

Directions

To Loch Lloyd Health Club (shuttles will take you to the Patterson home):

Parking for the event will be available at the Loch Lloyd Health Club. We will provide shuttles to take you from the health club to the Patterson home and then back at the end of the evening. Please plan to arrive before 6 p.m. to allow time for shuttling.

Loch Lloyd is located off Holmes Road, just south of Highway 150.

As you enter Loch Lloyd, notify the attendant at the gate that you are with Entrepreneurs' Exchange.

Stay to the right until the road veers to the left. You will then be on Highland Ridge Drive.

The health club will be to your right.

A parking attendant will direct you to the parking area.



To the Rockhurst University campus:

From Highway 71, take the Emanuel Cleaver II Boulevard/Swope Parkway exit.

Turn onto Highway 56/Swope Parkway.

Turn left onto The Paseo Boulevard. Follow The Paseo, then turn right onto Rockhurst Road.

Continue onto Rockhurst Road, then turn left onto Troost Avenue.

Follow Troost to 54th Street.

Turn left onto the main Rockhurst entrance, 54th and Troost.

Mabee Theater/Sedgwick Hall is located on Troost between Rockhurst Road and 54th Street.

Please park in the lot in front of the bell tower.

Contact Information

If you have any questions, please contact:

Sarah Whetstine

T: 816.201.9322

C: 785.979.6359

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Entrepreneurs' Exchange

May 15–16, 2007

An event

By entrepreneurs. For entrepreneurs.

Presented by

KAUFFMAN

The Foundation of Entrepreneurship

On behalf of the members of the Entrepreneurial Exchange, I would like to say how excited we are to have you join us for this dynamic event. The 2007 Entrepreneurs' Exchange promises two days full of inspirational story telling and knowledge sharing from many of Kansas City's most engaging and successful entrepreneurs.

We founded the Entrepreneurial Exchange on the premise that entrepreneurs learn best from fellow entrepreneurs. Our mission is to help develop new entrepreneurial companies in Kansas City through education and networking of the budding business leaders of tomorrow.

It is our sincere hope this tremendous event helps you learn from entrepreneurs who blazed the trail before you and offers you great insight as you shape your future.

Best regards,

Danny O'Neill
President, Entrepreneurial Exchange

Tuesday, May 15

Meet the Masters

During the evening of May 15, discover Kansas City entrepreneurs' secrets for success. Enjoy hors d'oeuvres and cocktails while we spotlight many of the city's entrepreneurial leaders.

- 5:30-6 p.m. **Registration**, *Loch Lloyd Health Club*
16800 S. Highland Ridge Drive
Village of Loch Lloyd, MO 64012
T: 816.322.5463 | W: www.lochlloyd.com
Attire: Business
- 6:15 p.m. **Welcome**, *Neal Patterson's home, Loch Lloyd*
Neal Patterson, co-founder of Entrepreneurial Exchange, chairman of the board, CEO and co-founder of Cerner Corporation, will open the event by sharing his perspectives on the entrepreneurial journey.
- 6:30 p.m. **Session I**, *Neal Patterson's home, Loch Lloyd*
In sessions I and II, the entrepreneurial masters will speak in various locations throughout Neal Patterson's home. For each session, you are free to listen to a presentation in its entirety or roam from master to master.
- Robert Bernstein, Bernstein-Rein Advertising, Inc.
 - Bill Dunn Sr., JE Dunn Construction Group
 - Jim Ferrell, Ferrellgas
 - Ollie Gates, Gates Bar-B-Q
 - Barnett Helzberg, Helzberg Entrepreneurial Mentoring Program
 - Cliff Illig, Cerner Corporation
 - Crosby Kemper Jr., UMB Financial Corporation
 - Jim Stowers, American Century Investments
- 7:30 p.m. **Break**
- 7:45 p.m. **Session II**, *Neal Patterson's home, Loch Lloyd*
- 8:45 p.m. **Evening concludes**

Wednesday, May 16

From Zero to a Billion

We will focus on the entrepreneur story through the eyes of three national authors and a variety of local business leaders. All of the day's events will take place at Rockhurst University.

- 7 a.m. **Breakfast and registration**, *Greenlease Gallery Lobby*
Don't forget to pick up your complimentary laptop bag containing a book from each of our four authors: Jonathan Littman, John Gartner, David Thomson and Carl Schramm.
1100 Rockhurst Road
Kansas City, MO 64110
T: 816.501.4000 | W: www.rockhurst.edu
Attire: Business
- 8 a.m. **Welcome**, *Mabee Theater*
Danny O'Neill, Entrepreneurial Exchange president, founder and CEO of The Roasterie, will open the day with thoughts on his company's entrepreneurial path.
- 8:15 a.m. **Session I: The Art of Innovation**, *Mabee Theater*
Jonathan Littman brings readers to a wellspring of creativity by way of industry and electronic mavericks. As the co-author of *The Art of Innovation*, Littman showcases a guide to nurturing and sustaining a culture of continuous innovation.
- Panel with Q&A
Littman will discuss creative renewal and lead a panel of local innovators, including Dave Cummings, Tradebot Systems; Cynthia Maude, Callahan Creek; and Bryan Caton, Midland Marble & Granite.
- 10:15 a.m. **Break**, *Greenlease Gallery Lobby*
- 10:30 a.m. **Session II: The Entrepreneurial Mind**, *Mabee Theater*
John Gartner, Ph.D., assistant professor at the Johns Hopkins University Medical School, applies clinical study to the American entrepreneurial mind and discerns a rare breed of business pioneer in his book, *The Hypomanic Edge*.
- Panel with Q&A
Gartner will discuss his findings and lead a conversation among Kansas City-area entrepreneurs Bob LaGarde, LaGarde; Peter Long, Mailings.com; August Grasis III, Handmark; and Gail Worth, Gail's Harley-Davidson.
- 12:30 p.m. **Lunch**, *Massman Hall*
- 2 p.m. **Session III: Blueprint to a Billion**, *Mabee Theater*
Kansas City business expert David Thomson dedicated years to the study of companies reaching \$1 billion in revenue, dissecting the difference-making traits of the most successful businesses in his recent book, *Blueprint to a Billion: 7 Essentials to Achieve Exponential Growth*.
- Panel with Q&A
Thomson will moderate a dialogue between local leaders, including Tim Barton, Freightquote.com; John Sherman, Inergy, L.P.; and Neal Patterson, Cerner Corporation.
- 4 p.m. **Capstone remarks**, *Mabee Theater*
Carl Schramm, Kauffman Foundation, will close our event.
- 4:30 p.m. **Closing reception**, *Greenlease Gallery Lobby*
Network with our national authors, local panelists and attendees while enjoying hors d'oeuvres and cocktails.
- 6 p.m. **Official conclusion of the Entrepreneurs' Exchange**