

# 2011 CYN Summit Speakers



## Clover Frederick

Clover Frederick grew up in Nebraska's armpit - the small town of Julesburg, in the far northeastern part of Colorado that borders Nebraska. She moved to a small Nebraska city to attend college at Concordia in Seward. She earned her masters in advertising from UNL and resides in Lincoln with her husband, Matt, and two school-aged daughters – all active philanthropists in their own right.

As a freelance marketing consultant she specializes in nonprofits and small businesses. For this work, the Lincoln AMA Chapter named her 2011 Marketer of the Year. Frederick actively volunteers her event planning, marketing and fundraising services for organizations that benefit women and children.

## Jonathan Nikkila

For the past 10 years, Jonathan Nikkila has been deep in the political trenches, involved in hundreds of political campaigns for candidates of both parties, from governors to local elected officials, from rural Iowa to urban New Orleans. He's a Kearney native who moved back three years ago after being "stuck" in Michigan for 10 years. In addition to his political expertise, Jonathan can tell you just about anything you want to know about the Big 10, which he routinely mocked and ridiculed until he saw the light last summer. He and his wife, Miriam, have three children.



Dusty Davidson & Jeff Slobotski, Keynote Speakers

## Dusty Davidson

After a short stint in corporate America, Dusty joined forces with Kevin Zink and started Brightmix, which has transitioned from a consulting firm to a firm that books and manages private events. The goal with Brightmix was to create the type of company you'd see in Silicon Valley or other "startup hubs." Thus was born Dusty's passion for finding other startup-minded companies and individuals in and around Omaha. Teaming up with Jeff Slobotski on the Silicon Prairie News allowed Dusty to connect some of the truly innovative companies and individuals around him.

## Jeff Slobotski

Jeff Slobotski is the Founder and Chief Community Builder at Silicon Prairie News, an Omaha-based company dedicated to highlighting and supporting entrepreneurs and creatives in and around Omaha, Des Moines and Kansas City. Slobotski helps organize events to connect these individuals, such as BarCamp Omaha, Creative Capital Pitch Sessions and the annual Big Omaha conference, which brings together more than 600 entrepreneurs and innovators from across the U.S.

Slobotski is involved with an array of community organizations, including Packs of Promise, a non-profit he founded to assist Omaha's homeless during the winter months. Slobotski lives in Omaha with his wife Molly and his three sons, Cayden, Logan and Joseph.

## Steve Maly

Steve Maly is an activist by trade. "What kind of title is that?" you ask. Simply put, he believes in getting his hands dirty with his clients and immersing himself into the new marketing trends. This mindset has allowed him to fully grasp and implement numerous social media strategies and maximize their results. It's been his passion to dive deep into online marketing and understand why people do what they do online. With this knowledge he has been able to launch many successful online marketing campaigns that bring in real results.



## Kim Kwapnioski

Kim Kwapnioski, a long-time Norfolk, Nebraska resident, was chosen last June as the Director of the Norfolk Area Visitor's Bureau after overseeing a period of great expansion as Director of the Norfolk Community Health Care Clinic. "I've taken that [organization] from 4 employees to 32 employees and from a \$500,000 budget to a \$3 million dollar budget," Kim asserts.

As the community's new face of tourism, she leverages her knowledge of area events and existing relationships with area leaders. She plans to take the visitor's bureau to a new level, just as she's done with the healthcare clinic. Kim recommends "following your passion, finding a mentor, ruthlessly pursuing your goals, saying 'no' and finding the movers-and-shakers" in a community in order to achieve work/life balance.



### Andy Greenberg

Andy has 35 years of experience in national companies as a sales and marketing expert whose main strength is motivating associates and friends to visualize and attain success. He started his sales career selling shoes door to door in New York City and in July 2009 he started "Speaking of Andy Greenberg" a life and business building based company that teaches individuals and businesses how to stay motivated and excel. "Getting UP with Andy Greenberg," has been featured on Omaha's most listened to daily radio show "The Good Morning Show" with

Gary Sadlemyer on 1110 KFAB. Today Andy appears regularly on over 250 radio stations and is heard by millions of people in the US.

