

Lewis & Clark



John E. and Susan S. Bates Center For Entrepreneurship and Leadership

WINTERIM

INSPIRATION. WORKSHOPS. NETWORKING. PITCH COMPETITION.

January 8-12, 2018



John E. and Susan S. Bates Center for Entrepreneurship and Leadership

John and Susan Bates' recent generous gift occasioned a name change that reflects the intersection of liberal arts and problem solving. John Bates chaired the Lewis & Clark Board of Trustees from 2003 to 2007. He served as associate professor of finance at Lewis & Clark from 1975 to 1981 and was named Outstanding Teacher of the Year in the College of Arts and Sciences in 1976. John and Susan led our overseas study program to Belgium, the Netherlands, and Luxembourg in 1979. John has also held key positions on Wall Street and founded Bates Private Capital, a firm in Lake Oswego, Oregon, that grew to more than 200 employees.

By utilizing academic and programmatic engagement, the Bates Center for Entrepreneurship and Leadership invites students, faculty, alumni, and professionals into meaningful and creative collaborations to identify problems, create opportunities, and invent solutions. It combines academic rigor with active exploration into trending topics in technology, science, healthcare, marketing, education, environmental studies, and philanthropy. Programming is open to all students.

The workplace and marketplace have changed dramatically since Lewis & Clark students were born and will evolve again before they graduate. The Bates Center for Entrepreneurship and Leadership helps students anticipate, navigate, and participate in this change.

Advisory Board Thank You

The Bates Center for Entrepreneurship and Leadership is proud and grateful to collaborate with the members of its inaugural Advisory Board who support the value of liberal arts and entrepreneurship to create leaders in the for-profit and non-profit workplace.

Salil Apte (Senior Software Engineer)*	Bill Kimmerle (Nuance Systems)
Christine Baranowski (adidas)	Laura Kung*
John Bates+	Tami Nesburg+ (Regents Bank)
Thomas Brenneke (Network Redux)*	David Officer (Innovative Hires, LLC)
Jan Chernus (Bob’s Red Mill)	Maeling Pan*
Nathan Christensen (Mammoth HR)*	Chris Remy (MTI)
David Ellis (Lewis & Clark)*	Andre & Renee Stewart (NORCAL)
David Evans (Uncorked)*	Sam & Dana Stewart (Mad Hippie Skin Care)
J.B. Handley (Handley Capital Management)	Joshua Ulmer+ (Morgan Stanley) – Vice Chair
Brent Hutchings+ (North River Boats)	Gene Wang+ (People Power) – Chair
Michelle Janke (Coraggio Group)	
Bob Julier	

+ executive board member

* ex officio

Volunteer Thank You

We value and appreciate this outstanding list of leaders who have volunteered their time for the benefit of our students.

Team Mentors	Mark Reed <i>Owner of MJP Management</i>	Michelle Janke <i>Partner at Coraggio Group</i>
Bill Etheredge <i>Principal of WCE Consulting Group</i>	Matt Rhoades <i>Creative Director of MatteLab</i>	Anita Ramachandran <i>Director of MicroMentors at Mercy Corps</i>
David Evans <i>CTO of Uncorked Studios</i>	Paul Vogel <i>Communications Strategist, Vogel Communications</i>	Serilda Summers-McGee <i>Dynamo, Deputy Director of HR for City of Portland</i>
J.B. Handley <i>Partner, Handley Capital Management, Board of Wildfang and Vigor</i>	Roaming Mentors	
David Harris <i>Executive at Harris Oil, banking and insurance</i>	Jeff Cruttenden <i>Founder of Acorns</i>	Rick Turoczy <i>Founder, Silicon Florist, PIE, TechFest NW, Oregon Story Board</i>
Bob Julier <i>Global Director of Business Research, The Dow Chemical Company</i>	Edith Dorsen <i>Managing Director of Women’s Venture Capital Fund</i>	Robin Wang <i>Executive Director of Ascent Funding</i>
Mikey McKennedy <i>Owner of Sizzle Pie</i>	Liz Duffet <i>SVP at Orca Capital Securities</i>	Judges
Dana Plautz <i>Co-President MrsP.com</i>	Brent Hutchings <i>CEO of North River Boats</i>	John Bates <i>Retired Professor, Life Trustee</i>
		Jim Huston <i>Managing Director of Portland Seed Fund</i>

