

Gaining & Keeping the Entrepreneurial Edge

16th Annual Entrepreneur Lecture Series

Thursdays, 7–8 p.m.
September 14–November 2
Lectures are free and open to the public



Lecture Schedule

Each lecture is from 7–8 p.m. in Wiekamp Hall, Room 1001
(parking available in the adjacent garage on Mishawaka Avenue and 20th Street).

- Sept. 14 **Developing Your Entrepreneurial Skills**
Amish Shah, President & CEO, Kem Krest
- Sept. 21 **Growing A Local Business From The Roots**
Rob Bartels Jr., President & CEO, Martin's Super Markets
- Sept. 28 **Social Service Based Entrepreneurship—It's All In Your Foundation**
LaChelle Barnett, CEO & Co-Founder, Fathers First
- Oct. 5 **Growing and Maintaining Community Gardens**
Sara Stewart, Executive Director, Unity Gardens
- Oct. 12 **The Brand Advantage**
Deb DeFreeuw, Creative Director & Certified Brand Strategist, Force 5
David Morgan, Certified Brand Strategist, Force 5
- Oct. 19 **Supporting Business Growth Through Good Governance**
Benjamin C. Norris, Founder & Managing Principal, Norris Equity Partners
- Oct. 26 **Tips From Current & Former Student Entrepreneurs**
Aaron McGuin, IU South Bend Senior, Marketing and Advertising Major
Jordan Richardson, Founder, Jungle Rose Cartel
- Nov. 2 **The Banking Environment in 2017—What You Need to Know**
David M. Findlay, President & CEO, Lake City Bank

The IU South Bend Alumni Association will host a reception before the Nov. 2 lecture from 6:30–7:00 p.m.

This series is a key part of the entrepreneurship program at IU South Bend. The speakers have been carefully selected to share their stories of entrepreneurial success.

Through the generous support of Lake City Bank's entrepreneurship scholarship and its ongoing support of this lecture series, as well as the financial leadership of numerous alumni and business leaders, IU South Bend is proud to support the spirit of entrepreneurship in our local communities.



AMISH SHAH is president and CEO of Kem Krest, a Tier I automotive company supplier. Over his nearly two decades long career, Amish has created a \$300+ million dollar company that services Fortune 100 companies globally, launched an EdTech company, and helped spearhead and support several youth nonprofit organizations. His professional recognitions include: Supplier of the Year Awards at General Motors, the state of Indiana Business Excellence Awards, Indiana Companies to Watch, Inc. 500/5000 fastest growing companies, and Michiana Forty under 40 business leaders. Amish serves on IU South Bend's Advisory Board and Business School Advisory Council, General Motors Supplier Diversity Council, Horizon Education Alliance of Elkhart County, and Junior Achievement of Elkhart County.



ROB BARTELS JR. is president and CEO of Martin's Super Markets, Inc., which was established in 1947 and now includes 22 stores and 3,400 employees throughout Indiana and Michigan. His career at Martin's dates back to 1981, where he started as a bagger and worked in the meat and produce departments while earning his bachelor's degree in marketing from Indiana University. After returning to Martin's in 1989 and gaining eight years of management experience, Rob was promoted to several corporate development positions, including director of corporate development, director of marketing, and executive vice president. In 2001 Rob was named president and COO and in 2005 became CEO. Under Rob's leadership, Martin's stores have grown to offer new services, such as pharmacies, pet supplies, deli-cafés, and gas stations.



LACHELLE BARNETT wears many different hats. She has been the CEO and co-founder of Fathers First for the last three years. She works as an addictions therapist at Oaklawn Psychiatric Center for the last five years. She is also a contracted speaker for two organizations, PESI (an organization that trains clinicians) and Black CEO (an organization that trains entrepreneurs), where she speaks several times throughout the year. LaChelle teaches periodically here at IU as an adjunct professor in the Social Work department. She has a Bachelor of Arts in Sociology from University of Dayton, a Masters of Social Work from Indiana University and is currently pursuing her Doctorate degree in Business Administration Healthcare Management from Walden University. In addition, she is a Licensed Clinical Social Worker and Licensed Clinical Addictions Counselor.



SARA STEWART is founder and executive director of Unity Gardens, a nonprofit organization that provides healthy food and education to empower people to grow, cook, and preserve their own food. She has over 16 years experience in business administration in the community health setting, specializing in third-party health care reimbursement and Medicaid. She has served as a professor of community health nursing. Congruent with her role as a public health nurse, Sara assesses the systems that will promote the health of the community and intervenes through the gardens to assure public access to fresh produce, social revitalization, and overall wellness.



DEB DEFREEUW & DAVID MORGAN are partners in Force 5—a brand development and marketing communications firm in South Bend. Deb is the Creative Director of the firm, and has nearly thirty years experience in advertising and digital media. A graduate of Kendall College of Art and Design, she merged her company with David's in 2003 to form Force 5. David is a graduate of IU and Notre Dame. Both Deb and David are Certified Brand Strategists through the Brand Establishment. Force 5 helps clients uncover their brand soul and creatively express it to build their brand and their communities. Both use their marketing talents in art, design, speech, video production and theatre to build and tell their client's brand stories. Force 5 has clients in healthcare, manufacturing, higher education and the recreational vehicle and marine industries.



BENJAMIN C. NORRIS is the managing member and founder of Norris Equity Partners. Ben founded NEP in 2015 following a successful career of nearly fifteen years as a commercial banker. He oversees all of NEP's investments and is responsible for managing the firm's diversified portfolio. Ben drives the growth and overall strategic direction for the firm. NEP's strategy is best described as "activist, but not adversarial." He is a board member of the Penn-Harris-Madison Educational Foundation and has volunteered his time with Big Brothers Big Sisters of St. Joseph County and the Arthritis Foundation. In addition to being a published business author with the Journal of International Banking Law & Regulation, Ben was named to the 40 Under 40 list by the St. Joseph County Chamber of Commerce in 2012. Ben earned an MBA with honors from Capital University's School of Management, with a focus on business and economics.



AARON MCGUIN is a senior at IU South Bend, majoring in Marketing and Advertising. His passion is innovation and product development. ArrowWay, Aaron's business, makes wraps that have instructions on the wrap itself. This product has a utility patent, which gives him the opportunity to leverage the concept for use in sporting and medical applications.



JORDAN RICHARDSON, the founder of Jungle Rose Cartel, started the company out of his mom's living room after graduating. Making bow ties to fill custom orders, Jordan began establishing the style of the urban debonair for which Jungle Rose would later be known. Today, Jungle Rose Cartel operates as an online store and specializes in bags, bow ties, hats, lapel pins, and handkerchief design.



DAVID M. FINDLAY currently serves as president and CEO of Lakeland Financial Corporation and Lake City Bank, headquartered in Warsaw, Indiana. He also serves as a member of the board of directors of both the bank and the holding company. Lakeland Financial Corporation is a publicly traded (NASDAQ Global Select/LKFN) bank holding company with total assets of \$4.3 billion and 49 offices located throughout Northern and Central Indiana. David has over 30 years of experience in finance and administration. His background includes serving as senior vice president and CFO with Quality Dining, as well as vice president of the commercial lending group at The Northern Trust.

FOR MORE INFORMATION CONTACT

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