### Sue Wilkinson

Sue Wilkinson has been actively involved in the Lincoln community since she was taken to task by her first employer for not doing her part for the community at the age of 21. Since then she has discovered that giving your time and talent helps you become more educated about your community and gives you networking opportunities which could help your company.



Sue is married to Bert and they have two children, Chelsea (15) and Jake (11), who keep them busy putting miles on their cars and draining the bank account. She currently works at Ameritas Life Insurance Corporation as Senior Vice President, Planning and Risk Management, which she says is "not as boring as it may sound."

### Lindsay Hastings

Lindsay Hastings is the Director of Nebraska Human Resources Institute, a leadership development organization at the University of Nebraska-Lincoln where outstanding college leaders are paired with outstanding young leaders in Lincoln Public Schools in order to "make a difference, one leader at a time." Lindsay hails from Seward, Nebraska, where she lives with her husband Matt, daughter Lilly, and dog Izzy. Her free time is filled with running, biking, and -- as of late -- changing Lilly's diapers .



### Ryan Mead

Ryan Mead has a passion for great customer experiences and believes amazing things can happen when people 'love what they do.' Throughout his time with Norwest/Wells Fargo and later with Progressive Swine Technologies, Ryan became keenly aware that competition was everywhere, and often from areas that you least expected it.



Today, Ryan leads Growth Inc. Partnering with successful companies, his team shifts thinking – breaking from the endless parade of fads. "Real revolution comes when companies (or communities) recognize the most sustainable competitive advantage is attracting the right people – those who feel engaged, energized and passionate about the idea, and then executing like a maniac," states Mead.

### Jessica Moenning

Jessica Moenning provides strategic, communications and organizational services to associations, corporations, candidates for public office, political parties and political action committees, ballot initiatives, and non-profit organizations in Nebraska.



Jessica's experience in politics includes serving as Executive Director of the Nebraska Republican Party, Campaign Manager to Congressman Jeff Fortenberry, a Special Aide to US Senator Chuck Hagel, and Iowa Field Director for Mike Huckabee for President in 2008 when he won the Republican Caucus.

### Joseph Knecht

Joseph Knecht is Managing Director of VIPA Solutions, a technology services company that partners with advertising, marketing and PR agencies providing proven processes and web-based tools for agencies to manage their clients' websites, event registration and online marketing services. He is a successful entrepreneur and has been involved with multiple start-up software companies. To



quote Joseph on his business philosophy, "At the end of the day it's about doing something you care about and having fun. Do things the right way and good things will happen...."



### Derrick Eells

Derrick Eells, co-founder of TenDot, has had a passion for entrepreneurship since early childhood. Following his empirical knowledge of the world and incorporating his experiences with his former firm, he returned to his native Lincoln, NE to create TenDot Corporate Travel, Inc. along with his brother and business partner, Jeff. With his extensive knowledge of the world and cultures, Derrick possesses the tools to seamlessly integrate his client's goals with a uniquely designed program to fit their needs.

Derrick remains extremely involved within his community; serving as a member of Rotary #14, an executive member and co-founder of Lincoln Young Professionals Group, Board member of Lincoln's Symphony Orchestra, and serving upon the request of Governor Dave Heineman as a Nebraska Diplomat, among others.

### Mike Bailey

Mike Bailey has been a Financial Advisor at Edward Jones Investments in West Point, Nebraska since 2002. He grew up in Lexington and graduated in 1993 with a BA from Midland Lutheran College in Fremont. Over a seven-year period Mike taught high school business and history in three different school districts - Hampton, Benkelman and Bancroft-Rosalie. In 2000 he became an insurance representative for Horace Mann Educators Insurance Company. Mike has been married for 15 years and has 3 children.



As a financial advisor, Mike helps people of all ages plan, protect, and transfer wealth using a variety of tools.



### Jay Knobbe

Jay would rather tell you about himself in person. Go find him!