Volunteer Thank You *(continued)*

Cliff Johnson
Co-founder of Vacasa

Mohan Nair
Chief Innovation Officer at
Cambia Health

Nitin Rai
Managing Director of Elevate Capital,
President of TiE Oregon

Suzanne Stevens
Editor of the Portland Business Journal

Linda Weston
Principal of Rapporto, former
Executive Director of OEN

Speakers
Sara Conte
Management Consultant at
SGC Ventures

Mark Dahl & Elaine Hirsch
Director and Associate Director
of Watzek Library

Meredith Goddard
Founder of Five Years In

Neal Keny-Guyer
CEO of Mercy Corps

Michelle Lantow
retired CAO/CFO
New Seasons, McCormick & Schmicks
and Lucy

Irving Levin
Executive Chairman, Genesis
Financial Solutions

Ben McKinley
Founder/CEO Cascade
Web Development

Ron Sakaguchi
Design Thinking/Innovation/
Entrepreneurship professor at OHSU

Dave Underhill
President, Underhill Training
and Development

Gene Wang
CEO of People Power

**Dinner and Conversation Monday
night - Boke Bowl**
Patrick Fleming and Brannon Riceci
Alumni co-founders of Boke Bowl

SCHEDULE

TIME	8 MONDAY	9 TUESDAY	10 WEDNESDAY	11 THURSDAY	12 FRIDAY
9:00AM	9:00 - 9:30 <i>The Value Of Liberal Arts</i>	9:00 -10:30 <i>The CEO of You: Liberal Arts & the Future of Work</i>	9:00 -10:30 <i>How to Communicate Your Story</i>	9:00 -10:30 <i>Hardcore Productivity & Decision-Making</i>	9:00 - Noon Team Time
10:00AM	10:00 - Noon <i>Innovation & Design Thinking</i>	10:30 - Noon Team Time <i>Researching Market Size and Competition</i>	10:30 - Noon Team Time	10:30 - Noon Team Time	
11:00AM					
12:00PM	L	U	N	C	H
1:00PM	1:00 - 3:00 Team Time	1:00 - 3:00 Team Time with Team Mentors Location: Gregg Pavillion	1:00 - 3:00 <i>Personal Financial Literacy</i>	1:00 - 3:00 <i>The Art of the Sale</i>	1:00 - 3:30 <i>Pitch Competition</i>
2:00PM					
3:00PM	3:00 - 5:00 <i>Delivering Value: How to Win at Winterim</i>	3:00 - 5:00 <i>Keynote Neal Keny-Guyer</i> Meet w/individual teams. Location: Gregg Pavilion	3:00 - 5:00 Team Time with Roaming Mentors	3:00 - 5:00 Team Time with Team Mentors & Dave Underhill	4:00 - 5:30 Awards & Networking Location: Gregg Pavillion
4:00PM					
5:00PM	5:15 - 7:00 - Boke Bowl Dinner w/alumni owners Location: Tamarak	6:00 - 8:30 - Keynote <i>Dinner w/Neal Keny-Guyer</i>			

All events in Smith Hall unless specifically noted on the schedule

Winterim Volunteers



John Bates

John Bates is a former professor of finance and investments at Lewis & Clark, a Life Trustee of the College and a former Chairman of the Board of Trustees. He and his wife Susan and son Christopher have had one role or another at the College for over 40 years. In 1979, while John was a professor, John and Susan, with Christopher in tow, led a group of 24 LC students to Benelux for five months to study the emerging European Union. The group still reunites every five or ten years. In his business life John managed a major municipal bond operation on Wall Street and served as a financial consultant in the Middle East. As entrepreneurs John and Christopher founded Bates Private Capital Inc. in 1988. The financial services company grew into an international forensic accounting and expert witness firm with a professional staff of over 200 accountants, lawyers and Wall Street veterans.

John holds a BS in finance from Oregon State University, an MBA in Finance and Management from the University of Oregon, and an Honorary Doctorate from Lewis & Clark. He is also an Honorary Alum of the LC Law School, where he sits on the Board of Advisors.

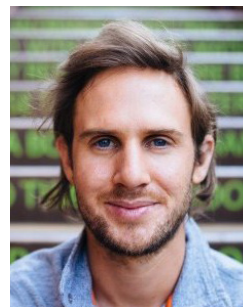
John and Susan are supporters of the Center for Entrepreneurship and Leadership.



Sara Conte

Sara Conte is a Principal at SGC Ventures, providing contract management consulting work for GLG (Gerson Lehrman Group) and others with a focus on strategic planning and business development work for high growth and private equity companies at important cross-roads entering/exiting digital investments. Sara's spent 15 years building and contributing to successful companies – from startups like Brand Genie to big businesses like JP Morgan and Boston Consulting Group. Sara returned to her Oregon roots in 2007 after working at a private-equity development group in Europe. She has been an active early-stage investor through angel groups like Oregon Angel Fund and Angel Oregon. She also received funding for her previous venture locally through the Portland Seed Fund.

If Sara's not at her computer you may find her coaching lacrosse, at barre3, on the Board of Technology Association of Oregon, or doting on the every need of her two daughters. Sara has a BA from Claremont McKenna College and an MBA from Harvard Business School.



Jeff Cruttenden

Jeffrey Cruttenden is the co-founder of Acorns. Jeff co-founded Acorns with his father, Walter, to radically simplify and democratize investing. While in college, Jeff realized that most of his classmates were not able to come up with the lump sum needed to meet minimum balance requirements. Acorns was hatched as an investment application to allow people to easily invest their spare change into diversified portfolios. Jeff graduated Magna cum Laude and Phi Beta Kappa with a B.A. in Mathematics from Lewis & Clark College, and was recently featured as a Forbes “30 Under 30.”



Edy Dorsen

Edy Dorsen co-founded the Women's Venture Capital Fund five years ago to pioneer investing in early stage companies on the West Coast inclusive of women in senior leadership. Based on the success of the first fund, WomensVCFund II was launched in late 2017. As the managing partner, Edy is responsible for identification of investment opportunities, portfolio management, fundraising and investor relations. Prior to venture capital, Edy was a management consultant at McKinsey, investment banker at Salomon Brothers and senior business development officer and advisor at media and internet companies. She is a graduate of Harvard Business School and Kennedy School of Government.



Elizabeth Steinhardt Duffett

Liz Duffett, Senior Vice President, Orca Capital Securities, is a seasoned corporate strategist and business planner experienced in entrepreneurship and in marketing companies. She began her career at the Boston Consulting Group, later ran internal consulting for a division of Baxter International, and was a marketer for Cooper Laboratories. Liz has run her own marketing and strategy consulting business, ESD Consulting, mapping and facilitating complex client strategies. She co-founded Orca Capital Corporation in 1991. She holds a BA in East Asian Studies from Harvard University and an MBA from Stanford Business School.

Orca Capital Securities, a boutique investment bank, provides expert corporate finance services to emerging growth and middle market companies in the Pacific Northwest. Orca helps companies get sold, and helps growing companies access capital for their growth. Orca has a 25 year \$14 billion history in deal making. Among Liz’s many roles is, through research and writing, to help companies tell their compelling stories to the capital markets.

Bill Etheredge

Prior to founding WCE Consulting in 2009, Bill Etheredge had a consistent 32 year track record of proven transferable skills in executive global sales and marketing management in both SMB and Enterprise high growth technology sectors. Responsibilities included developing and enabling product definition and go to market sales and channel strategies with a primary focus on aggressive, profitable revenue and market share growth. Successful implementation included market segmentation definition and appropriate development of sales models, processes and management disciplines. Challenges ranged from the development of market and channel strategies for private early stage companies to the major revamping of strategies for under performing Fortune 500’s, including seven successful turnaround/restructuring assignments.

