



# Ignite Your Passion

NWA YP SUMMIT 2016

**Empowering young professionals  
across Northwest Arkansas to  
ignite their passions  
Personally  
Professionally  
Philanthropically**

**August 12th  
9 am - 4 pm  
John Q Hammons Center  
Rogers, Arkansas**

## **Check out our speakers!**

The NWA YP Summit is proud to offer insight from notables across Northwest Arkansas who have carved their career path to success and achieved great milestones in numerous areas of business. Take a look at this year's distinguished presenters.

# Keynote Address

## Donnie Smith

Donnie's enthusiasm for Tyson Foods is contagious among the company's 113,000 Team Members. Appointed to his role as CEO in 2009, his passion is the hallmark of his tenure at the company, which he joined in 1980. He guides Tyson Foods to be a company with a conscience, focused on feeding the world great, affordable food, while also making a positive difference in people's lives.

Through his career, Donnie has worked to learn every angle of the Tyson Foods business. He joined Tyson, working in poultry operations for seven years in Tennessee before moving to the company's headquarters in Springdale, Ark., where he started as a commodity buyer. He was named director of commodity purchasing in 1991 and during the next several years added complementary responsibilities to his management portfolio: logistics, purchasing and information systems in 2006; and engineering, food safety and quality assurance, and environmental health and safety in 2007. He moved into the company's consumer products division in 2008 and was named senior group vice president of poultry and prepared foods in early 2009, the same year he was appointed as president and CEO.

A native of Tennessee, Donnie graduated from the University of Tennessee at Knoxville with a bachelor's degree in animal science.



## Breakout Sessions

### **The Balance Beam**

Finding time to live a full life

### **Negotiating Your Value**

Understanding and discussing your worth in the workplace

### **Start Up Stories**

Local entrepreneurs tell all

### **Adulting Made Easy**

A few tips and tricks to make you an official "grown up"

### **Making Sense of the Workplace**

Millennials and mentoring

### **Let's Talk**

Communication in the workplace

# Breakout Speakers

## **Charles Kochel (The Balance Beam)**

Charles is the founder of Yield Wealth Management, Co-founder of Bendi Baby Yoga Mats, and writer. He is a second generation wealth manager and cares for a third generation family farm. His financial advice practice opened in February 1999, managing a successful practice with some of the largest firms on Wall Street.

After working over 12 years for the giant Wall Street firms, Charles was ready to break away from the confines of corporate financial management. Motivated by his vision to create a business that aligns with his beliefs and capabilities, Charles founded Yield Wealth.

Outside of work, his passions include: Fly-Fishing and outdoor activities, conservation of natural resources, farming and gardening, writing, music and the culinary arts, literacy, culture and helping educate future generations.

## **Steve Outain (The Balance Beam)**

Steve Outain is a seasoned veteran of the corporate and small business world, with over 20 years of program management, operations, compliance, and process improvement. He's worked on multiple startups in the US, Middle East, and Canada. He has varied experience in retail, sustainability, food and beverage, manufacturing, oil and gas, utilities, and military contracts.

Currently leading initiatives for Walmart in sustainability, landfill diversion, closed loop products, corporate asset disposition, and other waste minimization efforts. In his spare time he founded the startup of Bike Rack Brewing Co. and is one of the managing partners going into their first expansion this fall.

## **Mike Abb (The Balance Beam)**

Mike is a self-admitted jack of all trades a person, who cites passion for creating his main skill. Currently, he is working on developing the creative class in NWA by engaging the local artists, corporations, and civic leaders to join forces to provide outlets for creativity to shine. Keep up with Mike and his efforts by following him on [instagram.com/artansasproject](https://www.instagram.com/artansasproject)

## **Kellen Utecht (Adulthood Made Easy)**

Kellen Utecht is the Director of Sustainability for Phigenics. Kellen is the Treasurer of CanopyNWA and a founding member of Net Impact-Northwest Arkansas. Kellen has a Master of Business Administration from the Walton College of Business and a Master of Public Service degree from the Clinton School. Kellen and his wife closed on their first home in Fayetteville on May 17.

