



Kelly Dobyns Ziegler
Branding Darling

Kelly, principal at ZiggyFranz, specializes in creating new ways to bring customers in the door. She creates a strategic plan that puts the right message in front of the right customers, which drives traffic and increases revenue dollars.

Kelly is the research expert. She can find the best way to reach your target audience through various mediums like radio, TV, social media, print or online.

Kelly wants to see small businesses prosper and loves to partner with small businesses to make that happen. It's her business to help small businesses succeed.

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Leah Stella Stephens
Youtube Junkie



Since 2009, Leah, founder of Stellabelle, has developed and experimented wildly with her YouTube channel, doing everything and anything that seemed interesting. From that experience she developed a Personal Inventory checklist that helped guide her to make useful DIY videos. The videos that resulted from this exercise came to be the ones that have the most views on her channel.

In 2012, she began to develop social media content solutions for people and businesses based on her experiences with YouTube, Facebook and other platforms. She calls this new mode "Curation of Information Not Advertising." Her specialty is broadcasting your information to the world via Youtube.

@stellabelle
www.youtube.com/user/stellabelle
www.facebook.com/youtubestellabelle

Pat Worth
Delightfully Grouchy Bookseller



Proprietor of "the shop you never expected" in DowntownHistoric Lexington, Missouri.

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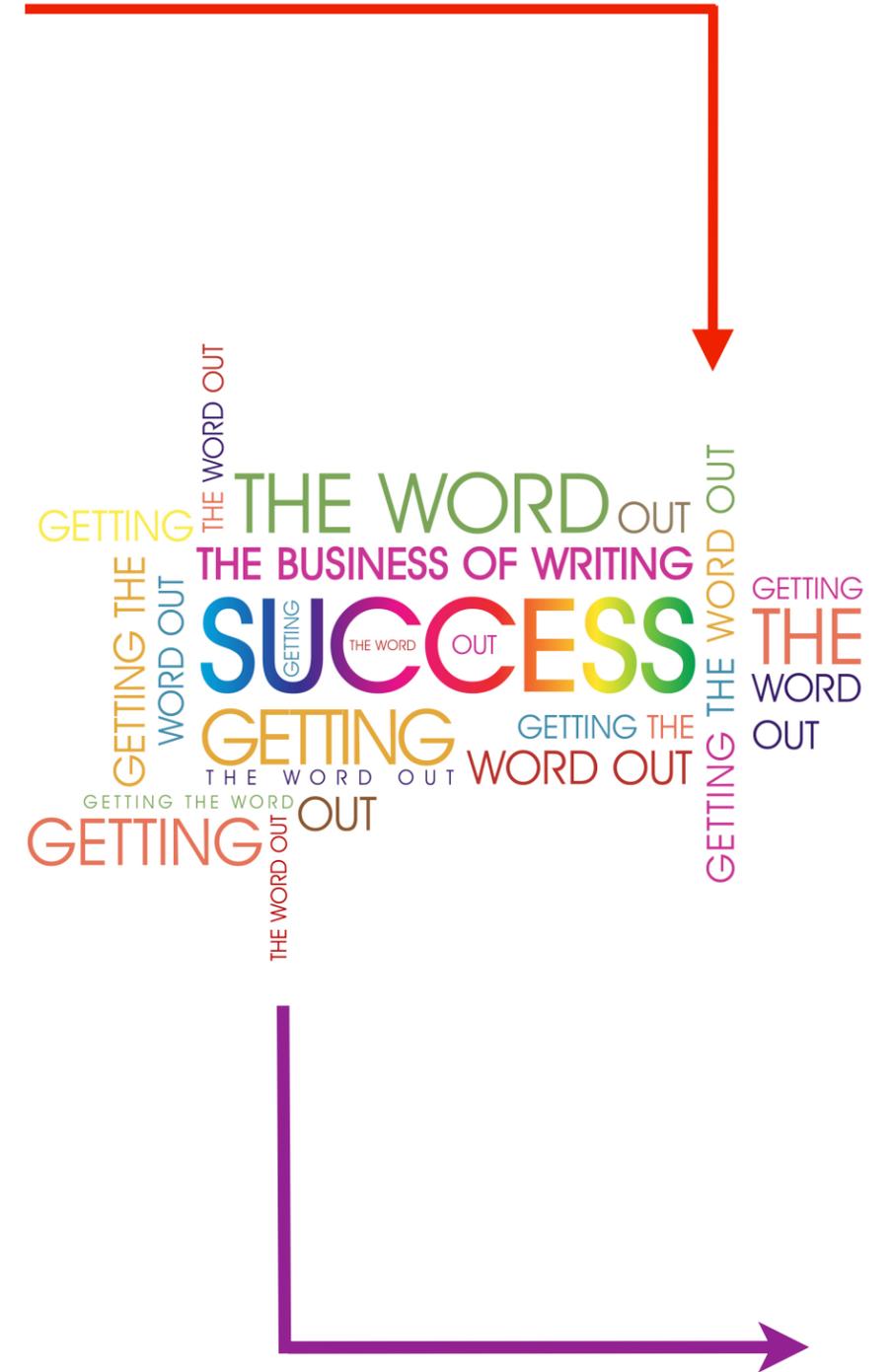


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www.bowsuccess.com



Alexis Faulkner Ceule
Social Media Mamapreneur

Runs with scissors. Throws her head back when she laughs, loves to meet people and wants to know their story. A serial volunteer and stay at home mom entrepreneur. Lifelong resident of Kansas City, lifelong embracer of excellent customer service. Believes no longer in business to business or business to consumer, but rather human to human. Born to do sales, but built for social media. Represents a variety of businesses on social networks to make their brand social via "Word of Mouse".