Bill proactively engages as a volunteer in multiple local business organizations in order to contribute to economic vitality and gain broad exposure to technology and product trends, business best practices, strategies and philosophies. Organizations served include: board member, committee chair and advisory board member-Oregon Entrepreneurs Network (OEN); president and board member-Association for Corporate Growth; committee member Tech America; advisor and instructor-Portland State Univ.; volunteer University of Portland E Honors graduate program; instructor University of Oregon entrepreneurs program, Oregon Graduate Institute, Oregon Technology Business Center, (OTBC); associate professor and mentor Willamette MBA program; volunteer New Ventures Competition and Young Entrepreneurs Business Week (YEBW), and advisory board member for a diverse number of local emerging companies.

Bill’s leisure time includes living in Baja California half time, and fills his spare time snorkeling, hiking, golfing, boating, paddle boarding, fishing and playing pickle ball.



David Evans

David Evans is CTO of Uncorked Studios, a product innovation studio in Portland. He comes to Uncorked after many years starting and growing (and to be honest, sometimes closing and shrinking) companies as well as teaching as an Adjunct Professor of mobile development at the University of Pittsburgh. He’s an experienced engineering team lead and a reluctant futurist.



Meredith Goddard

Meredith Goddard has a decade of high school teaching experience in public and private schools. Most recently, Meredith spent five years at Catlin Gabel School where she started the school’s economics program, created a new 9th grade social studies curriculum, directed Senior Projects, and founded Startup Camp, a weekend-long entrepreneurship challenge open to all Portland area high school students.

Meredith is passionate about breaking down the barriers between school and the world. She left the classroom to launch Five Years In, an educational initiative to prepare young people for the future of work. Meredith develops learning experiences and strategies to provide young people with the skills, connections, experiences and online presence needed to thrive in the innovation economy.

Meredith is a strategy coach for students to define and find success in the world outside of school. Her “In & Edge” coaching is designed to help students translate their academic successes to workplace needs, claim a mission statement, develop a powerful network, and own a compelling online identity that invites opportunities now and into the future. She is passionate about helping young people overcome the “experience gap” and preparing students to thrive in a freelance world.

Outside of work, Meredith reads voraciously, runs long distances, and spends as much time as possible with her husband, young daughter, and chocolate lab.



J.B. Handley

J.B. Handley is a co-founder and former Managing Director of Swander Pace Capital, a private equity firm focused on middlemarket consumer products companies. The firm manages over \$1.5 billion through six separate private equity funds raised in 1996. He served as Chairman or served on the Board of more than twenty private companies, including Totes-Isotoner, Terra Chips, ReNew Life Formulas, Reef Holdings (footwear), Fleischmann's Vinegar Co., and the International Fiber Corporation. Earlier in his career, J.B. was a management consultant. He retired in 2013. J.B. received his undergraduate degree from Stanford, majoring in East Asian Studies and Economics.



David Harris

David Harris graduated from Lewis & Clark College in 1973 with a BS in Business. Upon graduation he joined Precision Castparts Corporation working as Sales Engineer selling structural jet engine components in the aircraft industry for about five years. In 1977 he joined the family business, Harris Oil Company, and then spent most of his business career in the petroleum distribution business. Harris Oil directly operated retail service stations, convenience stores and car washes in the Oregon, Washington and California markets.

In 1983 Harris Oil became one of the early pioneers in selling gasoline and diesel products at unattended, card activated fueling locations selling to commercial, industrial and government fleet accounts as a founder of a start-up business known as Metrofueling, Inc. Metrofueling was the largest franchisee of Pacific Pride Services, a network that ultimately had 400 franchisees with 2,200 locations in 38 states. In addition to being the President of Metrofueling, Inc. David became the President of a number of affiliated companies, including Truax Harris Energy LLC, Harris Transportation, Alliance Fleet Services and Cascade Energy LLC (the latter two being joint ventures between Truax Harris Energy and Shell Oil Company). In the early 2000's David acquired an equity interest in Pacific Pride Services and became the President of that company. During his tenure at Pacific Pride the company's franchisees sold more than \$5 billion of petroleum products annually.

In addition to his work in the petroleum industry David Harris was one of 8 founders and a founding Director of the Bank of the Northwest, a Portland based publicly traded commercial bank that was started in the mid-1990's. The bank was ultimately acquired by Pacific Northwest Bank, a Seattle based institution that was, in turn, acquired by Wells Fargo Bank. Along with a group of about 10 other people David founded a Nashville, TN based insurance company called PETRO-MARK in the late 1980's that sold pollution liability insurance to petroleum distributors. David Harris served as Executive Vice President and a board member of that company. Lloyds of London eventually acquired that book of insurance business.

Now retired David spends a lot of time on the golf course and is a former competitive ballroom dancer.



Jim Huston

Jim Huston is a Founder and Managing Director of Portland Seed Fund. PSF is an early stage venture firm focused on seed stage investments across the greater Northwest region. Jim has led or co-led investments in more than 75 companies for Portland Seed Fund. Jim brings more than 25 years of technology industry experience, having worked with and invested in early stage technology companies throughout the world. Previously Jim was a Managing Director with Blueprint Ventures, a Bay Area technology growth capital firm. Prior to Blueprint, Jim served in numerous positions within Intel Capital, the world's largest corporate venture organization. Jim has an MBA from Kellogg, Northwestern University. Jim is an Oregon Angel Fund investor member and past chairperson of Angel Oregon. Since 2012 he has taught a popular MBA "Venture Finance" class at Portland State University. He is the past Chairman of the Board of Oregon Public Broadcasting and has served on the OPB Board since 2007. He is currently on the boards of Drone Complier and Onboard Dynamics, and has been on more than a dozen corporate boards over his career.