## **Kanat Bektemirov (Adulthood Made Easy)**

Kanat Bektemirov is a technology consultant from the NWA area and is an R&D Engineer at CaseStack Cloud Services. After receiving B.S in Computer Science from the University of Arkansas, he co-founded a company here in Fayetteville. Kanat previously has worked at companies like Google, Amazon Web Services, and Amazon. In pursuit of financial stability and eagerness to learn new things, he has had launched dozens of short lived web and mobile apps hoping to cash out big time. That has not quite come yet.

## **Nick Stodart (Adulthood Made Easy)**

Nick is a start-up veteran and technology junkie. After spending two years on the business end of start-ups, he is now pursuing a PhD in Chemical Engineering at The University of Arkansas. When Nick isn't sitting behind a computer, you will find him climbing, running and enjoying the Ozarks.

### **Blake Hannan (Negotiating Your Value)**

Blake has been leading full life cycle recruitment/talent acquisition for 9 years. During the past 4.5 years with Rockfish, Blake has been responsible for facilitating internship programs, identifying future Rockfish employees across multiple markets, and managing creative and strategy consultants. Blake is motivated by establishing relationships with people and working with them to identify their ideal opportunity.

### **Rashad Delph (Negotiating Your Value)**

After graduating from the University of Arkansas with a degree in Business Administration and Human Resource Management, Rashad Delph went to work as a college relations recruiter for Tyson Foods. Rashad leads enterprise wide Talent Acquisition and Global Mobility.

Rashad has been featured as one of the top 15 young rising professionals by the Northwest Arkansas Business Journal inaugural class of FAST 15 honorees. He was also featured on the cover and in an article for Equal Opportunity Magazine regarding the importance of recruitment in the food and beverage industry and also has been awarded the Young Alumni Award from the University of Arkansas Black Alumni Society.

### **Kaye Cullum (Negotiating Your Value)**

Kaye oversees Walmart Technology HR Strategy, Operations and STEM. In this role she has responsibility for acquisition and management of technology and data analytics talent. Additionally, she is responsible for developing and executing on Walmart's STEM strategy. Prior to this role, Kaye oversaw Global Campus Relations and Diversity for Walmart Inc. She has been with Walmart a little more than six years. Kaye has done extensive work understanding how to recruit minority and female talent. This research has led to specific branding and messaging of Walmart's employment value proposition as well as creating an environment that retains minority and female talent.

Kaye has a BA in Communications and is Six Sigma certified in LEAN. Her work history includes Textron Financial, Textron Inc and Walmart. Her work in marketing includes needs/outcome segmentation, marketing communication, web development, branding & positioning, and widespread work in voice of customer (customer satisfaction). Most recent achievement was launching the Arkansas state-wide Million Women Mentors program for STEM. Arkansas was the 32nd state to launch and hosted the highest number of attendees for a state-wide launch with over 900 female high school students.

### **Joe Saumweber (Start Up Stories)**

Joe Saumweber is the Co-Founder and CEO of RevUnit, a technology consultancy with offices in Las Vegas, Dallas, St. Louis and Bentonville, Arkansas. As CEO Joe leads his cadre of strategists, experience designers and technologists to build incredible products for brands like Walmart, Virgin, School of Rock, AutoZone and some crazy startups you haven't heard of yet. Joe is a thought-leader on digital transformation within the enterprise with an emphasis on beautiful, usable tech that improves employee engagement, productivity and communication. With a decade focused on retail he has deployed solutions in nearly all aspects of the store including POS, self-checkout, kiosks, backroom, consumer mobile apps, and associate facing apps. Joe's greatest passion is building highly specialized tech teams made up of "proper villains". These teams are the "Unit" in RevUnit and they bring advanced problem solving techniques to bear on their client's toughest problems.