As an author you need to promote yourself or your book/characters online. Alexis is here to help get you "social!"

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Burton Kelso
Computer Guru
Cash Mobster

Burton Kelso founded Integral Computer Consultants in 1993 and has since focused on helping Kansas City area individuals businesses and non-profits with their technology needs. Burton's vision is to remove the frustrations and complexity of technology and open people up to a world of new ideas, experiences, and opportunities. He loves technology, he's read the manuals and is serious about making technology fun and simple for everyone. This philosophy continues to drive the business today.

Outside the office, Burton's interests include: the Kansas City Metro Area Cash Mob, his creation, which stimulates other local businesses. He enjoys road trips of any sort, bicycling, and adding to his music and movie collection. At the end of the day, Burton enjoys going home to spend quality time with his wife Martha, and sons Christen and Caleb.

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After spending years as a successful Executive Coach, Cyndi came to realize that she was much less interested in just making people better leaders than she was in making leaders happier people. With confidence and creativity, Cyndi brings eleven years of professional coaching experience to the stage. Her personal mission is to inspire others to intentionally create a more meaningful, magical life filled with passion and possibility!

Cyndi serves as a volunteer life coach for women through the Women's Employment Network and resilience training to teens in inner-city schools. Her light-hearted sense of humor and quick wit resulted in her being selected to serve on the Business Advisory Board for a live comedy radio show that broadcasts on Sirius Satellite.

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According to former literary agent turned wealth manager Joanne B. Jarvi, there are stark similarities between what she did in her former career and what she does in her current capacity working on The Lipari Team at Merrill Lynch. As a literary agent, she had to sift through all manner of submissions and decide which books were worth her time and efforts to sell to a publishing house. Authors submit query letters where they are required to answer (in short, creative, order) the following questions:

- What's the story?
- Who are the characters?
- What are the plotlines?

In almost the exact same way, Joanne is charged with truly understanding the storyline of her clients' lives when entrusted with the duty of managing their money. She is a facilitator of valuable assets, which are destined to support each client's key characters and plotlines. Once you strip away all the technical information and strategic approaches, the story is what Financial Life Planning is all about. What has always truly motivated Joanne is the opportunity to help her clients' stories end better than they would ... without her.

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Elizabeth Allen is the principal of MarketSmartz, a sales consulting firm based in Kansas City. A passionate entrepreneur from the age of 25, Elizabeth has worked in every facet of marketing and sales management. She has served as a facilitator for The Kauffman Foundation's FastTrac program and as a mentor for the Kansas University MBA Graduates Program. A frequent speaker, Elizabeth is an entrepreneurial thought leader who delivers cutting-edge insights and very practical advice on how you can create predictable sales process for your business.

Over the past decade, she has dedicated the focus of her consulting practice to pioneering a revolutionary entrepreneurial sales methodology. This process has been a featured best practice at the national SMPS convention in 2006 and has been featured as best practice in numerous national executive peer groups. Her work is endorsed Michael E. Gerber, author of the best-selling book The E-Myth Revisited.

Elizabeth's philanthropic interests include a sincere commitment to our nation's unemployed and those in transition.

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Donald R. Simon, J.D./LL.M.
Media & Arts Legal Wiz

Donald R. Simon, J.D./LL.M is president of Simon Business Consulting, Inc., a firm concentrating in media- and arts-based entrepreneurship. He also teaches law, business, and communications courses at The Art Institutes International - Kansas City, Kansas City Kansas Community College, and Avila University.

Don lectures and writes extensively on legal and business matters and has appeared in Billboard, DownBeat, and Screen. Before relocating to Kansas City, he concentrated his legal practice in entertainment and intellectual property matters. His clients included musicians, filmmakers, producers, and entertainment companies. Prior to becoming an attorney, Don worked for 7 years in the broadcasting, cable, and publishing industries as an award-winning producer and director.

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Joanne Brownstein Jarvi
Literary Wealth



Elizabeth Allen
Economy of One



Julia Hampton-Olinger, CPA
Bean Counter Extraordinaire

Julia Hampton-Olinger graduated from the University of Missouri with a B.S. in Accounting. She passed the CPA exam in 1991. After working in non-profit and public accounting, Julia started her own CPA firm in May 2002. Julia enjoys working with small business owners and entrepreneurs.

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With more than 15 years in the advertising/marketing industry, Julie Cortés is a successful, award-winning freelance copywriter and proofreader. The self-proclaimed CopyDiva is the founder of The Freelance Exchange of Kansas City, a not-for-profit professional trade organization specifically for those who are self-employed in the advertising/marketing industry, in which freelancers swap notes, find and offer mentorship, and expand their networks. The club also provides businesses and ad agencies a free resource to easily find the talent they need.

In 2011, Cortés created Freelancers University — a business venture that provides savvy advice, best practices and industry standards to the creative self-employed professional. Freelancers U offers classes, workshops, resources, videos and downloads to enable freelancers the ability to learn the basics of starting, running and succeeding in business.

www.juliecortes.com
www.fxofkc.com
www.freelancersu.com



Julie Cortés
Copy Diva



Kathy Hoff, LLC
The Dot Lady



Kathy Hoff is a national speaker and educator in the field of stress management and self-care strategies from which everyone can benefit. Her mission is to share what she's learned so others can select strategies that work for them and live peacefully balanced in their mind, body, and spirit. Kathy has a Masters of Arts in Teaching, is certified as a Holistic Stress Management Instructor, and a member of the National Wellness Institute.

Kathy also holds workshops, and women's health retreats where participants learn self-care strategies that can improve their health!

Be Still, Be Balanced, and Be Empowered!

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