Brent Hutchings

Brent Hutchings '84 is the majority owner and CEO of North River Boats, a manufacturer of heavy gauge aluminum recreational, commercial and government boats in Roseburg, Oregon. In 2017, North River Boats became an employee-owned company through the implementation of an Employee Stock Ownership Plan (ESOP). Brent is a member of the Board of Trustees of Lewis & Clark College.

Brent served as President and CEO of Pacific Coast Packaging Corp. (PCPC) a packaging manufacturing company in Fresno, CA, from 1994-2003. He acquired PCPC in 1994 with a group of private investors and sold the business to a NYSE-traded strategic buyer in 2003. Following that sale, he lived in New Zealand with his wife Chrys and three young children for a year, returning to Portland in 2005. From 2006 to 2009, he invested in, joined the board, and became Chief Operating Officer of Avamere, a \$275 million regional senior care company.

Brent received his B.A. in English and Natural Science from Lewis & Clark College. Following working in sales at IBM from 1984-1989, he obtained his MBA from Stanford University's Graduate School of Business in 1991. In addition to his service over the years on several for-profit and non-profit boards, Brent enjoys tennis, fly-fishing, and the occasional mentoring of Lewis & Clark students.



Michelle Janke

Michelle is a partner at Coraggio Group, a Portland-based consulting firm specializing in strategy and organizational change. She has more than 25 years of experience working with organizations, both large and small, on helping leaders establish clear goals and maintain strong teams in achieving those goals. Michelle joined Coraggio after six years as a management consultant in Europe. Prior to this, she was an engagement manager with McKinsey and Company and spent more than 10 years in finance and marketing management roles at The Walt Disney Company, Bertelsmann and Deutsche Bank. She has an M.B.A. from the Haas School of Business at the University of California, Berkeley and a B.A. in International Relations from Mount Holyoke College. Michelle is member of the Riverdale School Board.



Cliff Johnson

In 2009, Cliff Johnson cofounded Vacasa, the second largest U.S. vacation rental management company with operations in 15 states and 15 countries. Today, Cliff oversees international development as the company's Head of International. Not only does Cliff personally invest in vacation rentals, but he also works with real estate investors across the country to identify and set up lucrative vacation rental opportunities backed by the Vacasa guarantee. Cliff is also a member in good standing of the Colorado and California State Bars, serves as a board member for MAPLE Microdevelopment, and is a board member for the Vacation Rental Managers Association (VRMA).

Cliff also serves as an advisor for local startup Tripgrid and smart home tech company Virtual Key based in Chicago.



Robert Julier

As global director for business research, with experience in research and development and marketing organizations, Bob lead a team which provided business research and competitive intelligence services to Dow’s global businesses.

From Lakeview and Gold Beach, Oregon, Bob is a graduate of Lewis and Clark College, Class of ‘66, BA in Chemistry, followed by graduate studies and teaching fellowship at the University of Arizona. He began his 33 year career providing research and development support to Dow businesses focusing on development of new products, conducting basic research for which he received patents for emulsion polymers used in the paper coatings industry.

He has lead Product and Management teams in New Product Development, Business Research and Strategic Planning. With experience in R and D and Marketing functions, he lead a company-wide program, Planned Innovation ® designed to transition Dow from a products focused to a markets focused corporate culture. Bob was previously a member of The Conference Board Council for Competitive Analysis; the Product Development Management Association (PDMA); and the Society of Competitive Intelligence Professionals (SCIP).

Currently, Bob consults in New Product Development through Robert M. Julier Associates. Bob resides in Midland, Michigan with his wife Jean, LC ‘65. He is an avid fly fisherman and active member of Trout Unlimited.



Neal Keny-Guyer

Neal Keny-Guyer is a social entrepreneur driven by the belief that a better future is possible.

Since 1994, Neal has served as Chief Executive Officer of the global humanitarian organization Mercy Corps. Under his leadership, Mercy Corps has grown into one of the most respected international relief and development agencies in the world, with ongoing operations in more than 40 countries, a staff of 4,000, and global revenue of roughly \$450 million. Fast Company ranked Mercy Corps one of the most innovative social-change organizations in the world and New York Times columnist Nicholas Kristof calls Mercy Corps “a first-rate aid group.”

A native of Tennessee, Neal started his career working with at-risk youth in Washington, D.C., and Atlanta. After attending business school, he moved to Thailand to aid Cambodian refugees with CARE and UNICEF.

In 1982, Neal began his tenure with Save the Children, rising to become Director of Middle East, North Africa, and Europe. He designed and implemented high-impact relief and development programs in some of the most war-torn and politically sensitive regions on earth – including Lebanon, West Bank/Gaza and Sudan.

In 1990, Neal undertook his toughest assignment – as a stay-at-home father for his first child – while consulting businesses, foundations and non-profit organizations on strategy and organizational development.

Neal holds a B.A. in Public Policy and Religion from Duke University, a master’s degree in Public and Private Management (M.P.P.M.) from Yale University, and an honorary Doctor of Humane Letters from Portland State University, Oregon.

A former trustee of the Yale Corporation, Neal remains very involved with the University, currently serving on the Yale President’s Council on International Affairs and the Board of Advisers of the Yale School of Management (SOM).

Neal also serves as chairman of the board of InterAction, the largest alliance of US-based international NGOs. He is a member of the World Economic Forum’s Global Future Council on the Humanitarian System, and of the Council on Foreign Relations.

He lives in Portland, Oregon, with his wife, Alissa, who is an Oregon state legislator. They have three adult children.



Michelle Lantow

Michelle has more than 30 years of broad based experience in corporate financial management and leadership. She is currently on the Board of Directors for Columbia Banking System, Sizzle Pie Pizza and Grand Central Bakery. She began her career as a CPA at Arthur Anderson and then moved into the retail apparel industry at GAP, Inc. During her 13-year tenure at GAP, Michelle worked as Vice President of Finance, Corporate Controller, and Vice President of Investor Relations for the \$12 billion retail portfolio including the concepts Gap, GapKids, Banana Republic and Old Navy.

