose: Paint the broad picture of new opportunities growing in our community



Rachel Anderson Entrepreneurial Specialist The eFactory

RACHEL ANDERSON is the Assistant Director at The eFactory. She is also the cofounder of the startup Alumni Spaces, and the Rosie organization.

Rachel is a member of the Care to Learn Springfield Advisory Board, Gillioz Executive Board, Biz417 Advisory Board, The Network and Springfield Creatives. She has been recognized by Biz417 as "10 for the next 10 in 2017" and the Springfield Business Journal's "12 People You Should Know in 2018." Rachel is a graduate of the University of Missouri, where she served as student body president.



Charlie Rosenbury Owner SelfInteractive

CHARLIE ROSENURY is the founder of Self Interactive — an interactive development studio in Springfield. He and his team develop virtual and augmented reality experiences, web sites, applications, and mobile apps. Charlie also co-founded Springfield Creatives and is an active volunteer with the American Youth Foundation. He and his wife Kayshia have two daughters, Mary and Rachael.



Casey Hall Director of School Services DotCom Therapy

CASEY HALL is a Speech Language Pathologist and the Director of School Services at DotCom Therapy*. DotCom Therapy's mission is to make therapy available to everyone, everywhere™ Today, simple internet access connects skilled therapy providers with students and clients in need around the world with just the click of a link. DotCom Therapy now provides services in over 20 states and 5 countries and Casey's role is customer acquisition, onboarding, retention and overall satisfaction.

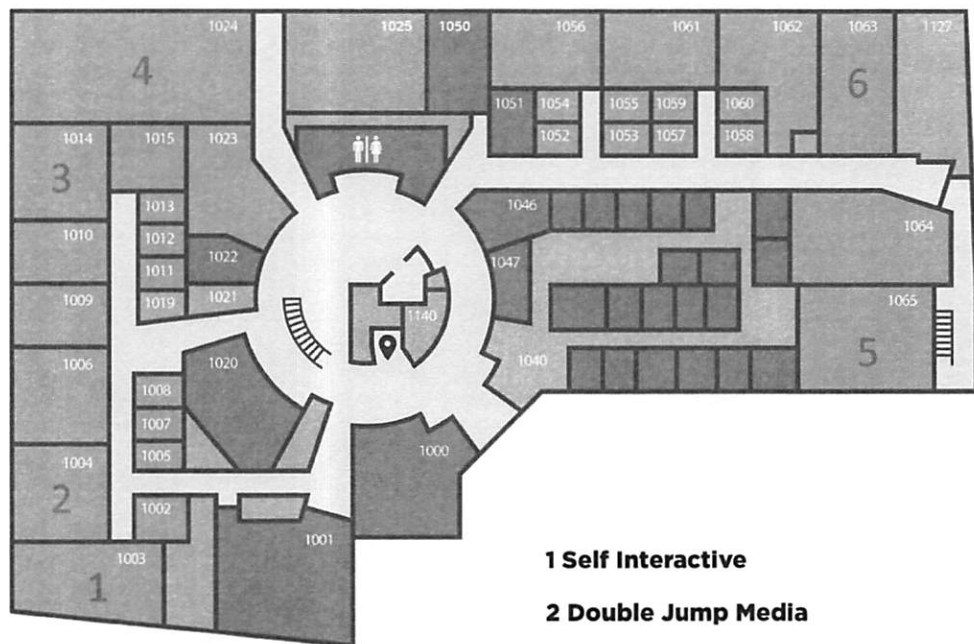


Jason Klein Chief Innovation Officer Logic Forte

JASON KLEIN has been operating successful technology businesses since 2001. His latest Springfield-based startup, Logic Forte, is helping restaurant franchisees in 19 states leverage their existing data to automate back-office tasks and increase profits. Jason is an active contributor to many Springfield technology organizations, including AITP of the Ozarks, Mid-America Technology Alliance, Springfield Web Devs, Springfield .NET Users, and Springfield Creatives.

