Greetings from the Executive Director

Dear Edward Jones Center Friends and Supporters:

As the holiday season and a new year approach, I am counting my blessings to work with such great people in such a dynamic organization. All of us at Drury, faculty and staff alike, have commented that it has been our busiest fall ever. Drury has a lot on its plate and the Edward Jones Center has played a key role in moving the University forward.

The Drury on C-Street space has become a wonderful focal point for Drury’s interaction with the community. We had a "soft opening" in November for the First Friday Artwalk. There was a community art build of a huge installation called "The Nest" with Drury alumnus and guest artist and architect, Doug Johnston. A smaller version of "The Nest" was rolled down Boonville and exhibited on the downtown square-created quite a buzz for us. We have sold the work of several Drury and community artists at our gift gallery. Our interns have worked for a new business we helped launch, Joe's Your Way Home. They have had a lot of press-
they put their folding motorcycle in your trunk and drive you home from the bar or wedding reception—anywhere people have been over-served. You don’t have to leave your car as you would with a cab. Very creative and an important niche to fill in the community. We are still struggling to get the Drury on C-Street project funded for five years so we can turn our full attention to programming. Please think of the Drury on C-Street project when you are developing your contribution plan for the year.

Our entrepreneurship classes were very active with real world projects that were very successful and benefited numerous people and organizations in the community. We will feature those class projects in our next newsletter.

We continue to serve both students and the community with entrepreneurship support and programming. Partnering with Minorities in Business, we reached about 60 community members with our first offering in our Minority Entrepreneurship Workshop Series. Drury’s own Dr. Regina Waters gave a wonderful presentation on using social media to promote your business. We had over 100 students and several people from the community at our Ecopreneurship Panel-Starting Up Green. Many important relationships were formed at the event and we have exciting projects and field trips lined up for our entrepreneurship classes as a result of the event.

We love your ideas and feedback—keep them coming!

Have a blessed holiday season,

Kelley

Edward Jones Scholars Update

The Edward Jones Minority Scholars enjoyed many fun activities this fall including a trip to St. Louis to attend the first St. Louis Rams home game of the season. Even though the Rams didn't leave with a win, the students left with a great memory of being on the field during pre-game warm-ups and enjoying the
game from the Edward Jones Suite. Even more special, after the game, John and Crystal Beuerlein hosted us at their house for dinner, great conversation, a little swimming and a few even took a ride in John's new sports car. The next morning we were off to the Edward Jones Corporate Headquarters for a morning of presentations, tours and mock interviews. This semester, the scholars have also had the opportunity to hear from some community speakers this semester, including Darline Mabins, Bank Branch Manager for Guaranty Bank. As Drury enters another presidential search, the scholars were asked to meet with the search chairperson, Drury Trustee James Bone to share their thoughts on Drury's next president. James is founder of Global Compliance Advisors, LLC, a company providing advanced compliance and operational risk approaches for firms and serves as a great mentor to the students.

Entrepreneur Exchange
The Edward Jones Center, in partnership with the Springfield Area Chamber of Commerce and the SBTDC at MSU, hosted the second Entrepreneur Exchange at the Drury O’Reilly Family Event Center in September. This event, titled "Make an Impact! The Value of Building Strong Business Relationships," featured three panelists: Gary Whitaker, 417 Magazine; Paul Sundy, Big Whiskey's American Bar and Grill, Parlor 88 Lounge, Fedora Social House and Dublin's Pass; and Marlene Chism, Author and Founder of "The Stop Your Drama Methodology." Over 50 attendees were treated to snacks from Parlor 88 and desserts from Amy Cakes while they enjoyed the panelists' discussion on the original social media - personal relationships.

Minority Entrepreneurship Workshop
On October 4, the Edward Jones Center partnered with Minorities in Business to present the first in our annual series of Minority Entrepreneurship Workshops. This workshop, titled "Using Social Media and Email to Market Your Business," featured two speakers: Dr. Regina Waters of Drury University and Paige Cahill of Constant Contact. Regina presented "Social Media 101: Spark a Connection With Your Customers," while Paige rounded out the night with "REV UP Your Customer Relationships, Referrals and Revenues with Email Marketing." Attendees enjoyed refreshments from Big Momma's while learning skills to further their small business. This workshop series continues in the spring - stay tuned for details.