After her tenure at GAP, Michelle joined Lucy Activewear, Inc., an apparel company that designs and sells fashion forward performance apparel for athletic women. During her ten years at Lucy, she served as President and Chief Financial Officer and built the finance organization to support its rapid growth from a dot-com business to a retailer with 65 stores in 19 states. In early 2010, she joined McCormick & Schmick's Seafood Restaurants, Inc. as Chief Financial Officer for the 93-restaurant public company which was acquired two years later. Michelle joined the executive team at New Seasons Market as Chief Administrative Officer in 2012 for the fast-growing B-corp grocery store company with 25 stores in 3 states. Michelle retired in 2016.

Michelle is on the advisory board for Women's Venture Fund and a board trustee for the Library Foundation. She is also on the Finance Committee for Schoolhouse Supplies.

In Michelle's 3 decades of experience, she has refined the art and science of personal organization and time management. One of her greatest joys is sharing this knowledge with others. Michelle has taught productivity classes to Lewis and Clark College, Wells Fargo Bank, New Seasons Market and multiple women leadership seminars.



Irving Levin

Irving Levin is a Portland-based serial entrepreneur. He is an active mentor, angel investor and board member for entrepreneurs and their small, private companies. Levin divides his time between business and philanthropic pursuits. Along with his wife Stephanie Fowler he is co-trustee of The Renaissance Foundation, which focuses on improving educational outcomes for underserved people. He is or has served on a number of non-profit boards, including SMART, The Children's Institute, Portland State University, St. Vincent Hospital Foundation and Bravo Portland. He is currently Chairman of Genesis Financial Solutions, a company he founded in 2001, and Chairman of Digital Divide, a social enterprise providing training and employment opportunities for poor young people in Cambodia, Laos, Kenya and the U.S. After high school and before college, he performed as a professional cellist.



Mikey McKennedy

Mikey McKennedy is a 40 year old working artist and entrepreneur. He is the Co founder and Co-owner of Sizzle Pie and oversees its marketing, art and creative direction. He also created many of the original recipes for Sizzle Pie. Mikey spent most of his young adult life working in restaurants and bars, playing in bands and living in punk houses or his van. In his mid twenties he took over managing a failing bar as a favor to a friend and within a year he made it profitable. It was the first bar/restaurant in Portland that served a full vegan dinner menu after 10 pm. He subsequently bought the bar at the age of 26 with no financial help or otherwise from family. Since then he has been a part of the creation of and branding for many projects, including the 10,000 square foot White Owl Social Club, Mini Mini (with Aaron Draplin), and the art and design team known as Pizza Party HQ. His is a member of the international art gang The Swamp Wizards. He works as a hired hand doing art and graphic design with other brands ranging from skate-board companies to motorcycles to other restaurants.

Mikey is active within Sizzle Pie doing art shows and various art projects, producing art and art curation, fundraising to give back to the community, marketing, brand development, and thinking long and hard about how to create a brand that goes beyond just Pizza.

He is happily married to a woman named Sam and together they have a dog named Budweiser. He likes old cars, choppers, and making art. When he was a kid he would ride his bmx to the fancy nice neighborhoods and go door to door selling his drawings. He hasn't changed much.



Ben McKinley

Ben founded Cascade Web Development in 2001 following three years leading another web design start-up, Mt. Hood Software. An Oregon native and graduate of Lewis and Clark College '98, Ben is a 19 year veteran of Portland's creative and tech industry. Ben's focus at Cascade includes overseeing company Operations, Web Strategy and Business Development.

In 2010, Ben co-founded a live video platform company, brandlive, built upon Cascade's evergreen platform. Brandlive was incubated within Cascade for several years before being spun out in the fall of 2012. At that time, it was accepted into the third class of the Portland Seed Fund. The organization was named the launch stage winner of Angel Oregon 2013 and received funding from OR Angel Fund later that year. Brandlive has raised over \$4MM in funding and continues to innovate in the fast moving live video space.

Community involvement has been a significant focus for Ben over the years. He has served on the board of the Oregon Interscholastic Ski Racing Association, Portland Business Alliance and Greater Portland, Inc. He currently sits on the board of the Street Trust. Ben has coached ski racing for the past 21 yrs, currently leading the freeride program at the Multnomah Athletic Club.



Mohan Nair

As Chief Innovation Officer of Cambia Health Solutions, Mohan guides the Innovation Force (IF) as it inspires ideas from a variety of sources, selecting execution-focused concepts and starting them on the path to new businesses or concepts. Mohan joined the company in 2004 as Executive Vice President and Chief Marketing Executive accountable for product development, brand management, consumer-directed health systems/e-business, business intelligence and corporate performance management/planning for all four health plans.

Before joining Regence, Mohan founded Emerge Inc., a business advisory firm, focused on business transformation. He also took over ABC Technologies and ProTools Inc., serving as president of each firm until their profitable sales to SAS and McAfee respectively. He has been an adjunct professor of business at Kellogg School of Management for over 10 years and authored the books Essentials of Balanced Scorecard, Activity-Based Information Systems: An Executive's Guide to Implementation, and Strategic Business Transformation. (Wiley & Sons)

Mohan has served as a member of the Armed Services Interest Group on Cost and Performance Management, and the Government's Committee on Performance and Accountability for the State of Oregon. He also serves on the Chronic Care Workgroup under the U.S. Department of Health and Human Services. His community activities include board roles in United Way and National University of Natural Medicine (vice chair). He also serves as advisor to the President of George Fox University. Mohan holds a bachelor's degree in computer science and business, and a master's degree in computer and information sciences from the University of Oregon. He received an accreditation in advanced management from Stanford University.



