Greetings from the Executive Director

The spring semester opened with a bang for us with our 5th annual Women's Entrepreneurship Symposium. Each year it grows in breadth and depth—we added two categories of entrepreneurship awards this year, which turned out to be a great addition. We ask ourselves each year, "Is it necessary to offer WES or should it just be an annual Entrepreneurship Symposium?" Women make up the majority of startups, however, they still struggle to find funding and struggle with growth. Research has shown that there is a picture in a banker’s or investor’s mind of what makes a good entrepreneur and that "picture" still contains primarily male attributes. Until we break down a few more barriers, special programming for women business owners and entrepreneurs-to-be is very important to create opportunities and grow our economy. We are very proud to work with our community partners to offer WES each year.

We launched into new territory this semester with idea and business model competitions for high school students and Drury students. The level of engagement and the creative outcomes have inspired us and we think they will inspire you, too, as we discuss the ideas and the awards in our next newsletter.

Thank you to our alums and friends of Drury that help us make our academic and community programming possible—it really does take a village!
All my best,
Women's Entrepreneurship Symposium

The Edward Jones Center hosted the 5th annual Women's Entrepreneurship Symposium (WES) on February 2nd in the Trustee Science Center. This event was enjoyed by over 100 women and a few men. The event started off with a session titled "The Accidental Blogger" by Pamela Hernandez. Attendees then got to choose from breakout sessions including: The Self-Employed Need Retirement, Too; The Necessity Entrepreneur; Become More Bankable; Social Business vs Non-Profit; Protect Yourself: Business Liability Issues; Working Alone, But Not Lonely: Shared Workspaces; In Business for Yourself, Not By Yourself: Start-up in an Established Network; and Start-up on the Side. Between sessions, attendees were able to network with other entrepreneurs as well as over 20 exhibitors including bankers, marketing professionals, attorneys, community resources and direct sales opportunities. The attendees gathered back in Reed Auditorium for the lunch session which included keynote speakers Susie Farbin and Diane Hicks, co-owners of MaMa Jean's Natural Markets. Attendees reported having a wonderful day at Drury. One attendee stated "Great use of my time. Enjoyed the networking as well. Thank you for offering this to the community, I really enjoyed it!"

In conjunction with WES, the Edward Jones Center also sponsored the first annual WES Awards to recognize top female entrepreneurs in the region. The finalists for these inaugural awards in the category of Woman-Owned Start-Up of the Year included: Christine Daues, Granolove; Claire Faucett, engage5w; Elle Feldman, Elle's Patisserie; Teri Pearman, Breast Care Botanicals; and Tara Rawlins, RAW Marketing. In the category of Woman Entrepreneur of the Year, the finalists included: Andrea Alcorn, Gracie's Bridal; Peggy Barton, Great American Title Insurance Agency; Brenda Jackson, Marketing Mix; and Angela Smith, ADSmith Marketing and Advertising.

The inaugural award winners were Woman-Owned Start-Up of the Year: Christine Daues, Granolove and Woman Entrepreneur of the Year: Peggy Barton, Great American Title Insurance Agency.

Many local media outlets covered the event leading up to it, including these stories on KY3/KSPR and KOLR. As well, KOLR also did a story on the day of the event.

Collegiate Entrepreneurs' Organization

The Drury CEO chapter partnered with the Edward Jones Center and the Breech School of Business to host an Idea Blitz competition for FBLA students from Bradleyville High School. Over thirty students came to compete in the inaugural competition. Some fabulous ideas were presented with the winning title going to the group with the idea for a machine that puts icing on cupcakes. CEO also hosted an event in honor of National Entrepreneurship Week in February at which Drury freshman Jerrod Harmon, owner of ED.Jy Skate Apparel, spoke. Jerrod gave a real and insightful presentation on his business. At this event, CEO also
launched Start-Up Drury, the first annual business model competition. Students are currently working on this challenge and finalists will present in the pitch competition on April 4.

Edward Jones Scholars

The Edward Jones Minority Scholars have had a great quarter. The new freshman are finally getting settled into college and the seniors are preparing for graduation. The group concluded the semester with a holiday celebration before the break. For the spring semester, the scholars have had two inspirational speakers. First was Nikki Rios, Data Analyst for Cox Health and native of Joplin, MO who inspired the students to reach for the stars. The next speaker was Amber Perdue, a senior Edward Jones Scholar. Amber recently returned from New York City where she was honored as one of the Most Promising Minority Students by the American Advertising Federation.

Upcoming Events

Business Model Competition
Start-Up Drury: The Run for the Curt Strube Cup
Top Ten Finalists' Presentations and Luncheon
Thursday, April 4, 11:00 AM, FSC Ballroom

Self Employment in the Arts Conference
Saturday, April 6
www.drury.edu/EJC/SEA

Entrepreneurship Exchange
Thursday, May 2
www.SpringfieldChamber.com

Social Media Basics - Small Business Week
Tuesday, May 7
Small Business Week
Dr. Kelley Still, Executive Director
Sara Cochran, Assistant Director
Tammy Rogers, Administrative Assistant
Steve Nurnberg, Executive in Residence, Teaching and Mentoring

Advisory Board
Paula Adams - Shawn Askinosie - John Beuerlein - Jim Conley - Chuck Banta
Jeff Hutchens - Jim Hutcheson - Brenda Logsdon - Brad Moulder - Steve Nurnberg
Lyle Reed - Terry Reynolds - Tom Slaight - Jack Stack - Terri Thornton

We’ve moved to Lay Hall, 3rd floor - please come visit!

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