

SunTrust Bank
Distinguished Speaker Series
Previous Speakers

MELISSA ROSATO

Director of Business Development,
NASCAR Sprint Cup Series

TERRY HANSEN

Head of Retail, Google

FAHAD HASSAN

Founder, Daylert

BHARATH KADABA

VP of Media
Engineering, Yahoo Inc.

GREGORY MILLER

Vice President and Chief,
SunTrust Bank

BOBBY GRIFFITH

President,
Bobby F. Griffith Enterprises

RADFORD UNIVERSITY

en-tre-pre-neur — a person who creates and builds an economic or social enterprise with considerable initiative and a willingness to accept full responsibility for the outcome.

Entrepreneurs are successful because their passion for an outcome leads them to organize available resources in new and more valuable ways. Successful entrepreneurs act and think more like passionate experts than gamblers.

Social entrepreneurs recognize a social problem and use entrepreneurial principles to organize, create, and manage a venture to make social change. **Business entrepreneurs** typically measure performance in profit and growth, whereas social entrepreneurs assess success in terms of the impact they have on society.

“Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.”

- Unknown

OCTOBER 27–28
2008



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KEYNOTE SPEAKER



BRIAN PATRICK CORK

Brian Cork (RU '84) has raised more than \$500 million dollars in private placement capital for a wide array of companies across every industry; recruited and counseled hundreds of executives and other decision-makers; and has actively participated in building numerous successful organizations. Cork has started up three companies, and his latest, brian cork Human Capital, (www.bchcroi.com) was listed in the Inc. 500's fastest growing companies in 2007 and 2008. His

executive recruiting and business coaching clients include top executives in Fortune 50 companies to professionals in transition. Cork is currently writing his first books, "The CEO Hand-book," "Dear God: I am Dancing In My Head," and "This Would Be Jefferson's View." He also writes an informative blog for Human Capital: hcroi.wordpress.com.



WORKSHOP SPEAKERS



JOHN SIGNORELLO

John R. Signorello (RU '89) has served as chairman of the board and CEO of IceWEB (www.iceweb.com), since March 2000. From 1991 until September 1997, Signorello served as the CEO of Solutions That Make Sense (STMS), a private technology company he founded that specialized in computer networks, systems integration and information technology. In 1996, STMS was ranked the 17th fastest growing technology company in America by The National Technology Council. From 1998 through 2000, Signorello served as a director for a publicly traded Internet Venture Fund. He is an accomplished musician and serves as a principal in New York City Lights Entertainment.

“Some people dream of great accomplishments, while others stay awake and do them.”

-Constance Newman



WOODY PRETTYMAN

Woody Prettyman (RU '84), is the founder/CEO of Studio Center, (www.studiocenter.com), the largest, fastest growing studio that specializes in the production of broadcast advertising. With more than 700 employees, Studio Center has won more than 4,000 awards including

ADDYS, Tellys, Clios, Addys, Silver Microphones, Gold Quills, Silver Screens, Axiems, EMAS, Mobiuses, a Grammy, and the 1993 Pine Bark Chipping Title of Wyoming. Studio Center produces more than 14,000 radio and TV commercials each year, as well as documentaries, corporate training videos, infomercials, computer games, and audio for toys. The company has clients in all 50 states and provides foreign voice-overs for 23 countries around the world.



JUANITA THORNTON

Juanita Thornton (RU '07) is the executive director of the Phoenix Star Clubhouse, (www.phoenixstarclubhouse.org), a prevocational program for individuals with brain injuries located in Roanoke Virginia. She has 21 years of experience in brain injury, mental health, special education, and early intervention. In 2006, Thornton

received a three-year, \$450,000 grant from the Commonwealth Neurotrauma Initiative Trust Fund to develop and implement a clubhouse program in Roanoke. She is currently the president of the board of the Brain Injury Resource and Development Center and the Roanoke Area Brain Injury Connection. Thornton also serves on the Advisory Board of the Montgomery County Office on Youth.



BEVERLY WALTERS

Bev Walters is the executive director of NRV CARES, (www.nrvcares.org), a child abuse prevention agency in the New River Valley. She has served in this position since 2005 but has worked in the area of child abuse and neglect since 1998. NRV CARES is a small, non-profit agency that includes the following programs:

CASA of the New River Valley, Parenting Young Children Courses and Community Education Activities. During Walters' years as executive director, NRV CARES has continued to grow, serving more children and families each year. Her professional life mirrors her personal passion for educating and engaging people in creating a better life for children in the community.

AGENDA

MONDAY, OCTOBER 27

4 – 6 p.m.

Elevator Pitch Competition: Round 1
(Hurlburt Auditorium)

TUESDAY, OCTOBER 28

9:30 – 10:45 a.m.

and 11:00 a.m. – 12:30 p.m.

WORKSHOP SPEAKER PRESENTATIONS

WOODY PRETTYMAN

"The Good Problem: Managing High Growth of an Entrepreneurial Start-Up" (Hurlburt 248)

JUANITA THORNTON & BEV WALTERS

"Social Entrepreneurs: Change Agents for Society" (Hurlburt 249)

JOHN SIGNORELLO

"Starting a Business: The Moment of Impact" (Hurlburt 250)

9 a.m. – 11 a.m.

Elevator Pitch Competition: Round 2
(Hurlburt 210)

12:30 – 2 p.m.

Luncheon

(Muse Hall: a limited number of seats are available)

Contact Mary Weeks at mweeks@radford.edu or (540) 831-5382 for more information.

Elevator Pitch Competition Awards

BRIAN PATRICK CORK

"Entrepreneurs, Intrapreneurs and them Corporate Fellas - The Laws of Natural Selection"