Dana Plautz

Dana Plautz has spent her career at the convergence of the entertainment industry and technology sectors. She spent 10 years in the Hollywood entertainment industry, as Director of Business Development and Emerging Markets at Norman Lear's Embassy Communications followed by serving as World-Wide Marketing & Licensing Director at Hanna-Barbera Studios. She was recruited by high tech giant, Intel, where she spent 13 years working with game developers and new media artists developing multimedia projects and emerging applications for Intel Research. Having always been an inter-company entrepreneur, in 2008 she decided to become a true entrepreneur and start her own company. She co-founded MrsP.com, an education literacy site for K-4 classrooms, recognized by the American Library Association as a Great Site for Kids. She is responsible for the day-to-day operations of the website along with the marketing, PR, and social media. For her social media presence, @MrsPStoryTime, was recently named one of the Top Educators to follow on Twitter. She also runs the annual Be-a-Famous Writer contest that includes securing sponsors. Dana held a government appointment for 6 years chairing the Oregon State Film and Video office. She is also an award-winning documentary filmmaker, producer, seasoned speaker, and a charitable advocate. She graduated from Lewis and Clark with a degree in Communications.



Nitin Rai

Nitin Rai is Managing Director of Elevate Capital, that includes Elevate Inclusive Fund, a seed stage fund that invests in women and minorities and Elevate Capital Fund a Pacific Northwest regional fund that invests in early and seed stage startups that includes under-represented entrepreneurs. Nearly 80% of Elevate Capital investments are in women led startups.

Since 2007 Nitin has been an active angel investor, mentor and is a founding charter member and President of the Board of TiE Oregon. In this role he has grown TiE to a full-fledged angel investment group with a successful mentoring program and launched several education and incubator programs. Nitin is currently serving as Chair of TiE Global Angels and Vice-Chair of TiE Global. In his role as TiE Oregon's Chair he led the group to over \$5 million in investments in 28 startups.

Nitin his 30 years of entrepreneurial experience to bring mentoring and funding to underrepresented founders. He is also President and CEO of First Insight Corp, a software company in Hillsboro, OR.



Anita Ramachandran

Anita Ramachandran is the Director of MicroMentor at Mercy Corps. MicroMentor is a tech enabled initiative of Mercy Corps. In her role as an intrapreneur within a large INGO, she has the privilege of working with hard working, driven, passionate humanitarians, social entrepreneurs and creative thinkers looking to make the world a better place. She wears a few different hats with this role, so her day-to-day tends to be a mix of strategic planning, business development, product innovation in the development context, partnerships for scale and impact, marketing, program design for local, national and regional programs supporting entrepreneurs with access to mentoring and team management. She has presented MicroMentor and the case for business mentoring at various national and international forums, including a small group of industry leaders at the White House in fall of 2016, SOCAP, SCALA, Irish Impact, Inc. Monterrey, among others, and is passionate about empowering entrepreneurs and professionals with access to knowledge and networks. She serves as a mentor to students from her Alma Mater, PSU School of Business. She brings with her an extensive corporate and non-profit background. Prior to Mercy Corps, she managed marketing operations for Xerox's eCommerce and North American channel marketing business. She is also the co-founder and held a leadership role for 15 years at a local non-profit, SAWERA, that assisted South Asian women and children affected by domestic violence.



Mark B. Reed

Mark B. Reed is a managing partner of MJP Management, an operating partner of NW Ventures Group, and a native Oregonian with a long history and experience in developing, constructing and managing residential and commercial properties in the greater Portland area. In addition to growing the management division, over the past five years, Mark has focused his development on modular construction. In 2015, NW Ventures Group was awarded the Earth Advantage LEED builder of the year award for its work in developing Modular Assisted Living Facilities in Oregon and SW Washington, and in 2016 completed Oregon's first 3-story modular apartment building in NE Portland. Mark serves as the president of Grant Youth Football, and was one of the founding members of Portland Youth Football serving nearly 600 kids on the east side of Portland.



Matthew Rhoades

A former Global Creative Director at Nike, award-winning designer Matthew Rhoades is the Founder and Chief Creative of the Portland based design strategy agency and new product incubator MatteLab. He is also an Adjunct Professor (University of Oregon, Art Center College of Design, and Beijing University of Technology) and is an accomplished public speaker; at Tencent in Shenzhen, China and Huawei in Hong Kong, including numerous US events. Throughout his over two decades as a world-class designer, Matt has acquired numerous honors; including 40+ domestic and international patents, products with a combined six world records, and multiple global design awards such as an IDEA Gold Medal, RedDot award, Newsweek "Product of the Year" for Disney electronics, and the Trek Y-Bike, which was named "Third Most Influential Mountain Bike of All Time."



Ron Sakaguchi

Ron Sakaguchi integrates a systems perspective, design tools, and strategic innovation and entrepreneurship with a focus on execution in collaborating with executive leaders and graduate students in healthcare. Ron has a clinical and biomaterials science research background, with experience in business development, design for strategic initiatives, facilitation of strategy development, and coaching. In the Division of Management at the Medical School at OHSU, Ron leads courses in healthcare innovation, healthcare marketing, project management, and the graduate capstone business consulting program.

Professor, Division of Management, School of Medicine, OHSU 2011-2017; Associate Dean for Research & Innovation, and Professor of Biomaterials and Biomechanics, School of Dentistry, OHSU 1994-2011; Certificate in Innovation and Entrepreneurship, Stanford University Center for Professional Development, 2017; MBA in Entrepreneurship, Babson College, Wellesley, MA, summa cum laude, 2008; PhD, Biophysical and Numerical Analysis, University of Greenwich, London, England, 1988; MS, Dentistry (Prosthodontics), University of Minnesota, Minneapolis, MN, 1984; DDS, Northwestern University Dental School, Chicago, IL, 1980; BS, Cybernetics, UCLA, Los Angeles, CA, 1976



Suzanne Stevens

Suzanne was promoted from digital managing editor to editor of the Portland Business Journal in March 2014. She has been with the company since 2010. Prior to the Business Journal, Suzanne spent seven years as a senior editor at The Deal in New York, where she wrote about corporate mergers and acquisitions. Suzanne also spent time as an associate editor at Oregon Business Magazine and 12 years working in public radio at stations in Kentucky and North Carolina, where she was a frequent contributor to National Public Radio.