NOTES

THE EFACTORY EXPLORATION - DESTINATIONS



- 1 Self Interactive**
- 2 Double Jump Media**
- 3 Manly Cans**
- 4 Coworking Space**
- 5 Beyond Creative**
- 6 CellARide**

EXPLORATION JOURNAL

Purpose: Hands-on experiences, team building, and personal interactions with innovators



SELF



BEYOND CREATIVE
STRATEGY + CREATIVITY

CellARide

SPRINGFIELD UNDERGROUND - FACTS OF INTEREST

Purpose: To create awareness of the cutting edge technologies and services right under our feet.

1	Springfield Underground started in 1946 as a limestone quarry called Griesemer Stone.
2	In 1960 they mined enough space for the first 250,000 sq ft warehouse while still mining.
3	Now there is 2.5 million sq ft of leasable space (50 acres). That is 40 football fields.
4	Each day more than 300 trucks enter the Underground to either deliver or pick-up.
5	The Underground is 100 ft below the surface so it is a constant temperature of 62° year round.
6	Currently over 50% of the Underground is refrigerated and some as low as -20° Fahrenheit.
7	There are plans to use the above ground for a 500 acre surface development.
8	The largest tenant is the Kraft Heinz Company who currently occupies 7 buildings. They leased their first building in 1962.



NOTES

**HAVE YOUR IDs READY, THEY WILL BE COLLECTED
AND RETURNED AFTER WE LEAVE BLUEBIRD.**

**“SPEED
IS THE NEW
CURRENCY
OF BUSINESS.”**

-Marc Benioff

CYBERSECURITY - CURRENT TRENDS AND ATTACKS

Purpose: Education on business and personal Cyber Risks in the modern era



Dr. Shannon McMurtrey is an Assistant Professor of Management Information Systems at Drury University and teaches Cybersecurity courses in the graduate college. Dr. McMurtrey is a Missouri State University College of Business research award winner and has published journal articles in the area of artificial intelligence in the United States and Europe. Dr. McMurtrey was recently awarded an Excellence in Technology Award as Security Professional of the Year by the Association of Information Technology Professionals and Biz417.

NOTES

SPEED LEARNING

Purpose: Invest in our classes personal development on communication methods

Introduction Room 487

Based on the goal of Leadership Springfield to Inspire, Develop, Connect - this portion of the day is structured to keep you moving and learning. You will get 10 minutes with an expert in a specific communication platform. During this time, they will invest in you for 7 minutes and provide you 3 minutes for conversation. At the end of the 10 minutes, you will rotate to the next room on the list until you have visited all rooms. Be fast - you only have 2 minutes until the next session starts!

Please take notes on what you learn on pages 17-19.

BREAKOUT ROOMS

1. **352A - Matt Sellmeyer - Branding / Advertising**
2. **352B - Bridget Lovelle - Broadcast Media**
3. **352C - Dayle Duggins - Social Media**
4. **283 - Don Harkey - Company Culture**
5. **285 - Jarad Johnson - Website**
6. **287 - Paul Kincaid - PR - Personal / Business**

**“THE BEST WAY
TO PREDICT
THE FUTURE IS
TO CREATE IT.”**

-Peter Drucker



Matt Sellmeyer, President - Schilling/Sellmeyer

MATT SELLMAYER is a founding partner of Schilling/Sellmeyer, a full service marketing and advertising agency here in Springfield since 1992. A graduate of SMSU, a 2003 Springfield Business Journal 40 under 40 recipient and was the American Advertising Federation of the Ozarks Advertising Professional of the Year in 2009.

Matt donates marketing and advertising resources to many local charities including the Price Cutter Charity Championship presented by Dr Pepper, Big Brothers Big Sisters of the Ozarks and Boys & Girls Clubs of the Ozarks.



Bridget Lovelle, News Director - KSPR and KY3

BRIDGET LOVELLE is the current news director of KY3 and KSPR. Before the merger of the two newsrooms, she was the news director of KSPR for almost 8 years. During that time, the station won more than 150 awards, including the national Edward R Murrow award for best newscast.