### **Lauren Stokes (Start Up Stories)**

Lauren Stokes is a long time resident of Fayetteville, AR. She graduated from Fayetteville High School in 2007, and she was a student at the University of Arkansas. After completing two years at the U of A she was accepted into the nursing program at Little Rock Baptist. She soon graduated and spent a short time in her nursing career. The birth of her first son sent her down a completely different path of passion. Although, not a fashion student or a classically trained designer, Lauren's true talent was her eye for a very particular look. Her discerning eye for fashion is the very reason the company's product line is so well manicured and desired by a loyal following of customers. Not only is Lauren an excellent creative mind and designer, she's also a wonderful wife and mother of two sons; Lofton and Linden Stokes. She's a great example to her children, other aspiring female entrepreneurs, and all those wanting a little bit more out of life.

### **Lance Stokes (Start Up Stories)**

Lance Stokes is a native Texan turned Arkansan. A 2006 graduate of Pleasant Grove High School, Lance found himself in Arkansas by way of Academic Scholarship to the University of Central Arkansas. Lance Graduated UCA in 2009 and began his Master's at night while working at Hewlett Packard during the day. Lance quickly moved through the ranks in a newly acquired networking category for HP. Within a year he was promoted to a position in Chicago, IL as the lead partner business manager for CDW and Hp Networking. While doing this Lance was also in the middle of what would eventually be his first failure and an important lesson in entrepreneurship. He started a small apparel line that would eventually fail, but he learned all the right lessons in sourcing, business, and partnerships along the way. He would also go on to invent a magnetic sunglass strap that is still an operating company today. He built that company to over 300k in sales in less than year before departing due to differences in opinion with investors on future company direction. After that, Lance started Lauren James with his wife Lauren. He was/is responsible for operations, growth strategy, and all product sourcing and development. He's a husband, dad and entrepreneur focused on family and a business that supports it.

### **Brett Amerine (Start Up Stories)**

Brett is a strategic leader in the development and execution of programs and events within entrepreneurial ecosystems in emerging regions worldwide. Brett manages the Natural State Angel Association, G60 elevator pitch contests, and Veterans to Venture Leaders program. He administers the Gravity Ventures Arkansas Funds 1 & 2, and he is managing member of the member-driven angel fund the Tonic Fund. He is also the Co-Founder and Co-Chairman of the Board of Directors at the Community Venture Foundation (CVF). CVF is a leading non-profit aimed at entrepreneurship education.

### **April Seggebruch (Start Up Stories)**

April is an entrepreneur, instigator and value creator from Bentonville, Arkansas. She is co-founder and EVP at Movista, directly responsible for the product development, operations, and finance arms of Movista.

Raised on a farm in rural Illinois, she became captain of the Lady Razorbacks basketball team at the University of Arkansas where she earned both her bachelor's degree in marketing and M.B.A. from the Walton School of Business. April's career before Movista included time in various roles with Fortune 500 companies such as Nike, Tyson Foods and Spectrum Brands.

April left her corporate career in 2010 to pursue her dreams of being an entrepreneur. In addition to Movista April has co-founded, inspired multiple development projects in Downtown Bentonville. She remains active in the university's business school and serves as a leader on non-profit boards and educational missions worldwide.

### **Ali Baum (Making Sense of the Workplace: Millennials and Mentoring)**

Alexandria Baum is a Manager of Continuous Improvement Training at Tyson Foods, Inc. A graduate of Arkansas State in Animal Science, Alexandria has worked for Tyson for three years. She is the Co-Founder and Chair of the Young Professional Business Resource Group at Tyson Foods, a board member for Northwest Arkansas Emerging Leaders, and the Founder of the Kicking Hunger Kickball Tournament. All of this, and more, was born of Alexandria's passionate for Northwest Arkansas and making Northwest Arkansas better every day for young professionals.

### **Rachel Smith (Let's Talk: Communication in the Workplace)**

Rachel Smith has worked for Tyson for three years. She is a Director of Continuous Improvement Training. Before working for Tyson she was an Associate Professor at Indiana University. She is the Co-Founder and Chair of the Young Professional Business Resource Group at Tyson Foods and a board member for Northwest Arkansas Emerging Leaders.