Serilda Summers-McGee

Serilda Summers-McGee is the Director of the Bureau of Human Resources for the City of Portland and the Owner of Workplace Change, LLC, a company that exists to help organizations assess their workplace culture, creatively resolve identified workplace challenges, recruit underrepresented executives and staff, and retain high quality employees in an inclusive, positive, and high functioning work environment. She is also author of the book *Change the Workgame: Building and Sustaining a Diverse Workforce*, which instructs readers on the best and worst practices of recruiting and retaining a diverse workforce using case studies from Serilda’s consulting experiences.

Prior to launching her company, Ms. Summers-McGee held previous roles as the Human Resources and Workforce Development Director for the Portland Development Commission, Human Resources Director for the Oregon Department of Education, Talent Planning Manager at Kaiser Permanente Northwest and she was the first executive director for Partners in Diversity, an affiliate of the Portland Business Alliance, where she worked with human resources departments at companies throughout the region on strategies to recruit and retain executives of color. She has more than 15 years of experience in government, higher education, and corporate environments with experience across a broad range of HR practices.

Ms. Summers-McGee received a Bachelor of Science degree from Grand Valley State University, a Master of Arts in Student Affairs Administration from Ball State University, and a Master of Business Administration from Willamette University. She is a board member of Meals on Wheels Oregon, Stand for Children, and Willamette University’s Atkinson Business School. In 2014 she received the Portland Business Journal’s Forty Under Forty award for professional excellence, leadership and community commitment.



Rick Turoczy

Rick Turoczy (@turoczy) has been working in the Portland startup community for more than 20 years. As founder and editor of Silicon Florist, he has blogged about the Portland startup community for more than a decade — even though numerous people have begged him to stop. That side project led Rick to cofound PIE (the Portland Incubator Experiment), an ongoing experiment exploring the potential for mutually beneficial collaborations between the Portland startup community and more well-established entities like corporations, government, and educational institutions.

Those efforts led him to cofound TechfestNW, a tech event run in collaboration with Willamette Week, which has been dubbed “the next SXSW” by Fortune magazine. Using what he learned at PIE, Rick cofounded Oregon Story Board, an accelerator designed to help digital storytellers like filmmakers, video game creators, and Virtual and Augmented Reality developers build scalable and sustainable business. His latest project is Built Oregon, a nonprofit designed to celebrate, connect, and accelerate all of the amazing consumer product companies throughout Oregon.

All because of a blog. Weird.

Dave Underhill

Dave Underhill believes in the power of people expressing their ideas. Whether he works with a finance manager or Nobel Prize winner, an IT pro or CEO, he has a passion for helping people take their presentations and their business to the next level.

He founded Underhill Training and Development in 1993 and established offices in Portland, Oregon and Seattle, Washington. Dave works globally with clients such as Microsoft, Intel, FEI, Genentech, Silicon Valley Bank, U.S. Bank, M Financial Group, Arnerich-Massena, Callan Associates, Fred Hutchinson Cancer Research Center, CFA Institute, Kaiser Permanente, LTK Engineering, The Nature Conservancy and Oregon Metro.

Dave has coached hundreds of entrepreneurs on their investor presentations through his work with the Oregon Entrepreneurs Network, Portland Seed Fund and Oregon Chapter of The Indus Entrepreneurs (T.I.E). He also works extensively with new business development and incubation teams at Intel and Microsoft, coaching them on their presentations to executive management.

Dave has a BS from Oregon State University and an MBA in Finance and Marketing from the University of Washington. He is a member of the Association for Talent Development, Oregon Entrepreneurs Network, The Indus Entrepreneur (T.I.E.), and The Nature Conservancy. Dave swims, bikes and enjoys the Pacific Northwest with his wife Dixie and daughter Emma.





Paul Vogel, Principal

Paul Vogel is a communications strategist who left Arizona to attend Lewis & Clark, fell in love with Oregon and chose to keep it as his home base while he has done work in all 36 Oregon counties, 16 western states plus Maryland, Washington D.C., Alaska and Russia.

Paul specializes in energy, political and issue management, public relations and crisis or special circumstance communication. From branding and marketing to ballot measure campaigns, Paul's client work has won Addys, Tellys and PRSA Spotlight Awards, as well as 86% of elections.

A former marketing agency and corporate executive, Paul's firm, Vogel Communications, focuses on aligning traditional and start-up businesses/organizations with the daunting power of digital communication. With an affinity for rural and smaller communities and small for- and non-profit organizations, Paul's passion is for entwining economic, community and business development.

Paul spent more than twenty years as an officer and board member of the Classic Wines Auction, a Top 5 Wine Spectator charity wine event raising more than \$35 million for Oregon children and families. He also has served or consults with more than 30 nonprofits throughout Oregon, Washington and Washington, DC.

Paul lives in the Portland area with his wife, also a business owner, and in close proximity to three millennial children all launching careers in their own way.



Gene Wang

Gene Wang is CEO and co-founder of People Power, an award-winning software company enabling remote control and management of connected devices from your smart phone. People Power's groundbreaking smartphone app, Presence, transforms spare iPhones, iPads, and iPods into wireless video cameras with motion detection video alerts for free home monitoring. Presence expands to control smart plugs to manage power, robotic stands so you can look around while remote, and other sensors to improve safety, convenience and save you money. People Power's mobile-and-cloud Internet of Everything Architecture enables service providers and manufacturers to deliver smart home solutions to improve security, energy management and home automation.