Global Consortium of Entrepreneurship Centers Conference
In October, Kelley and Sara were fortunate to have the opportunity to travel to the University of Southern California for the annual Global Consortium of Entrepreneurship Centers (GCEC) Conference. This conference is attended by directors, assistant directors and professors from university entrepreneurship centers all over the world. The laid-back environment of the weekend allows attendees the opportunity to make great connections and share new, innovative ideas.
One of the sessions even allowed small groups to compete, Kelley and Sara participated in the group discussion/competition by presenting on avenues for improvement in entrepreneurship research. In addition to break-out sessions, plenary sessions were offered featuring Dr. Dale Meyer and Sr. Saras D. Sarasvathy.

**Quarterly Lunch and Learn**

The November Quarterly Lunch and Learn, hosted by the Edward Jones Center, featured Dr. Jennifer Jackson, Publisher for Springfield Business Journal and Tri-State Business Journal. Jennifer's presentation, titled "All in the Family," was given in an informal lunch setting at the Drury President's House. Attendees listened intently as Jennifer told the story of her mother, Dianne Elizabeth Osis, starting the Springfield Business Journal when Jennifer was just a child. Jennifer was following her own path in higher education when her mother tapped her to join the Journal. Now Jennifer serves as the Publisher, her mother's former title, moving Dianne into an advisory role. Jennifer is an outstanding speaker and sparked a great discussion afterward. This small program was the first offering in what will eventually become a full array of regular family business programming.

**Ecopreneurship Panel**

In November, the Edward Jones Center presented the second annual Ecopreneurship event, hosting a panel and co-hosting Convocation the following day. The impressive green entrepreneur panel included Zeke Fairbank, founder and president of The Alternative Energy Company, LLC, Tim Pedigo, the founder and owner of Gulf Coast Environmental Resources, LLC and the convocation speaker, Glenn Croston, the author of "75 Green Businesses" and "Starting Green." Over 100 students and several community members attended the panel, learned more about the power of the green economy and were inspired to think about starting a business or organization that actually improves our environment. The following day, Glenn Croston addressed the student body and discussed issues related to businesses adopting green practices. Our conference was a great partnership with our Convocation Series which has the theme of sustainability for the 2011-12 school year.

**Improving Cultural Competency**

Drury is charging ahead with the diversity and cultural competency initiatives outlined in Drury's Strategic Imperatives. On the community side, Drury, along with MSU and Springfield Public Schools, has been asked by the Chamber of Commerce to take over facilitation of the Facing Racism training provided to the community. Sara Cochran, L.A. Anderson and Camielle Famous are the staff members from Drury who have been trained as facilitators for the community trainings.

The Edward Jones Center is leading the cultural competency efforts for students on Drury's campus. Sara Cochran, L.A. Anderson, Kelley Still and Camielle Famous developed a training that peer facilitators will be presenting to freshmen students in their Alpha Seminar classes in the spring semester. Several "train the trainers" sessions were held this fall to ready our Edward Jones Scholars and other participating students. A team of two students, accompanied by one of the staff or faculty listed above, will conduct a total of two and one-half hours of training across two sessions. The Edward Jones Scholars have stepped up to the challenge when asked by President Parnell to lead this student initiative.
Still Speaks at National AWC Conference

In October, Kelley Still gave a presentation at the National Conference for the Association for Women in Communications. The focus of the conference was entrepreneurship within communication fields. Still's presentation was entitled "Watching the Bottom Line - Pricing Your Services." Still approached pricing from various angles, working it from the market side and the cost side to demonstrate how you have to converge at a pricing model that makes you both competitive and financially viable. She used several examples and demonstrated how to work through the decisions. It was very well received and resulted in a lengthy discussion among the participants. AWC has asked Still to video her presentation and upload it to their resource site. Still plans to give a similar presentation at the Women's Entrepreneurship Symposium in February. This is great national exposure for the Edward Jones Center and Drury.

The 2011-2012 schedule is available on the website!

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