She's worked at television stations in Wichita, Norfolk/Virginia Beach and Memphis before coming to the Ozarks. She is also 2018 Junior League of Springfield's head of publications, and was a member of the best Leadership Springfield class ever...Class 27!!!



Dayle Duggins, Digital Director - 417

DAYLE DUGGINS is an award-winning digital director with journalistic roots. When she's not busy creating internet gold, she's creeping around on the web, listening to funky tunes or working on her fitness. Known for her wild ideas, reliability, flexibility and leadership skills, Dayle is passionate about any form of creativity. As 417's digital director, she leads the digital team and oversees the digital landscape across all titles including 417 Magazine, Biz 417, 417 Home, 417 Bride and 417 Tix.



*Don Harkey, Chief Innovation Officer -
People Centric Consulting Group*

DON HARKEY spent the first decade of his career with Fortune 500 companies (3M, ADM) as a chemical engineer where he played different roles including a shift supervisor and project engineer. He also learned principles of leadership, Six-Sigma, and Lean Manufacturing. Most importantly, he learned how to implement systems that help teams to be successful.

Don cofounded People Centric Consulting Group with Randy Mayes. Don is a popular keynote speaker delivering high-energy, interactive and often humorous presentations on topics including managing Millennials, building a healthy culture, developing better managers and leaders, and methods of handling toxic employees. His primary role at People Centric is business development, although he still works with many clients. His favorite saying is "Passion is Productive."



Jarad Johnson, President - Mostly Serious

JARAD JOHNSON helped found Mostly Serious after cutting his teeth at boutique firms, startups, and as an interactive consultant for some of the largest agencies in the US. His original vision for Mostly Serious helps drive us today: to build a culture-driven agency that met deadlines, was easy to work with, earned consistent results for clients, and could tackle almost any project.

A multi-talented creative, Jarad has a strong history of crafting interactive projects, software applications, and online marketing campaigns. Jarad's work is regularly featured in design books, magazines, and online galleries including Smashing Magazine and Awwwards. In 2014, he earned the nod as one of Springfield's brightest young minds, showcased in the 417 Magazine's 20 Under 30 issue.



Paul Kincaid, Owner - Kincaid Communications, LLC.

For 39 years, **PAUL KINCAID** has exceeded expectations in public relations, marketing and governmental relations at three universities in the Midwest and with various professional organizations. For the majority of those years, he counseled CEOs and governing board members of the institutions and organizations with which he worked. He is now using that experience to assist educational institutions, nonprofits, and other organizations and businesses through his company, Kincaid Communications, LLC.

**“NEVER TRUST
A COMPUTER
THAT YOU
CAN'T THROW
OUT A
WINDOW.”**

-Steve Wozniak

SESSION 1 & 2

Session 1 | Branding / Advertising

Main Takeaway:

Notes:

My Next Action:

Session 2 | Broadcast Media

Main Takeaway:

Notes:

My Next Action:

SESSION 3 & 4

Session 3 | Social Media

Main Takeaway:

Notes:

My Next Action:

Session 4 | Company Culture

Main Takeaway:

Notes:

My Next Action:

SESSION 5 & 6

Session 5 | Website

Main Takeaway:

Notes:

My Next Action:

Session 6 | PR - Personal / Business

Main Takeaway:

Notes:

My Next Action:

PROGRAM SPONSORS



PACKAGING GROUP
PACKAGING THAT DELIVERS

Program Day Sponsor



Computer Recycling Center
Secure • Responsible

Lunch Sponsor



Coffee Sponsor

**“GOING DIGITAL
IS NO LONGER
AN OPTION,
IT IS THE
DEFAULT.”**

-Natarjan Chandrasekaran



Program Planning Team

Charlie Evans
Megan Johnson
Brandi VanAntwerp
Paden Wilcox

Advisor

Matt Sellmeyer