Gene was previously Chairman and CEO of Bitfone, an industry leader in mobile phone device management, which he sold to HP in 2007 for \$160M. Gene was CEO and Chairman of Photo Access, which sold to Agilent in 2000. Gene was CEO of Computer Motion, a leader in medical robotics, which he led through a successful IPO in 1997. At Symantec, Gene was Executive VP where he managed four divisions and helped grow the annual sales from \$172 million to \$412 million. Gene was VP and general manager at Borland, where he drove sales of the C++ programming language to over one million copies. Gene was co-founder and VP Marketing at Gold Hill Computers, an Artificial Intelligence company. Gene earned a bachelor's degree in computer science from the University of California at Berkeley.

Gene likes to record and play music and is happily married with three great children and three cute dogs.



Robin Wang

Robin Wang is a business, non profit, and community leader with experience across multiple disciplines and industries. He has an eye for identifying opportunities to create value, efficiency and equity and thrives at building the infrastructure, operations and teams needed to turn visions into reality. Presently, he is the Executive Director of Ascent Funding, where he manages a \$3 million community loan fund and capital advisory service focused on supporting minority- and women-owned businesses and businesses in low income communities. Previously, Robin worked at various tech, media, and software start-ups and was a co-owner of the ReDirect Guide, a media company that promoted sustainable lifestyles in numerous cities throughout the West. Robin has Engineering degrees from Carnegie Mellon University and Columbia University and is originally from New York City but has called Portland home since 2003.



Linda Weston

Linda Weston has more than thirty years of senior leadership experience in tourism, professional sports, and the entrepreneurial ecosystem. She has advised dozens of organizations, from nonprofits to industry associations to early-stage companies, on operations, strategy, and leadership.

Most recently, Linda served as the President and Executive Director of the Oregon Entrepreneurs Network, which provides education, support, and access to capital for early-stage, high-growth companies. It is the premier entrepreneurship organization in the Northwest, presenting more than 60 programs and events annually. During her 17 years of leadership, OEN served more than 55,000 participants across Oregon and SW Washington, and Linda generated more than \$12.2 million in sponsorship, donations, and grant funding to expand access to services for entrepreneurs in both urban and underserved areas.

Linda retired from OEN in December, 2016, and launched Rapporto, LLC which provides consulting services and coaching to both companies and non-profit organizations.

Prior to leading OEN, Linda started and served as the General Manager of the Portland Power, the city's team in the first women's professional basketball league. Although the American Basketball League ultimately failed, the Power was its most successful franchise, leading the League in ticket revenue and second in attendance. She came to the Power from an 18-year stint in destination marketing, the last 10 as CEO of the Convention & Visitors Association of Lane County, where she led all marketing of Eugene and the County as a convention and tourism destination.

In both 2002 and 2005, Linda was selected as one of 25 outstanding Women in Business by the Portland Business Journal. In 2005, she was one of three national finalists for the "Supporter of Entrepreneurship" award presented by the Ewing Marion Kauffman Foundation, in conjunction with Ernst & Young's national Entrepreneur of the Year Awards. In 2007, she was recognized by the Northwest Women's Journal as one of the "100 Most Powerful Women" in the Northwest. In 2015 she was selected by the Portland Business Journal as co-winner of "Advocate of the Year" in their Small Business and Innovation Awards program.

Linda has served on numerous travel industry and nonprofit boards. She currently serves on the board of Travel Portland and Social Venture Partners Portland as well as the advisory boards for 364Us and Morebots, two early-stage companies.



Bates Center for Entrepreneurship and Leadership

Catarina Hunter, *Administrative Advisor to the Director*

We are excited and fortunate to welcome Catarina Hunter to the Bates Center this fall. Catarina came equipped with a toolkit of productivity, technical expertise and systems management from a school programming structure similar to the Bates Center. We value her can-do attitude, organizational talent, and business acumen. Born in Sweden and fluent in Swedish, German and English, Catarina earned her B.S. in Political Science from Lund's University in Sweden. She has served on the boards of National Charity League and Riverdale School PTC, and volunteered for Raphael House and Elevate Oregon. Being an owner/manager of several rental properties for the past decade, and starting and running an after-school care business, she has hands-on experience being an entrepreneur. She and her husband, Shawn, have three children in, nearing and gearing for college. In her free time, Catarina runs and is a shoe tester for Nike.



Chrys Hutchings, *Associate Director, Programming & Partnerships*

Chrys is a recovering attorney who now uses her advocacy skills to connect employers and entrepreneurs to talented and passionate Lewis & Clark students. As part of her mission to connect the liberal arts to problem solving in the workplace, Chrys engages professionals to speak directly with students about career path, industry trends and entrepreneurship via Lunch with a Leader, Winterim, workshops and evening events. Based on their interests, she connects students to resources on and off-campus including venture competitions, networking and informational interviews. Chrys is helping spearhead Lewis & Clark's Work Study Pilot and is the Campus Partner to the Entrepreneurship Living Learning Community (LLC). Prior to coming to the Bates Center, she worked in the Career Center as the Employer Relations Coordinator, where she executed much of the programming for the Bates Center and resurrected the on-campus Career Fair. She graduated from Smith College and Boston University School of Law, after which she practiced medical malpractice and insurance defense litigation in California. She moved with her family to Portland 12 years ago and is an unapologetic snob about Massachusetts pizza.



Bates Center for Entrepreneurship and Leadership

Samir Parikh, *Director of Bates Center for Entrepreneurship Leadership, Professor of Law, Lewis & Clark Law School, Kenneth H. Pierce Faculty Fellow*

Samir is the Director of the Center for Entrepreneurship and the Kenneth H. Pierce Faculty Fellow. He is also a Professor of Law at Lewis & Clark Law School. Before joining Lewis & Clark, Samir practiced complex financial restructuring in Los Angeles, California. He played a significant role in the bankruptcy cases of Lehman Brothers, Trump Hotel & Casino Resorts, Aloha Airlines, Station Casinos, and Adelphia Communications. He has been privy to business lifecycles at the highest levels. His experience and current research drew him to the Center for Entrepreneurship, where he teaches Implementing Innovation (EINV 241). Samir holds a JD from the University of Michigan Law School.



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